

# Unity In The Community Festival

## Sponsorship Packet

**Presented by The Keys to Life CDC**

Stanton, Tennessee

September 20, 2025

10:00 AM – 2:00 PM

8 Main Street, Stanton, TN 38069

*"Bringing Communities  
Together Through Culture,  
Commerce & Connection"*

Prepared by  
**T. Ray Greer, Jr.**



**Website**

[www.KeystoLifeCDC](http://www.KeystoLifeCDC)


**20  
25**





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# A Letter from the Founder

Dear Sponsors, Partners, and Friends,

It is with immense gratitude and great expectation that I welcome you to the 2025 Unity in the Community Festival in Stanton, Tennessee. What began as a vision to unite people across neighborhoods, churches, and businesses has now grown into a movement—one rooted in empowerment, access, and shared progress.

This booklet is more than a guide—it is a reflection of your belief in the power of community. Your sponsorship is not just financial support; it is an investment in our youth, our families, our small businesses, and our collective future. Because of you, communities will discover new opportunities, families will receive essential resources, and local entrepreneurs will gain a platform to grow.

As the founder of Unity in the Community and The Keys to Life CDC, I am honored to have your partnership. Together, we are building bridges between people and possibilities—celebrating what makes our towns vibrant while working toward a future that includes everyone.

Thank you for standing with us. Your generosity is both seen and felt.

With gratitude and unity,

T. Ray Greer, Jr.

Founder, Unity in the Community  
President, The Keys to Life CDC



**Will be held on**  
20th Sept, 2025  
10 AM - 2 PM



**Website**  
[www.RayGreer.org](http://www.RayGreer.org)



# About Us

Unity in the Community is a grassroots initiative powered by The Keys to Life CDC, a nonprofit organization committed to uplifting rural communities through education, empowerment, and equity. Founded by T. Ray Greer, Jr., Unity in the Community serves as a bridge between families, local businesses, faith-based institutions, and community leaders. What started as a single festival in Mason, Tennessee, has evolved into a growing movement that travels from town to town—shining a light on the strength and resilience of underserved communities across Tipton, Haywood, and Fayette Counties.

At the heart of our mission is the belief that unity is not just an event—it's a way of life. Through festivals, family programs, resource fairs, and strategic partnerships, we provide platforms for economic opportunity, educational access, and cultural celebration. Whether it's connecting a student to a college representative, spotlighting a local vendor, or helping a family access health screenings, Unity in the Community exists to create real impact in real time. We are not just gathering people—we are empowering them.



## Our Vision

Your support will help us provide food giveaways, youth development, local entertainment, college access programming, vendor space for businesses, and equitable outreach to underserved families in rural West Tennessee.

## Why Sponsor?

- **Amplify Your Brand:** Engage families, civic leaders, churches, and entrepreneurs across Tipton, Haywood, and Fayette Counties.
- **Show Community Support:** Align with initiatives that promote equity in education, access to healthcare, and economic development.
- **Make a Tangible Impact:** Fund live entertainment, giveaways, youth programs, and small business empowerment that lasts beyond the event.



**Website**

[www.KeysToLifeCDC.com](http://www.KeysToLifeCDC.com)





# Meet Our Title Sponsor



We are honored to recognize Ford at BlueOval as our Title Sponsor for the 2025 Unity in the Community Festival. Ford's commitment to West Tennessee extends far beyond job creation and innovation—it reflects a genuine investment in people, families, and the future of our communities. As a founding partner of this movement, Ford at BlueOval has helped amplify our mission by supporting workforce development, education access, and neighborhood-level transformation in towns often overlooked.

Through their visionary Good Neighbor Plan, Ford has consistently demonstrated what it means to lead with both purpose and partnership. Their support not only powers this event—it empowers the very people it serves. We are grateful for their continued belief in our vision, and we look forward to the lasting impact our collaboration will create for generations to come.



