

THE ARRIVAL

CORPORATE SPONSORSHIP PROSPECTUS

16 Awards. One Scholarship. One regional stage.

SATURDAY, FEBRUARY 20, 2027

CARL PERKINS CIVIC CENTER / JACKSON, TENNESSEE

LEGACY CHAMBER OF WEST TENNESSEE | ESTABLISHED 1999.
351-N Royal Street, Jackson, Tennessee, 38301
731-424-2030
www.legacychamberwesttn.org / www.thejewelawards.com

A LETTER FROM THE CHIEF EXECUTIVE OFFICER

A partnership with purpose

To our prospective corporate partners,

The 26th Annual Jewel Awards gives us an opportunity to recognize people whose work is changing the business landscape of West Tennessee. Behind every business opening, new job, and act of leadership is a story worth honoring.

I invite your organization to take part in that recognition, not simply as a sponsor of one evening, but as a partner in strengthening the community that makes it possible.



DESWICK BONDS JR.
CEO.

Since 1999, Legacy Chamber of West Tennessee has worked to advance minority-owned, small, and emerging businesses and leaders. Our Jewel Awards program places those contributions before a regional audience while connecting a portion of qualifying sponsorship support to a scholarship for a graduating West Tennessee senior.

Your investment helps deliver a professionally produced celebration, meaningful sponsor recognition, and a public statement that business achievement and student opportunity matter to your organization.

Thank you for considering a partnership with Legacy Chamber of West Tennessee. We would be pleased to welcome your organization to THE ARRIVAL.

Deswick Bonds Jr.

AN ESTABLISHED REGIONAL TRADITION

16 recognitions. One regional stage.

The Jewel Awards has long served as a platform for honoring achievement. In its 26th annual year, the program is planned around sixteen recognitions across five award groups.



WHAT THE PROGRAM RECOGNIZES

Businesses at different stages of growth. Individuals whose leadership has made a measurable difference. Organizations whose work strengthens communities throughout West Tennessee.

04	**Business Excellence**	Ruby, Diamond, Emerald and Jewel
03	**Individual Leadership**	Achievement through leadership and service
03	**Organization**	Institutional and community impact
03	**Gem Awards**	Additional planned recognitions
03	**Founding Honors**	Recognition of lasting institutional contributions

Specific names and criteria for certain awards are being finalized; see page 8 for eligibility guidance.

THE ORGANIZATION BEHIND THE EVENT

Rooted since 1999.

A corporate partnership supports both a regional recognition platform and the long-standing mission of its presenting organization.

ESTABLISHED

1999

Legacy Chamber of West Tennessee serves minority-owned, small, and emerging businesses and leaders. Its regional scope recognizes that entrepreneurship, workforce opportunity, and economic leadership extend beyond any one city.

REGIONAL RECOGNITION

The Jewel Awards creates a common platform for business owners, nonprofit leaders, entrepreneurs, and community partners from across West Tennessee. Its recognition categories are designed to include qualifying Chamber members and nonmembers, with membership required for select business and institutional honors.

WHY INSTITUTIONAL SUPPORT MATTERS

Sponsorship helps the Chamber deliver the event responsibly, recognize community achievement, maintain a visible regional platform, and invest in a Class of 2027 graduating senior through the Jewel Awards Scholarship initiative.

CONNECT. GROW. LEAD.

THE CORPORATE OPPORTUNITY

What your investment makes possible

A meaningful sponsorship has a clear audience, a credible platform, defined recognition, and a purpose beyond the event itself.



VISIBLE ASSOCIATION

Place your organization alongside a well-established awards tradition recognizing businesses, leaders, and community achievement.

DEFINED BRAND RECOGNITION

Choose from program advertising, website visibility, email placements, social features, and on-screen or stage acknowledgment, depending on the level.

REGIONAL RELEVANCE

Align your name with an event designed for the interconnected business communities of West Tennessee.

