

NOVEMBER 10, 2026 | KNOXVILLE CONVENTION CENTER

# SPONSOR OR DONATE NOW



## CARRY THE TORCH 2026



featuring keynote speaker

## JEANNETTE WALLS

- *Author of "The Glass Castle"*
- *New York Times Best Seller*
- *Journalist and Author*

### event schedule

- 10:00 a.m. | Mission Fair\*
- 11:45 a.m. | Keynote Speaker & Lunch
- 1:00 p.m. | Book Signing

**Raising  
awareness and  
funds to benefit**

VOLUNTEER MINISTRY CENTER  
**VMC**



**with honorary chair  
LORI TUCKER**

For More Information please contact us at  
[developmentdept@vmcinc.org](mailto:developmentdept@vmcinc.org) or 865-524-3926 ext. 230  
\*Mission Fair Booths are available for nonprofits that focus on  
addressing poverty, housing, and homelessness



Dear Friends,

You are invited to the Volunteer Ministry Center's 18<sup>th</sup> Annual Carry the Torch luncheon on Tuesday, November 10, 2026, at The Knoxville Convention Center. Will you join us in carrying the torch for our unhoused neighbors?

We are excited to announce that **our 2026 featured speaker is renowned speaker, journalist, and New York Times Best Seller, Jeannette Walls. As a former journalist for New York Magazine and MSNBC, she is most recognized for her memoir, "The Glass Castle."** As Keynote for our premier event, Jeanette will share her story of an unconventional childhood, which included a nomadic family life marked by poverty and homelessness, as she emphasizes the importance of truth-telling and empathy.

**Please take a moment to consider the available sponsorship opportunities for this highly anticipated community event. Sponsors have an exclusive opportunity to meet Jeannette at a special VIP reception!** You don't want to miss out! If the listed options do not suit your needs, we would be delighted to work with you to customize your sponsorship experience.

Carry the Torch guests will also enjoy a Mission Fair and lunch with 700 other attendees coming together to raise critical funds for preventing and ending homelessness in Knoxville - a cause that we know is close to your heart.

**Your participation in this event will support VMC's life-changing programs.** Volunteer Ministry Center (VMC) is a nonprofit working to prevent and end homelessness in Knoxville and Knox County. VMC uses a Housing First Approach. Neighbors are paired with case managers to support them on their journey to achieving housing and to help them maintain housing.

VMC has two permanent supportive housing developments that provide 105 apartments and services to help neighbors in crisis sustain housing. *VMC has helped over 1,500 neighbors find freedom from the streets.* But the work is not over. **You can be an integral part of preventing and ending homelessness in Knoxville.**

Thank you for your consideration. We hope you will join us for this inspiring event!

With gratitude,



**Lori Tucker**  
2026 Honorary Chair














**Nancy Friedrich**  
2026 Co-Chair



**Beth Ann Carter**  
2026 Co-Chair

# 18TH ANNUAL CARRY THE TORCH 2026 SPONSORSHIP OPPORTUNITIES

<b>Sponsorship Benefits</b>	<b>Torchbearer \$25,000</b>	<b>Beacon \$10,000</b>	<b>Lantern \$5,000</b>	<b>Flame \$2,500</b>	<b>Spark \$1,500</b> *\$1,250 for Faith-Based/Nonprofit
Recognition as presenting sponsor and mention from the stage					
Recognition on all event promotional materials					
Customized social media recognition using sponsor's logo					
Recognition in printed event program and on select screens during event					
Invitation to cocktail reception, the evening before the event, to meet Jeannette Walls	10 tickets	6 tickets	4 tickets	2 tickets	N/A
Table of 8 at CTT luncheon	16 tickets (2 tables)	8 tickets (1 table)	8 tickets (1 table)	8 tickets (1 table)	8 tickets (1 table)

## BONUS EXCLUSIVE NAMING OPPORTUNITIES

### Mission Fair Sponsor—\$7,500

- Name or logo prominently displayed at the Mission Fair from 10 a.m. to 11:45 a.m.
- Customized social media recognition
- Recognition in printed event program and on select screens during event
- 4 tickets to sponsor cocktail reception to meet keynote speaker
- 8 tickets (one table) to Carry the Torch

### Book Signing Sponsor—\$7,500

- Name or logo prominently displayed at the Book Signing from 1 to 2 p.m.
- Customized social media recognition
- Recognition in printed event program and on select screens during event
- 4 tickets to sponsor cocktail reception to meet keynote speaker
- 8 tickets (one table) to Carry the Torch





## CREATE A SPARK WITH US: BECOME A SPONSOR

### 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

- Torchbearer Sponsor \$25,000 (2 tables at the event and 10 reception tickets)
- Beacon Sponsor \$10,000 (1 table at the event and 6 reception tickets)
- Lantern Sponsor \$5,000 ( 1 table at the event and 4 reception tickets)
- Flame Sponsor \$2,500 (1 table at the event and 2 reception tickets)
- Spark Sponsor \$1,500 (1 table at the event)
- Faith Community and Nonprofit \$1,250 (1 table at the event)

Register on our event website!



### Bonus Exclusive Naming Opportunities:

- Mission Fair Sponsor \$7,500 (1 table at the event and 4 reception tickets)
- Book Signing Sponsor \$7,500 (1 table at the event and 4 reception tickets)

### Step 3: 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 \_\_\_\_\_

Company Contact \_\_\_\_\_

Address \_\_\_\_\_

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

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

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