

VOLUNTEER MINISTRY CENTER

**VMC**

# 2026

## WINE & SHINE

benefitting Volunteer Ministry Center

**Sponsorship & Support  
Opportunities**

Friday, July 17, 2026 | 6:00 pm  
Crowne Plaza Knoxville

# WINE & SHINE

**You're invited to an evening out benefitting Volunteer Ministry Center!** Sip a selection of premium moonshines from [Drop Zone Distilling](#) and a collection of spectacular wines, complemented by perfect appetizer pairings, presented by Wine Host, Candace Viox of [Water into Wine](#). Enjoy a delightful evening with entertainment, a delicious dinner buffet prepared by the talented team at the Crowne Plaza Knoxville, and an energetic live auction! You can also bid on fabulous and unique items in our silent auction while sipping and mingling! **Be a part of this fun evening while raising funds to help us prevent and end homelessness in Knoxville!**

VOLUNTEER MINISTRY CENTER  
**VMC**



**Volunteer Ministry Center (VMC)** is a nonprofit that provides housing and support for Knoxville and Knox County's most vulnerable neighbors. VMC uses a **Housing First Approach** to prevent and end homelessness.

We serve those who are at the highest risk by offering high quality case management to support them on their journey to achieving housing. VMC has two permanent supportive housing units and offers services to help neighbors in crisis sustain housing.

We are committed to preventing and ending homelessness in our community. Through strategic fundraising events, we not only generate critical support for our programs but also build meaningful connections between community members and partners like you. We invite you to partner with us as a valued sponsor of our event. This partnership offers a unique opportunity to make a tangible local impact while enhancing your visibility as a community-focused leader and concerned citizen.

**VMC has helped over 1,500 neighbors find freedom from the streets.** You can learn more about VMC's life changing programs at [vmcinc.org](http://vmcinc.org).

## MISSION

### COMMUNITY NEED

With over 2,200 new individuals seeking homeless services in Knoxville throughout 2025, the needs in our community are many. Without specialized services focused on both achieving and sustaining housing, these individuals may continue to live on the streets. Homelessness impacts all of us as there is both an economic and human cost to our community. A focus on housing reduces this cost.

### WHO WE ARE

Established in 1987, VMC is a 501(c)(3) nonprofit agency whose mission is to prevent and end homelessness, through compassion, accountability, and results. We are an inclusive and affirming culture that recognizes the value and humanity of each person.

### WHAT WE DO

At VMC we choose not to focus on managing homelessness but rather preventing or ending it. Programs at VMC serve one or more of three purposes: engagement of those in need of services, achievement of housing, and sustainment of housing.

### In Honor and Memory of Don Sproles

Don Sproles was one of VMC's earliest and most enthusiastic supporters. He and his wife Karen owned the LunchBox restaurants. Don, his family, and employees often served meals at VMC, and he was known to offer employment opportunities to VMC neighbors. In 2012, he served as Board Chair.

**This evening of fun, fellowship, and food is in honor of Don's amazing legacy and service.**



# Sponsorships & Admission

## TOP SHELF SPONSOR—\$7,500

(Only one spot available!)

- Premium Seating: Table for 10 guests for dinner, wine & moonshine tasting, and auction access
- Drinks: Two drink tickets per guest (20 total)
- Event Recognition: Sponsor name/logo displayed at event - custom signage, table marker, stage and screen, printed program, live auction bid cards, and announced during event (includes opportunity to provide promotional items such as pens, magnets)
- Additional Promotional Recognition: Sponsor recognition on VMC website, e-newsletter, social media
- Bonus Gift: Unique post-event gift and experience

## WHITE LIGHTNING SPONSOR—\$5,000

Perfect for larger philanthropic organizations who appreciate quality promotion

- Premium Seating: Table for 10 guests for dinner, wine & moonshine tasting, and auction access
- Drinks: One drink ticket per guest (10 total)
- Event Recognition: Sponsor name/logo displayed at event - table marker, screen, printed program, and announced during wine & moonshine tasting demonstration
- Additional Promotional Recognition: Sponsor recognition on VMC website, e-newsletter, social media

## OVER THE MOON SPONSOR—\$2,500

Perfect for smaller philanthropic organizations or teams

- Reserved Seating: Table for 10 guests for dinner, wine & moonshine tasting, and auction access
- Drinks: One drink ticket per guest (10 total)
- Event Recognition: Sponsor name/logo displayed at event - table marker, screen and printed program
- Additional Promotional Recognition: Sponsor recognition in e-newsletter

## SHINING STAR SPONSOR—\$1,000

Perfect for individuals, families, or churches who want to serve the community while having an enjoyable evening out

- Reserved Seating: Table for 8 guests for dinner, wine & moonshine tasting, and auction access
- Drinks: One drink ticket per guest (8 total)
- Event Recognition: Sponsor name/logo displayed at event - table marker, screen, and printed program

### General Admission

Every admission includes wine and moonshine tasting, food pairings, buffet dinner, tea, one drink ticket for an alcoholic beverage, and access to the silent and live auctions. Soft drinks and alcohol will be available for purchase.

### Individual Seating Stargazer —\$125

Invite co-workers, friends, or family to join you for an evening out to support the unhoused of Knoxville. Each ticket is \$125.

# Register Your Sponsorship

## WANT TO SIP WITH US?

### Step One: Call or email if you have any questions or customization requests

If there is anything we can do to make your sponsorship experience more enjoyable, please let us know. Customization options are available. [developmentdept@vmcinc.org](mailto:developmentdept@vmcinc.org) or 865-524-3926 ext. 230

### Step Two: Select your desired sponsorship level

- Top Shelf Sponsor \$7,500 (includes 10 event tickets)
- White Lightning Sponsor \$5,000 (includes 10 event tickets)
- Over the Moon Sponsor \$2,500 (includes 10 event tickets)
- Shining Star Sponsor \$1,000 (includes 8 event tickets)
- Other: \_\_\_\_\_

[Register on our event website!](#)



### Step Three: Purchase your sponsorship

Choose one of the following options:

- **CREDIT CARD:** Purchase directly on the [event website](#) by scanning the QR Code above.
- **CHECK:** Mail a check payable to Volunteer Ministry Center: P.O. Box 27406, Knoxville, TN 37927
- **INVOICE:** Fill out the form below and email it to request an invoice - Allie Heins, Development Specialist: [aheins@vmcinc.org](mailto:aheins@vmcinc.org)

Individual/Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Sponsorship Level \_\_\_\_\_

Volunteer Ministry Center is a 501(c)(3) non-profit organization, tax ID # 62-1338748.

[developmentdept@vmcinc.org](mailto:developmentdept@vmcinc.org) | [vmcinc.org](http://vmcinc.org) | 865.524.3926 x230