



*Celebrating effective poverty-fighting
efforts in Memphis*

Sponsorship Opportunities

Thursday – February 20, 2025





OVERVIEW OF
slingshot
Memphis

Slingshot Memphis is a poverty-fighting center of influence that uses data and analytics to help transform the effectiveness of poverty-fighting efforts

MISSION

Catalyze a movement that revolutionizes poverty-fighting effectiveness

VISION

For all Memphians, regardless of social or economic circumstances, to have equitable opportunities to thrive

THREE PRIMARY IMPACT OBJECTIVES TO ACHIEVE OUR MISSION.





Improve the effectiveness and outcomes of poverty-fighting organizations

Increase the allocation of financial resources to the most effective poverty-fighting programs

Equip decision-makers with the insights and tools to make more evidence-based decisions



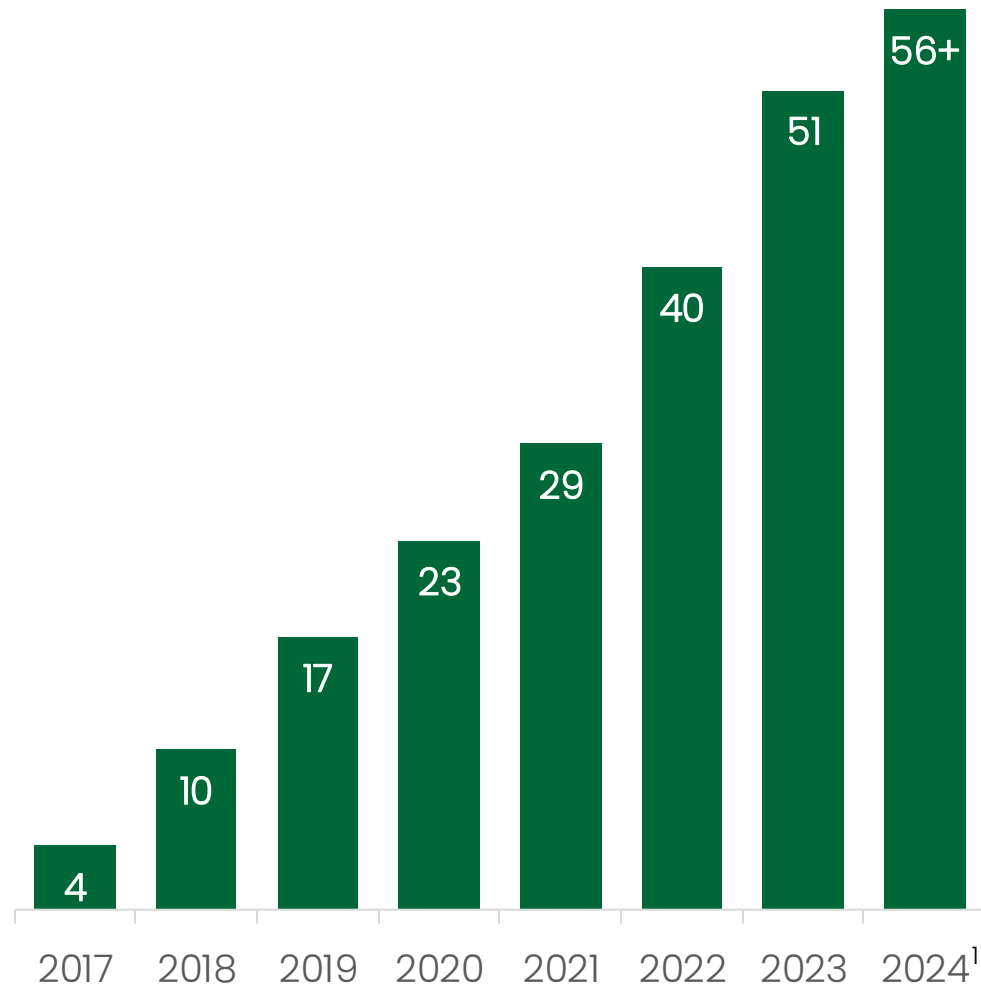
The Slingshot Impact Study is a rigorous analysis of an organization's poverty-fighting effectiveness and impact

Dimension	Weak	At Least Neutral	At Least Strong	Very Strong	Trajectory
 <p>Benefit-Cost Ratio</p>	Costs exceed estimated benefits	Estimated benefits and costs similar	Estimated benefits exceed costs	Estimated benefits substantially exceed costs	↑
 <p>Use of Best Practices</p>	Few practices are effective or practices are inconsistently applied	Some practices are effective or inconsistently applied	Most practices are effective and consistently applied	Practices are most effective and consistently applied	↗
 <p>Measurement Infrastructure</p>	Limited measurement infrastructure and use of data to understand and improve impact	Basic measurement infrastructure and use of data to understand and improve impact	Acceptable measurement infrastructure and use of data to understand and improve impact	Robust measurement infrastructure and use of data to understand and improve impact	↔
 <p>System Collaborations</p>	Few practices are effective or practices are inconsistently applied	Some practices are effective or inconsistently applied	Most practices are effective and consistently applied	Practices are most effective and consistently applied	↘



Slingshot has grown to work with 56 organizations across Memphis

Number of poverty-fighting organizations





OVERVIEW OF



MPACT
AWARDS

Recognize effective poverty-fighting organizations

2023 MPACT Award Recipients



Most effective organizations Slingshot studied in 2023

2023 MPROVE Award Recipients



Most improved organizations Slingshot studied in 2023

One-of-a-kind community event to celebrate efforts that are helping transform our city

Organizations recognized are the most effective and most improved at fighting poverty

Attendees include stakeholders from across the community who care about reducing poverty

