

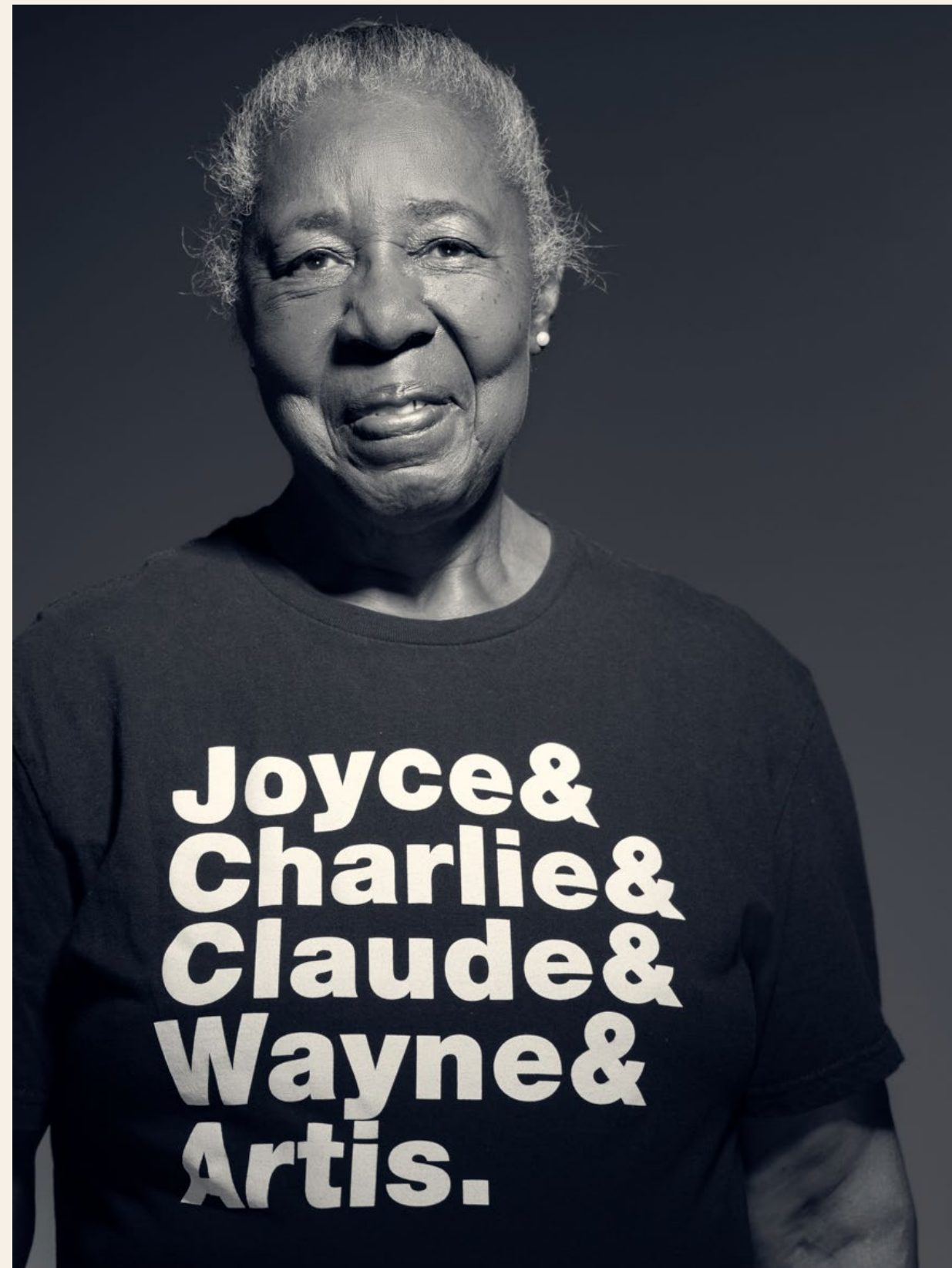
SPONSORSHIP



OPPORTUNITIES



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THE CRISIS OF WRONGFUL CONVICTIONS (U.S.)

3,600+
PEOPLE EXONERATED

Since 1989, 3,600+ people in the United States have been exonerated after being wrongfully convicted.

Leading contributors include mistaken eyewitness identifications, false confessions, unreliable forensic science, and misconduct or inadequate legal representation.

