



SPECIAL KIDS 20 YEAR
Celebration

SPONSOR IMPACT

EVENT DATE: 08/18/18





20th Celebration Event Synopsis

EVENT 1

Special Kids 20 Year Celebration

DATE: August 18, 2018

LOCATION: Northside Baptist Church

TIME: 9am - 2pm



EVENT 2

3rd Annual Special Kids Concert

DATE: August 18, 2018

LOCATION: MTSU's Tucker Theatre

TIME: 7pm

AMOUNT RAISED: \$20,000



"For even the Son of Man did not come to be served, but to serve..."
-Mark 10:45



A note from Chris Truelove

Thank you for sponsoring Special Kids' 20 Year Celebration and Concert. I am personally grateful for you and your involvement to help Special Kids grow to see 20 years of service. I know that Jesus has and will bless each of you and your business. I look forward to all that He has planned for the future in His ministry.

Blessings,

Chris Truelove
Executive Director
Special Kids Therapy & Nursing Center



"Jesus said, 'Let the little children come to Me, and do not hinder them, for the kingdom of heaven belongs to such as these.'"
- Matthew 19:14



Celebration Event Details

ATTENDANCE: 800+

LOCATION: Northside Baptist Church

SPONSORS: 24 event sponsors | 4 festival game sponsors

LOCAL VENDORS: 12 local vendors set-up booths and are donating a percentage of their proceeds back to Special Kids. 15 games and activities manned by local churches, businesses, individuals.

CAR SHOW: Car show raised over \$700



*"For the Lord God is a sun and shield; the Lord bestows favor and honor;
no good thing does he withhold from those whose walk is blameless."*

-Psalm 84:11



Concert Event Details

ATTENDANCE: 430+

LOCATION: MTSU's Tucker Theatre

24 event sponsors



*"And we know that for those who love God all things work together for good,
for those who are called according to his purpose." -Romans 8:28*



Sponsor Logo Recognition

Press Releases: 5

Social Media:

(Over 5,700 followers on Facebook,
over 1,100 followers on Instagram)

- Instagram: 51 posts + multiple Instagram stories
- Facebook: 78 posts (general SK FB page) + 42 posts (Concert specific FB page)
- Twitter: 78 posts

Media/Other:

- The Daily News Journal -(Front page, cover story, Sunday, August 12th)
- VIP Murfreesboro
- Murfreesboro Magazine
- The Murfreesboro Post
- Murfreesboro.com
- Shop Murfreesboro
- Murfreesboro, TN social media
- Chick-fil-A Murfreesboro – fliers, promotions in restaurant, sent emails out to their distribution list

Email Blasts:

(Over 11,000 people on our general subscription email list)

27 emails* sent that Celebration/Concert was focus or mentioned in

Radio Spots:

- 99 spots on KLove radio
- 75 spots on Way FM radio
- 40 spots on Bott Radio
- WGNS Truman Show (1-hour broadcast)

Concert Artists:

Each shared and posted on their own social media platforms multiple times:

Cody Carnes

- Facebook followers: 47K+
- Instagram followers: 92.2K

Sarah Reeves

- Facebook followers: 37K+
- Instagram followers: 26.8K

Daniella Mason

- Facebook followers: 5K
- Instagram followers: 12.6K



*"Give thanks in everything, for this is God's will for you in Christ Jesus."
-1 Thessalonians 5:18*



Sponsor Logo Recognition Continued

Website

- Over 7,700 page views the past month, 3,653 unique visitors

At the Events:

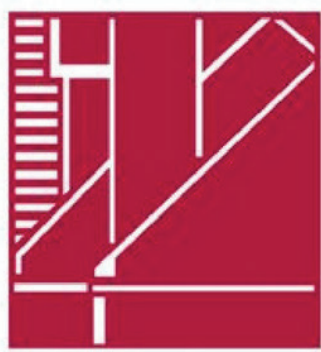
- Banner posted at festival and concert
- Recognized from stage at festival and concert



*"The LORD has done this, and it is marvelous in our eyes."
- Psalm 118:23*



Presenting and Headlining Sponsors



OleSouth.com

OleSouth Built It.

NISSAN

www.nissanusa.com

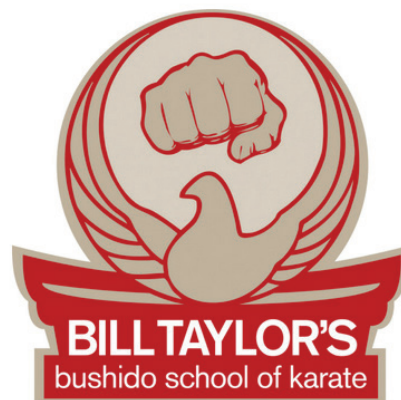


*"Surely goodness and mercy shall follow me all the days of my life,
and I shall dwell in the house of the Lord forever."*

-Psalm 23:6



Supporting Sponsors



"For you shall go out in joy and be led forth in peace..."
- Isaiah 55:12



Underwriting Sponsors

Volunteer State Bank, H A Beasley & Company PLLC, Tiffany Lane, HCA/
TriStar Health, Redstone Federal Credit Union, Creekside at Three Rivers
Assisted Living, Asurion, VIP Murfreesboro, Bott Radio, KLove Radio

Contributing Sponsors

First Bank, Dr. and Mrs. Roy Thompson, Adam Tipton with Farm Bureau
Insurance, US Storage Centers, Atmos Energy, Claiborne & Taylor Insurance,
Blake Finney with Shelter Insurance, Waffle House

Game Sponsors

City Auto, Wild About Smiles, Sims Recycling Solutions, Charlene Jones



*"But blessed is the one who trusts in the LORD,
whose confidence is in him." - Jeremiah 17:7*



**Thank you for supporting Special Kids
and the children we serve.**

We appreciate you.



*"Give thanks in everything, for this is God's will for you in Christ Jesus."
-1 Thessalonians 5:18*