Networking with guests prior to the program with drinks and appetizers served



Event helps transform poverty-fighting impact in Memphis

Nonprofits can increase their impact by learning from the most effective organizations

Philanthropists can make a greater difference by knowing which nonprofits are most effective

Community leaders can enhance policies and practices by understanding effective efforts

Memphians experiencing poverty have greater chances to thrive by benefiting from more effective services and resources



2024 Inaugural MPACT Awards



Over 450 Attendees

Representatives from more than 200 organizations

13 Nonprofits Recognized

Opening remarks from Mayor Young



2025 MPACT Awards event

Thursday
February 20, 2025

Scheidt Family
Performing Arts Center
at University of Memphis





**OVERVIEW OF
SPONSORSHIP BENEFITS**

Significant exposure across Memphis' nonprofit and philanthropic community

AUDIENCE

- Nonprofit board members and professionals
- Individual philanthropists
- Philanthropic and corporate foundations
- Community leaders

EVENT SIZE

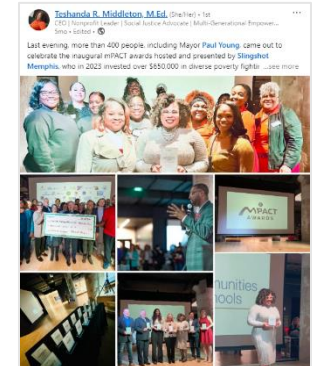
- Approx. 500 attendees
- 10+ poverty-fighting organizations will be recognized

DIGITAL REACH

- Slingshot's email list of >3,500 recipients
- ~25 posts creating over 20,000 impressions across Slingshot's social media channels
- Recognized organizations promote via their email lists and social media channels

MEDIA COVERAGE

- Podcasts and news segments in advance to promote the event
- News coverage at the event and afterward



Presenting Sponsor

Sponsorship amount: \$25,000

Benefits Package

Digital	<ul style="list-style-type: none">• Significant logo presence on digital invitations and emails• Recognition as Presenting Sponsor<ul style="list-style-type: none">– Event emails– Social media posts	<p>“I really enjoyed seeing that many people come together to support the work of Memphis’ nonprofits. It was far more crowded than I had expected.”</p> <p><i>- Nonprofit professional</i></p> <p>“It was such a great time to get people together to highlight some of the positive things happening in the City of Memphis! Continue to do this so that people can hear stories and witness the efforts being done to improve our city.”</p> <p><i>- Individual philanthropist</i></p>
Media	<ul style="list-style-type: none">• Recognition as Presenting Sponsor<ul style="list-style-type: none">– Press releases– Media coverage– Slingshot’s website	
Signage & program	<ul style="list-style-type: none">• Significant logo presence on:<ul style="list-style-type: none">– Day-of event signage– Day-of event slideshow– Event program• Advertisement in event program	
Event	<ul style="list-style-type: none">• Table to promote your organization• Program engagement<ul style="list-style-type: none">– Onstage recognition– Opportunity to participate– Reserved seating	



Impact Sponsor

Sponsorship amount: \$10,000

Benefits Package

Digital	<ul style="list-style-type: none">• Prominent logo presence on digital invitations and emails• Recognition as an Impact Sponsor on Slingshot's social media	<p>"I really enjoyed the opportunity to engage with all the guests -- it was a great group of community leaders"</p> <p>- <i>Community leader</i></p> <p>"It was so fun to see and learn about all the nonprofits working with Slingshot and the work they are doing. Hearing from our mayor and having so many people in the same place who are all doing good in our city was so uplifting."</p> <p>- <i>Nonprofit professional</i></p>
Media	<ul style="list-style-type: none">• Recognition as an Impact Sponsor on Slingshot's website	
Signage & program	<ul style="list-style-type: none">• Prominent logo presence on:<ul style="list-style-type: none">- Day-of event signage- Day-of event slideshow- Event program	
Event	<ul style="list-style-type: none">• Table to promote your organization• Onstage recognition during program• Reserved seating	



Accelerate Sponsor

Sponsorship amount: \$5,000

Benefits Package

Digital	<ul style="list-style-type: none">• Logo on digital invitations and emails	<p>“It was wonderful to see so many Memphians together to celebrate the work being done in our city.”</p> <p><i>- Individual philanthropist</i></p> <p>“I really enjoyed getting to network with other people doing nonprofit work in Memphis and I enjoyed hearing Mayor Young talk about how the work of nonprofits impacts the city of Memphis.”</p> <p><i>- Nonprofit professional</i></p>
Media	<ul style="list-style-type: none">• Recognition as an Accelerate Sponsor on Slingshot’s website	
Signage & program	<ul style="list-style-type: none">• Logo presence on:<ul style="list-style-type: none">– Day-of event signage– Day-of event slideshow– Event program	
Event	<ul style="list-style-type: none">• Reserved seating	



Supporting Sponsor

Sponsorship amount: \$2,500

Benefits Package

Media

- Recognition as a Supporting Sponsor on Slingshot's website

Signage & program

- Logo presence on:
 - Day-of event signage
 - Day-of event slideshow
 - Event program

"Seeing and connecting with so many people in the nonprofit world, many of whom are working towards the same goals was so good -- in a job that can often feel lonely and hard, it was a breath of fresh air and encouraging to know we are not alone in the work we do."

- Nonprofit professional

"This was a wonderful event. Very well put together all around. If the first year was as smooth as this, I can't wait until next year.."

- Executive Director, award recipient





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MIMPACT
AWARDS

The logo features a stylized 'M' that curves upwards on the left side. Above the 'M' is a circular icon containing a white 'S' on a dark background, flanked by two horizontal blue lines. The word 'IMPACT' is written in a bold, sans-serif font, and 'AWARDS' is written below it in a similar bold, sans-serif font.