30,000+
YEARS LOST

Collectively, these individuals lost 30,000+ years of their lives to incarceration for crimes they did not commit.

Every day an innocent person remains incarcerated is a day of lost family, lost work, and lost hope.

WHY THIS MATTERS

Imagine someone you love is accused of a crime they didn't commit. You know their character and their innocence, but the charges are terrifying, and the stakes couldn't be higher.

You might think that if they're truly innocent, the justice system will protect them. **But that's not always how it works.** And every day they remain behind bars matters.

Behind every statistic is a human life — **a voice that deserves to be heard.**





WHO WE ARE

Founded in 2019, the Tennessee Innocence Project (TIP) is the state's first full-time, statewide innocence organization, dedicated to freeing innocent people, strengthening the justice system, and preventing future wrongful convictions.

TIP has helped exonerate 10 innocent Tennesseans who collectively served nearly 300 years in prison for crimes they did not commit.

With offices in Nashville and Memphis, TIP represents individuals across the state and receives hundreds of applications each year.

OUR FOUR PILLARS OF IMPACT

The Tennessee Innocence Project (TIP) seeks *justice for all* by advocating for innocent people who were wrongly convicted and working to prevent future wrongful convictions. To achieve this mission, TIP focuses on four pillars:



LEGAL REPRESENTATION

TIP provides high-quality legal advocacy, including case investigation, DNA testing, and litigation, to secure exonerations for wrongfully convicted individuals.



REENTRY SUPPORT

TIP supports exonerees in rebuilding their lives by connecting them with essential resources such as housing, employment, healthcare, and community support.



EDUCATIONAL OUTREACH

TIP raises awareness about wrongful convictions through community engagement, storytelling, and partnerships that educate and inspire action.



POLICY REFORM

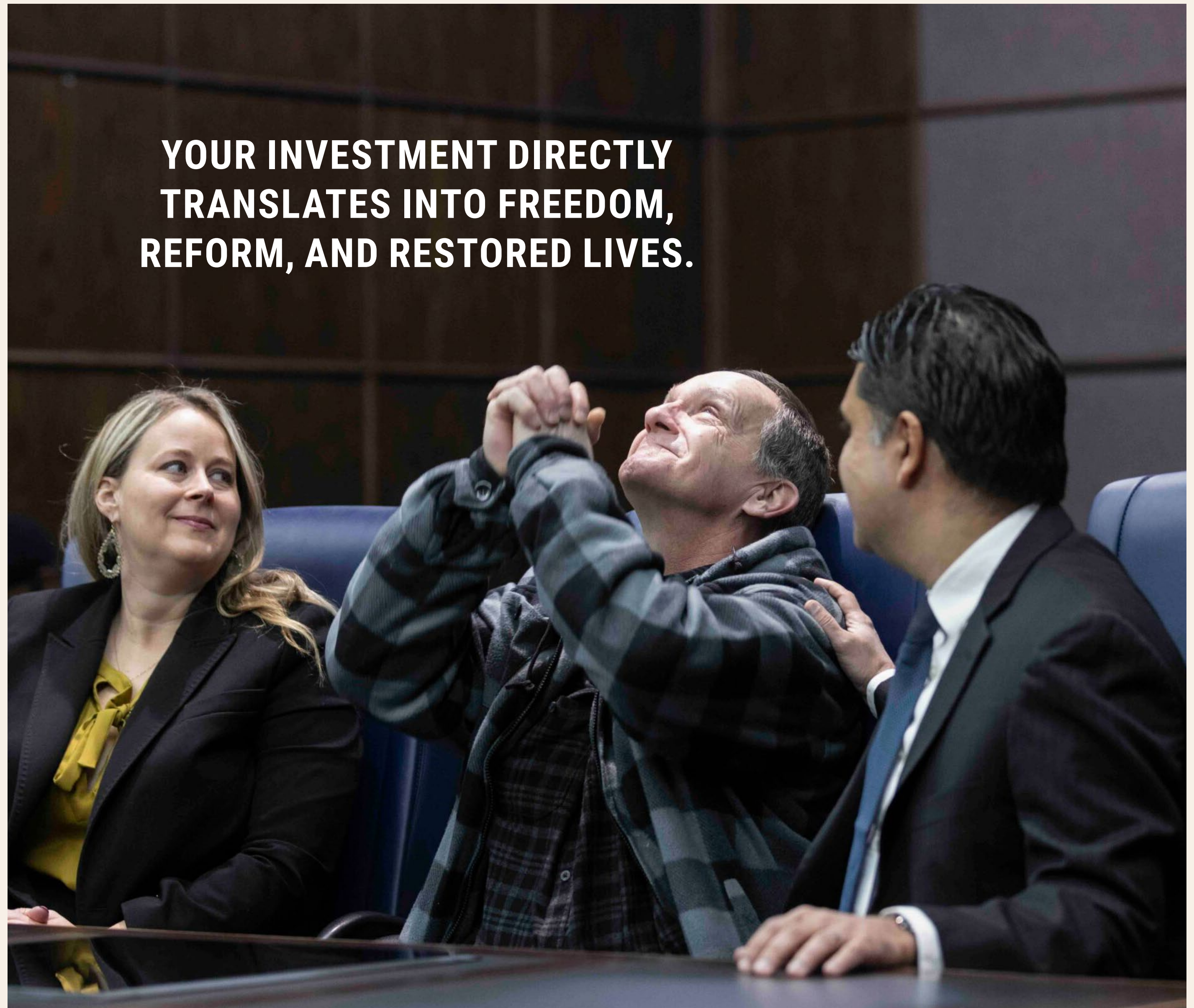
TIP advances systemic change by advocating for laws and policies that prevent wrongful convictions and strengthen the integrity of the justice system.

