

NOVEMBER 10, 2026 | KNOXVILLE CONVENTION CENTER

SPONSOR OR DONATE NOW



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. | Speaker/Author Book Signing

with honorary chair
LORI TUCKER, WATE ANCHOR

**Raising
awareness and
funds to benefit**

VOLUNTEER MINISTRY CENTER
VMC



*Mission Fair Booths are available for nonprofits that focus on addressing poverty, housing, & homelessness
For more information please contact us at
developmentdept@vmcinc.org or
865-524-3926 ext. 230



Dear Friends,

You are invited to Volunteer Ministry Center's 18th Annual Carry the Torch Luncheon, 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 author, 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, Jeannette 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, Speaker/Author Book Signing, and lunch with 600-700 other attendees gathering to raise critical funds for preventing and ending homelessness in Knoxville.

Your participation in this event will support Volunteer Ministry Center's (VMC) life-changing programs. If you are new to VMC, we are a nonprofit working to prevent and end homelessness in Knoxville and Knox County through specialized services for individuals in our community who are in crisis, at risk of losing their home, or already homeless.

As part of six major areas of services, VMC has two permanent supportive housing developments that provide 105 apartments and a variety of services to help Neighbors in crisis sustain housing.

Since 2006, over **1,500 individuals have worked with VMC and achieved housing!** But the work is not over! You can be an integral part of preventing and ending homelessness in Knoxville.

**Learn More
About VMC**



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

With gratitude,



Lori Tucker
2026 Honorary Chair
WATE Anchor



Nancy Friedrich
2026 Co-Chair



Beth Ann Carter
2026 Co-Chair

18TH ANNUAL CARRY THE TORCH 2026 SPONSORSHIP OPPORTUNITIES

<i>Sponsorship Benefits</i>	Torchbearer \$25,000	Beacon \$10,000	Lantern \$5,000	Flame \$2,500	Spark \$1,500	Nonprofit \$1,250
Recognition as presenting sponsor and mention from stage						
Recognition on all event promotional materials						
Customized social media recognition using sponsor's logo						
Recognition in printed event program and on select screens						
Meet Jeannette Walls, Nov. 9 at invitation only VIP reception	10 tickets	6 tickets	4 tickets	2 tickets	N/A	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)	8 tickets (1 table)

BONUS EXCLUSIVE NAMING OPPORTUNITIES

Mission Fair Sponsor—\$7,500

- Name or logo prominently displayed at Mission Fair
- Customized social media recognition
- Recognition in printed event program and on select screens
- 4 tickets to invitation only VIP Reception to meet speaker
- Table of 8 at CTT Luncheon (8 tickets)

Book Signing Sponsor—\$7,500

- Name or logo prominently displayed at Book Signing
- Customized social media recognition
- Recognition in printed event program and on select screens
- 4 tickets to invitation only VIP Reception to meet speaker
- Table of 8 at CTT Luncheon (8 tickets)

Speaker Sponsor—\$12,500

- Name or logo prominently displayed near main stage
- Recognition on all event promotional materials
- Customized social media recognition
- Recognition in printed event program and on select screens
- 10 tickets to invitation only VIP Reception to meet speaker
- Table of 8 at CTT Luncheon (8 tickets)





CREATE A SPARK WITH US: BECOME A SPONSOR

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

developmentdept@vmcinc.org or 865-524-3926 ext 230

Customization options are available. Nonprofits who address poverty or homelessness, please contact us for Mission Fair details.

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)

Bonus Exclusive Naming Opportunities:

- ☐ Speaker Sponsor \$12,500 (1 table at the event and 10 reception tickets)
- ☐ 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)



Sponsor NOW!

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

Purchase Individual Seats

Individual/Company Name _____

Company Contact _____ Sponsorship Level _____

Address _____

City, State Zip _____

Phone Number _____ Email Address _____



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

developmentdept@vmcinc.org | vmcinc.org | 865.524.3926 x230