STUDENT INVESTMENT

Help fund the scholarship goal through the designated five-percent allocation of qualifying cash sponsorship receipts.

A RESPONSIBLE PARTNERSHIP PROPOSITION

The value lies in documented sponsorship deliverables and visible support of regional recognition. No audience size, media reach, sales conversion, or return on investment is guaranteed or represented in this catalogue.

Four partnership levels. From $2,500 to $10,000, each offers a clearly defined way to participate.

FOUR CORPORATE INVESTMENTS

Choose how you will participate

Every level includes reserved guest access and recognition; larger investments expand placement and prominence.

BENEFIT	BUSINESS $2,500	PREMIER $3,500	SIGNATURE $5,000	PRESENTING $10,000
Guest seating	8 guests	8 guests	8 guests	16 guests
Placement	Reserved	Priority	Priority	Premier
Program ad	Logo listing	Quarter-page	Half-page	Full-page
Website	Logo + listing	Logo + link	Featured spotlight	Homepage feature
Social features	1 post	2 posts	3 posts	4 posts
Email campaign	Included	Featured	Featured	Lead placement
On-screen	Sponsor reel	Featured reel	Featured reel	Lead recognition
Stage recognition	—	—	Select	Opening + closing
Post-event	Included	Included	Featured	Lead feature
Partner rights	—	—	Experience association	Event-wide presenting partner

Recognition details follow the supplied 2027 sponsorship chart. All deliverables should be confirmed in the executed sponsorship agreement.

THE CLASS OF 2027

Recognition today. Opportunity tomorrow.

The scholarship initiative connects corporate recognition with practical support for the next generation of West Tennessee talent.



2027 SCHOLARSHIP GOAL

$2,500

One planned scholarship for a graduating West Tennessee senior in the Class of 2027, subject to finalized selection and funding requirements.

How it is funded: Five percent of qualifying cash sponsorship receipts is designated toward the scholarship goal. This is a fundraising target, not a claim that the full amount has already been raised.

Students pictured: participants in a Legacy Chamber youth initiative; not identified as 2027 scholarship recipients.

WHO IS RECOGNIZED

Open recognition. Clear eligibility.

The 2027 program includes sixteen planned recognitions across five award groups. Eligibility is not identical in every category.

BUSINESS EXCELLENCE

RUBY	1–5 completed years **Members and nonmembers**
DIAMOND	6–10 completed years **Members and nonmembers**
EMERALD	11–20 completed years **Chamber members only**
JEWEL	More than 20 years **Chamber members only**

OTHER PLANNED RECOGNITIONS

Individual Leadership	3 planned | members and nonmembers
Organization	3 planned | members and nonmembers
Gem Awards	3 planned | final rules to be confirmed
Founding Honors	3 planned | members only; selection rules pending

Nomination rules and final award definitions are subject to Chamber approval and independent eligibility verification.

Submit an official nomination: www.legacychamberwesttn.org | www.thejewelawards.com

BECOME A CORPORATE PARTNER

Your partnership begins here

Complete this page and contact Legacy Chamber of West Tennessee to confirm placement, deliverables, and payment arrangements.

SELECT YOUR CORPORATE PARTNERSHIP

☐ **Business Partner**	$2,500	☐ **Premier Partner**	$3,500
☐ **Signature Partner**	$5,000	☐ **Presenting Partner**	$10,000

ORGANIZATION / BUSINESS

CONTACT NAME

TITLE

EMAIL

PHONE

BUSINESS ADDRESS

SUBMIT YOUR COMMITMENT

Legacy Chamber of West Tennessee | 351-C N Royal Street, Jackson, TN 38301
731-424-2030 | info@legacychamberwesttn.org /

Online booking: legacychamberwesttn.org/events/26th-annual-jewel-awards/ | www.thejewelawards.com
Checks payable to Legacy Chamber of West Tennessee. Contact the Chamber for ACH instructions.