YOUR PARTNERSHIP CHANGES THE LANDSCAPE

With continued funding from supporters like you, TIP can:

- Take on **more cases across Tennessee**
- **Hire and support more attorneys**
- Expand **education, advocacy, and post-release services**

YOUR INVESTMENT DIRECTLY
TRANSLATES INTO FREEDOM,
REFORM, AND RESTORED LIVES.



WAYS TO PARTNER WITH TIP

We offer five high-impact
sponsorship options designed
for organizations seeking:



**BRAND-ALIGNED
VISIBILITY**



**THOUGHT
LEADERSHIP
OPPORTUNITIES**



**MEANINGFUL
COMMUNITY
IMPACT**

Each package supports justice while engaging your
audience, clients, and employees in a powerful cause.

PACKAGE 1

COMMUNITY JUSTICE PARTNER

**INVESTMENT:
\$5,000**

Deepen your organization's connection to justice, community, and impact through meaningful membership and exclusive engagement opportunities.

Ideal for:

Community-focused companies and individuals seeking to support justice reform, engage authentically with the mission, and build lasting relationships while receiving exclusive access and tangible expressions of impact.



INCLUDES:

ORGANIZATIONAL MEMBERSHIP

with the Tennessee Innocence Project

SPECIAL INVITATION

to the Funder's Appreciation Cocktail Experience

TWO (2) COMPLIMENTARY TICKETS

to the Journey To Justice Gala

TENNESSEE INNOCENCE PROJECT GIFT BASKET

Including: Official branded t-shirt, Two (2) branded water bottles, One bag of Grit + Grace teas, One bag of Bongo Java – Grounds for Innocence coffee beans, Branded tumbler, Branded baseball hat



PACKAGE 2

JUSTICE BUILDER

INVESTMENT:
\$10,000

A streamlined way to support TIP's mission with maximum flexibility.

Why it matters:

Your gift provides critical resources that keep social justice and criminal justice reform at the forefront of change.

With targeted funding, we can:

- **SUPPORT** more attorneys
- **INVESTIGATE AND LITIGATE** more innocence cases
- **EXPAND** education, advocacy, and exoneree services

Ideal for:

Partners seeking high-impact support without program-specific commitments.



INCLUDES:

ORGANIZATIONAL MEMBERSHIP

with the Tennessee Innocence Project

SPECIAL INVITATION

to the Funder's Appreciation Cocktail Experience

FIVE (5) COMPLIMENTARY TICKETS

to the Journey To Justice Gala

TENNESSEE INNOCENCE PROJECT GIFT BASKET

Including: Official branded t-shirt, Two (2) branded water bottles, One bag of Grit + Grace teas, One bag of Bongo Java – Grounds for Innocence coffee beans, Branded tumbler, Branded baseball hat

ONE CUSTOM, COLLABORATIVE BLOG ENTRY

featuring your organization's values and impact

INCLUSION IN ONE EDM OR NEWSLETTER

distributed to TIP's supporter base

INCLUSION IN OUR SIZZLE REEL

PACKAGE 3

JUSTICE (DIGITAL & CONTENT MARKETING) AMPLIFIER

INVESTMENT:
\$25,000

Position your brand as a champion of justice through high-visibility digital engagement.