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)



# Title Sponsor

We are proud to offer a variety of sponsorship opportunities that provide meaningful visibility, recognition, and impact. Each tier is designed to highlight your brand, showcase your community commitment, and offer valuable promotional benefits across digital, in-person, and media platforms. Below are the available sponsorship levels for the 2025 Unity in the Community Festival in Stanton, Tennessee:



**Ford at  
BlueOval**

Naming Rights: “Presented by Ford at BlueOval” on all marketing

Prominent Logo Placement on stage banner, posters, t-shirts

Souvenir Booklet:

- Front Cover, Back Cover & Center Spread (3 Full Pages)
- 2 Promotional Videos featured on event page & social media
- 1 Guest Interview on podcast hosted by T. Ray Greer, Jr.
- Premium Vendor Placement
- On-Stage Speaking Opportunity
- Recognition plaque presented live
- 4 social media features



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)

# Platinum Sponsor

As a Platinum Sponsor, your organization will receive elevated exposure through premium digital and in-person recognition. This includes three full pages in our widely distributed Souvenir Booklet, a promotional video, and a featured podcast interview with T. Ray Greer, Jr. You'll also enjoy prime logo placement, a vendor booth in a high-traffic area, and multiple shoutouts across our event marketing platforms—positioning your brand as a key community partner.

Register: <https://raygreer.typeform.com/SponsorshipUNTC>

**\$2,500**

- Three Full Pages in Souvenir Booklet
- 1 Promotional Video featured on the event page and social media
- 1 Podcast Interview feature
- Logo on t-shirts, banners, and website
- Premium booth placement
- 3 social media mentions
- Framed certificate of appreciation



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)

# Gold Sponsor

As a Gold Sponsor, your organization will receive strong brand visibility and community engagement opportunities. This level includes two full pages in the Souvenir Booklet and a featured podcast interview with T. Ray Greer, Jr., allowing you to share your story and services with a broad audience. Your logo will be featured on event signage, t-shirts, and promotional materials, and you'll have a vendor booth to connect directly with attendees. It's an ideal option for businesses looking to support the community while gaining meaningful exposure.

Register: <https://raygreer.typeform.com/SponsorshipUNTC>

**\$1,500**

- Two Full Pages in Souvenir Booklet
- 1 Podcast Interview
- Logo on banners, t-shirts, website
- Vendor booth space
- 2 social media mentions
- Certificate of appreciation



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)



# Silver Sponsor

As a Silver Sponsor, your organization will be recognized as a valued supporter of community unity and development. This level includes one full-page feature in the Souvenir Booklet, a vendor booth at the event, and your logo displayed on general signage and the event website. You'll also receive a social media mention and a thank-you listing in the post-event video, ensuring your contribution is acknowledged both during and after the festival. It's a great way to demonstrate your commitment to making a positive impact in your local community.

Register: <https://raygreer.typeform.com/SponsorshipUNTC>

**\$750**

- One Full Page in Souvenir Booklet
- Logo on general signage and website
- Vendor booth space
- 1 social media mention
- Name listed in post-festival video



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)

# Here's how you can support!

There are several ways your church or faith-based organization can participate:

**1. Children's Zone**

**3. Vendor Booth**

**2. Volunteer Team**

**4. Souvenir Book**



## Faith-Based Organizations

This is more than a festival—it's an opportunity for fellowship, outreach, and Kingdom impact. Together, we can model what unity truly looks like and create a joyful, welcoming environment for all.

Let us know if you can participate. Click here to register:  
<https://raygreer.typeform.com/FaithBasedUNTC>



# Faith-Based Community Sponsor

The Faith-Based Community Sponsor level is a special opportunity for churches and ministries to uplift the community while sharing a message of hope and unity. For just \$200, your congregation will receive a full-page feature in the Souvenir Booklet, including your church name, message, and service information. You'll also be recognized on the event website and in the printed program. Optional vendor space is available at no extra cost, providing a platform to connect with families and offer spiritual support during the festival.

**\$200**

- One Full Page in Souvenir Booklet
- Church name and message featured
- Featured on Website
- Optional vendor table space at no extra charge



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)



# Vendor Partner

As a Community Partner, your organization can show its support for local unity and progress with a modest investment of \$100. This level includes your name listed in the Souvenir Booklet and on the event website, ensuring your contribution is recognized by attendees and community members alike. You'll also receive a group thank-you mention from the main stage during the event. It's an accessible way for small businesses, nonprofits, and individuals to be part of something impactful and meaningful.

