



GRANDSTAND

— CLASSIC —

Make-A-Wish®
EAST TENNESSEE

SPONSORSHIP OPPORTUNITIES

SATURDAY | MAY 2ND

REGAS SQUARE

WHO WE ARE

MAKE-A-WISH EAST TENNESSEE CREATES HOPE AND JOY FOR CHILDREN WITH CRITICAL ILLNESSES BY GRANTING MEANINGFUL WISHES. WITH THE SUPPORT OF OUR COMMUNITY, WE BRING MOMENTS OF STRENGTH, HAPPINESS, AND POSSIBILITY TO WISH FAMILIES ACROSS EAST TENNESSEE.



ABOUT THE EVENT

THE GRANDSTAND CLASSIC IS A KENTUCKY DERBY-INSPIRED EVENING OF STYLE, CELEBRATION, AND PURPOSE. GUESTS WILL ENJOY LIVE DERBY VIEWING, A CURATED WHISKEY PULL, AND EXCITING SILENT AND LIVE AUCTIONS, ALL WHILE EMBRACING CLASSIC RACE-DAY FLAIR. THIS SIGNATURE EVENT BRINGS THE COMMUNITY TOGETHER IN SUPPORT OF MAKE-A-WISH EAST TENNESSEE, HELPING CREATE LIFE-CHANGING WISHES FOR LOCAL CHILDREN.



★ 2026 SPONSORSHIP OPPORTUNITIES ★

TRIPLE CROWN SPONSOR: \$15,000

- LISTED AND SPOKEN AS “PRESENTED BY” ON ALL GRANDSTAND CLASSIC COLLATERAL
- ONE CHILD’S WISH GRANTED IN THE SPONSOR’S NAME. INCLUDES EMPLOYEE ENGAGEMENT OPPORTUNITIES
- MEDIA PROMOTION BEFORE THE EVENT
- TWO ROUND TABLES FOR 20 GUESTS, INCLUDES DINNER
- RECOGNITION DURING THE EVENT PROGRAM
- RECOGNITION IN E-MAIL NEWSLETTERS, WEBSITE, AND SOCIAL MEDIA PLATFORMS



2026 SPONSORSHIP OPPORTUNITIES

HEADLINER SPONSOR: \$10,000

- LISTED AND SPOKEN AS “PRESENTED BY” ON ALL GRANDSTAND CLASSIC COLLATERAL
- ONE CHILD’S WISH GRANTED IN THE SPONSOR’S NAME. INCLUDES EMPLOYEE ENGAGEMENT OPPORTUNITIES
- MEDIA PROMOTION BEFORE THE EVENT
- ONE ROUND TABLE FOR 10 GUESTS, INCLUDES DINNER
- RECOGNITION DURING THE EVENT PROGRAM
- RECOGNITION IN E-MAIL NEWSLETTERS, WEBSITE, AND SOCIAL MEDIA PLATFORMS



WINNER’S CIRCLE SPONSOR: \$7,500

- COMPANY NAME/LOGO LISTED THROUGHT THE LIVE AND SILENT AUCTION
- ONE CHILD’S WISH GRANTED IN THE SPONSOR’S NAME. INCLUDES EMPLOYEE ENGAGEMENT OPPORTUNITIES
- ONE ROUND TABLE FOR 10 GUESTS, INCLUDES DINNER
- RECOGNITION DURING THE EVENT PROGRAM
- RECOGNITION IN E-MAIL NEWSLETTERS, WEBSITE, AND SOCIAL MEDIA PLATFORMS





2026 SPONSORSHIP OPPORTUNITIES



THOROUGHBRED SPONSOR: \$5,000

- ONE CHILD'S WISH GRANTED IN THE SPONSOR'S NAME INCLUDES EMPLOYEE ENGAGEMENT OPPORTUNITIES
- ONE ROUND TABLE FOR 10 GUESTS, INCLUDES DINNER
- RECOGNITION DURING THE EVENT PROGRAM
- RECOGNITION IN E-MAIL NEWSLETTERS, WEBSITE, AND SOCIAL MEDIA PLATFORMS



BEST IN SHOW: \$3,500



- EXCLUSIVE NAME/LOGO RECOGNITION ON EVERY GUEST PHOTO TAKEN AT SELFIE STATION
- ONE ROUND TABLE FOR 10 GUESTS, INCLUDES DINNER
- RECOGNITION DURING THE EVENT PROGRAM
- RECOGNITION IN E-MAIL NEWSLETTERS, WEBSITE, AND SOCIAL MEDIA PLATFORMS



2026 SPONSORSHIP OPPORTUNITIES



JULEP JUBILEE: \$3,000

- LOGO/NAME RECOGNITION AT THE **MINT JULEP BAR**
- LOGO RECOGNITION ON EVENT SIGNAGE
- SEATING FOR FIVE GUESTS, INCLUDES DINNER
- RECOGNITION DURING THE EVENT PROGRAM
- RECOGNITION IN E-MAIL NEWSLETTERS, WEBSITE, AND SOCIAL MEDIA PLATFORMS

BOTTLED VICTORY: \$3,000

- LOGO/NAME RECOGNITION AT THE **WHISKEY PULL**
- LOGO RECOGNITION ON EVENT SIGNAGE
- SEATING FOR FIVE GUESTS, INCLUDES DINNER
- RECOGNITION DURING THE EVENT PROGRAM
- RECOGNITION IN E-MAIL NEWSLETTERS, WEBSITE, AND SOCIAL MEDIA PLATFORMS

STARTING GATE VALET: \$3,000

- LOGO/NAME RECOGNITION AS VALET SPONSOR WITH AN OPPORTUNITY TO INCLUDE ITEM WITH VALET TAG
- LOGO RECOGNITION ON EVENT SIGNAGE
- SEATING FOR FIVE GUESTS, INCLUDES DINNER
- RECOGNITION DURING THE EVENT PROGRAM
- RECOGNITION IN E-MAIL NEWSLETTERS, WEBSITE, AND SOCIAL MEDIA PLATFORMS



2026 SPONSORSHIP OPPORTUNITIES



STAR SUPPORTER: \$1,600

- ONE ROUND TABLE FOR TEN GUESTS, INCLUDES DINNER

WISH MAKER: \$1,600

- IF YOU ARE UNABLE TO ATTEND, PLEASE CONSIDER SPONSORING A TABLE FOR A WISH FAMILY INSTEAD

COUPLES TICKET: \$300

- TWO GUESTS, INCLUDES DINNER

INDIVIDUAL TICKET: \$160

- ONE GUEST, INCLUDES DINNER