Why it matters:

Your gift provides critical resources that keep social justice and criminal justice reform at the forefront of change.

Ideal for:

Brands seeking meaningful visibility and storytelling aligned with social justice and community impact.



INCLUDES:

COMPANY LOGO

on the TIP website

YOUR COMPANY PROMO VIDEO

featured on our YouTube channel

A FEATURED WEBINAR Q&A

with a company executive, which will be featured on our YouTube channel and marketing to our database.

SPECIAL INVITATION

to the Funder’s Appreciation Cocktail Experience

TEN (10) COMPLIMENTARY TICKETS

to the Journey To Justice Gala

ONE SOCIAL MEDIA POST

across LinkedIn, Facebook, Instagram, and BlueSky

ONE CUSTOM, COLLABORATIVE BLOG ENTRY

featuring your organization’s values and impact

INCLUSION IN ONE EDM OR NEWSLETTER

distributed to TIP’s supporter base



PACKAGE 4

INVESTMENT:
\$50,000

Be a lead partner across TIP’s signature events and educational programs—driving awareness, relationships, and measurable change year-round.

This package positions your organization at the center of justice-focused dialogue, community engagement, and philanthropic leadership through high-impact events and curated experiences.

Ideal for:
Organizations seeking deep engagement, thought leadership, and in-person visibility.

JUSTICE (EVENTS & PROGRAMS) CATALYST

DELIVERABLES

LEAD SPONSORSHIP RECOGNITION

across all listed events and programs for a full calendar year.

LOGO PLACEMENT

On Event signage and step-and-repeat backdrops.

Digital invitations, event webpages, and registration platforms.

Select printed materials (programs, signage, menus, or place cards where applicable).

VERBAL RECOGNITION

at all sponsored events (stage or host acknowledgment).

CUSTOM SPONSOR CALL-OUT

in TIP’s email newsletters and social media promotion tied to events

YEAR-ROUND VISIBILITY

through inclusion in a branded event calendar graphic shared with stakeholders

VIP ACCESS & ENGAGEMENT:

Reserved seating or priority access at the Journey To Justice Gala

Invitations for sponsor guests to The Justice Table, Evening for Innocence, and Grit & Grace High Tea

MISSION ALIGNMENT OPPORTUNITY:

Option to co-host or provide a brief welcome at one event

Opportunity to align messaging with justice reform, storytelling, or community impact themes

POST-EVENT IMPACT REPORT

summarizing reach, engagement, and outcomes across sponsored programs

PACKAGE 4 (cont.)

INVESTMENT:
\$50,000

Ideal for:
Organizations seeking deep engagement, thought leadership, and in-person visibility.

JUSTICE (EVENTS & PROGRAMS)
CATALYST

FEATURED PROGRAMS

TIP TALKS

A quarterly thought-leadership series spotlighting exonerees, attorneys, and journalists—designed to educate, inspire, and activate new supporters.

THE JUSTICE TABLE

An invitation-only professional lunch series blending education with high-value relationship building among corporate and foundation leaders.

EVENING FOR INNOCENCE

Intimate in-home gatherings that foster deep connection, candid dialogue, and meaningful mid- and major-donor cultivation.

JOURNEY TO JUSTICE GALA

Our flagship annual fundraiser featuring elevated storytelling, powerful program moments, and premier sponsorship visibility.

JUSTICE JAM

A large-scale benefit concert placing TIP at the heart of Nashville’s culture while engaging major sponsors and new audiences.

GRIT & GRACE HIGH TEA

An exclusive experiential event curated to engage women philanthropists through community, purpose, and impact.



PACKAGE 4 (cont.)

