

CORPORATE SPONSORSHIP PROSPECTUS

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# Sneaker Ball™

Nashville's Signature Cultural Fundraising Platform

Supporting the Read & Ride Program | Presented by G-Men of Nashville

WHERE CULTURE MEETS CORPORATE IMPACT

## THE PLATFORM

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# More Than an Event. A Permanent Funding Platform.

Sneaker Ball is G-Men of Nashville's flagship annual fundraising and corporate engagement platform designed to generate sustainable capital and strategic partnerships in support of youth literacy, mentorship, and community leadership across Metro Nashville.

*"Sneaker Ball is not a one-night event. It is a permanent funding and relationship platform connecting corporate partners with one of Nashville's most trusted community institutions."*

## ROI PROFILE

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# The Audience

Sneaker Ball provides direct access to a premium, hard-to-reach audience of Nashville's most influential community leaders.

## Audience Composition

- 250–400 Black professionals
- Business owners and entrepreneurs
- Educators and nonprofit leaders
- Faith and civic leaders
- Real estate and finance professionals

## Demographic Profile

AGE RANGE

**25–55**

PROFILE

**Decision-makers**

NETWORKS

**High-trust**

PARTNER BENEFITS

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# Brand Value for Partners



## On-site Brand Visibility

Premium placement at Nashville's premier cultural event

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## Digital Brand Impressions

Multi-channel digital exposure across platforms

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## Community Leadership Positioning

Align your brand with community impact

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## ESG & Social Impact Alignment

Documented social responsibility metrics

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## Relationship Access

Direct connection to local decision-makers

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## Media Narrative Inclusion

Featured in community and press coverage

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STRATEGIC VALUE

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**"Sneaker Ball functions as a corporate marketing and community engagement channel with measurable social ROI."**

A platform designed for institutional partnership, not transactional sponsorship.

MEASURABLE OUTCOMES

# Community Impact

Proceeds from Sneaker Ball directly support the Read & Ride Program, funding literacy incentives, school library activation, mentorship experiences, and partnerships with Metropolitan Nashville Public Schools.

**42K+**

BOOKS READ

**1,132**

STUDENTS SERVED

**64**

BIKES AWARDED

*Impact is documented and reported annually, including students served, books read, schools impacted, and reading engagement metrics.*

INVESTMENT LEVELS

# Sponsor Investment Tiers

PARTNERSHIP TIER	INVESTMENT
<b>Title Partner</b> • PREMIER	<b>\$25,000</b>
Platinum Partner	<b>\$10,000</b>
Gold Partner	<b>\$5,000</b>
Silver Partner	<b>\$2,500</b>
Bronze Partner	<b>\$1,000</b>

All sponsorship tiers include brand exposure, on-site presence, recognition, and community leadership positioning.

## DELIVERABLES

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# Partnership Experience

- VIP event access
- Premium table seating
- Step-and-repeat logo placement
- Social media recognition
- Program and signage inclusion
- Post-event impact reporting

Every partner receives documented impact metrics demonstrating the social return on their investment.

## THE INSTITUTION

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# G-Men of Nashville

G-Men of Nashville is a Black-led 501(c)(3) nonprofit organization building early literacy outcomes in K–3 through measurable incentives, school partnerships, and community leadership.

TAX STATUS

**501(c)(3)**

EIN

**33-2049964**

FOCUS

**K–3 Literacy**

G-Men of Nashville is an independent, nonpartisan, non-fraternal nonprofit organization governed by its own bylaws and institutional policies.

CALL TO PARTNERSHIP

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## Join Us as a Strategic Partner

We invite your organization to join us as a strategic partner in Nashville's most culturally elevated and socially impactful fundraising platform.

Together, we can empower youth, strengthen communities, elevate leadership, and build generational impact.

### Ready to Partner?

Contact us to discuss sponsorship opportunities and customize your partnership experience.

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