JUSTICE (EVENTS & PROGRAMS)
CATALYST

INVESTMENT:
\$50,000



YOUR PARTNERSHIP INCLUDES:

GUEST PARTICIPATION

in TIP events and programs

LOGO AND BRANDING ON

Event or program invitations
TIP website
Printed materials and signage

EXHIBITOR TABLE OR BOOTH

to engage attendees and showcase your product or service

INCLUSION IN THE OFFICIAL “THANK YOU” EDM

(logo included) distributed to all event participants

Ideal for:

Organizations seeking deep engagement, thought leadership,
and in-person visibility.

PACKAGE 5

INVESTMENT:
\$75,000

Empower an exoneree to rebuild their life with dignity, stability, and long-term opportunity after wrongful incarceration.

Why it matters:

Freedom is only the first step. After years—or decades—behind bars, exonerees are released into a world that has changed without them. Many exit prison with no savings, limited education or work history, and deep emotional and logistical challenges. Without comprehensive support, re-entry can be overwhelming and isolating. Your investment ensures that one exoneree is not only freed—but fully supported in reclaiming their future.

Impact:

One life fully restored. One family reunited. One future rebuilt with opportunity, dignity, and hope.

Ideal for:

Organizations and funders seeking a direct, human-centered investment with measurable, life-changing outcomes—where their support can be traced to a single exoneree’s successful re-entry and long-term independence.

JUSTICE (RE-ENTRY & EXONEREE SUPPORT) RESTORER



YOUR SPONSORSHIP PROVIDES WRAPAROUND
SUPPORT, INCLUDING:

SAFE, STABLE HOUSING

during the critical transition period

EMPLOYMENT ASSISTANCE

and job placement support

FAMILY REUNIFICATION

and relationship rebuilding

VOCATIONAL SCHOOL OR CONTINUING EDUCATION

to create long-term economic security

HEALTHCARE ACCESS

including physical and mental health services

TRANSPORTATION SUPPORT

for work, school, and essential appointments

ADMINISTRATIVE AND LEGAL ASSISTANCE

(IDs, benefits, records, documentation)

CASE MANAGEMENT AND ONGOING ADVOCACY

to ensure sustained stability



PACKAGE 5

INVESTMENT:
\$75,000

JUSTICE (RE-ENTRY & EXONEREE SUPPORT)
RESTORER

DELIVERABLES

COMPANY LOGO AND BRANDING ON

- Event or program invitations
- TIP website
- Printed materials and signage

YOUR COMPANY PROMO VIDEO

- featured on our YouTube channel

A FEATURED WEBINAR Q&A

- with a company executive, which will be featured on our YouTube channel and marketing to our database.

SPECIAL INVITATION

- to the Funder’s Appreciation Cocktail Experience

TWENTY (20) COMPLIMENTARY TICKETS

- to the Journey To Justice Gala (2 Tables)

ONE SOCIAL MEDIA POST

- across LinkedIn, Facebook, Instagram, and BlueSky

ONE CUSTOM, COLLABORATIVE BLOG ENTRY

- featuring your organization’s values and impact

INCLUSION IN ONE EDM OR NEWSLETTER

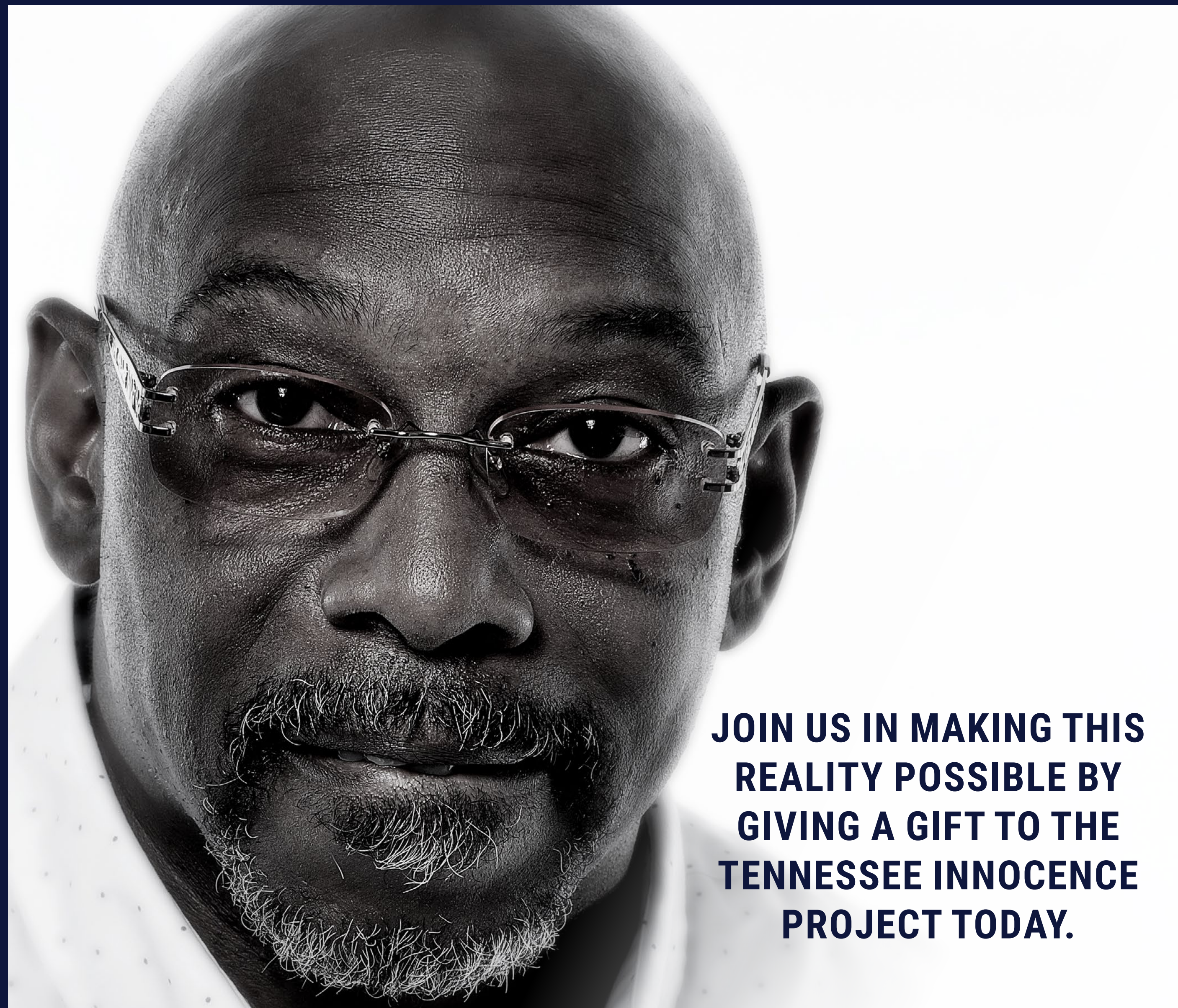
- distributed to TIP’s supporter base

GUEST PARTICIPATION

- in TIP events and programs

EXHIBITOR TABLE OR BOOTH

- to engage attendees and showcase your product or service



**JOIN US IN MAKING THIS
REALITY POSSIBLE BY
GIVING A GIFT TO THE
TENNESSEE INNOCENCE
PROJECT TODAY.**

IMPACT

Donate to the Tennessee Innocence Project

With continued funding from supporters like you, the Tennessee Innocence Project is able to take on more cases from across the state, hire more attorneys, and provide more comprehensive educational and advocacy resources to its community.

BRAND ALIGNMENT & CORPORATE RESPONSIBILITY

Partnering with TIP demonstrates your organization's commitment to:

- Justice and equity
- Ethical leadership
- Community impact
- Human dignity



AT A GLANCE: SPONSORSHIP OPTIONS

PACKAGE NAME	INVESTMENT	FOCUS	BEST FOR
Community Justice Partner	\$5,000	Community membership & engagement	Mission-aligned supporters seeking meaningful connection, access, and participation
Justice Builder	\$10,000	General support	Flexible, high-impact giving
Justice Amplifier	\$25,000	Digital & content marketing	Brand visibility and storytelling
Justice Catalyst	\$50,000	Events & programs	Engagement, thought leadership, networking
Justice Restorer	\$75,000	Exoneree re-entry & life rebuilding	Direct, human-centered impact with measurable outcomes

LET'S BUILD JUSTICE

WE WOULD BE HONORED
TO PARTNER WITH YOU
TO FREE THE INNOCENT,
REFORM THE SYSTEM,
AND RESTORE LIVES.

Adriana Gascoigne

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PARTNER WITH TIP