Register at <https://raygreer.typeform.com/UITCVendors2025>

**\$200**

## Business Booth – \$40

- Vendor table space to market your product or service

## Business Booth + Booklet Package – \$200

- Vendor booth
- Business name, logo, and message featured in Souvenir Booklet (Full page)

## Business Booth + Booklet Package – \$150

- Vendor booth
- Business name, logo, and message featured in Souvenir Booklet (1/2 page)

## Healthcare, Nonprofit, & Education Organizations – FREE

- Includes booth space and listing in the Souvenir Booklet



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)



# Community Partner

As a Community Partner, you can show your support for local unity and progress with a modest investment of \$35. This level includes your name listed in the Souvenir Booklet and on the event website, ensuring your contribution is recognized by attendees and community members alike. You'll also receive a group thank-you mention from the main stage during the event. It's an accessible way for individuals to be part of something impactful and meaningful.

Register: <https://raygreer.typeform.com/PartnerUITC>

**\$35**

- Name listed in Souvenir Booklet and website
- Group thank - you mention from the stage



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)

# Food Truck Vendor Opportunity

**\$85**

We're excited to invite food truck vendors to be part of this dynamic day of culture, connection, and community! The 2025 Unity in the Community Festival is the perfect platform for you to share your culinary creations while engaging with a diverse audience in a festive, family-friendly atmosphere.

Register: <https://raygreer.typeform.com/FoodTruckUITC>

## Why Participate as a Food Truck Vendor?

- **Showcase Your Flavors:** Introduce your menu to festival-goers eager to explore a variety of tastes.
- **Reach a Wide Audience:** Serve families, students, seniors, and community leaders from Tipton, Haywood, and Fayette Counties.
- **Boost Your Business:** Gain exposure and build lasting relationships with new customers who appreciate local businesses.

## Important Guidelines:

- ✓ All food trucks must have proper permits and insurance to operate. If you need help with insurance, please get in touch with Ray Greer at [info@raygreer.org](mailto:info@raygreer.org)
  - ✓ We encourage vendors to offer affordable options so that all attendees can enjoy.
  - ✓ No political messaging or divisive materials may be displayed or distributed.
  - ✓ Spaces are limited—reserve your spot early to avoid missing out!
- Join us as we bring people together through great food, fellowship, and fun. We look forward to featuring your truck at this year's festival!



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)



# Souvenir Book Ad Guidelines & Specifications

Thank you for supporting Unity in the Community through your sponsorship or advertisement in our official souvenir book! This keepsake booklet will be distributed during the festival and shared digitally on our website and social media platforms, extending your visibility beyond event day.

Below are the ad specifications to help ensure your brand is represented at its best.

## AD DIMENSIONS

All sizes below are based on an 8.5" x 11" page size (standard U.S. letter size). Please provide artwork that matches these exact dimensions, with no bleed unless otherwise specified.

### Full Page

8.5" x 11"

A full-page color ad gives maximum visibility for your brand. Ideal for large logos, images, and messages.

### Half Page

8.5" x 5.5"

A half-page ad offers great exposure while keeping costs lower—horizontal format.

### Quarter Page

4.25" x 5.5"

A compact ad is perfect for acknowledgment

👉 **NOTE:** Please leave a 0.25" margin on all sides to avoid critical text or images being cut during printing.

- ✓ File Formats: High-resolution PDF (preferred), PNG, or JPEG
- ✓ Resolution: Minimum 300 dpi (dots per inch) for print clarity
- ✓ Color: CMYK color mode for best print quality
- ✓ Design: All ads should be print-ready. We are not responsible for correcting low-resolution or poorly designed graphics.



**Website**

[www.KeystoLifeCDC.com](http://www.KeystoLifeCDC.com)

# Let's Get In Touch

T. Ray Greer, Jr.



**Phone**

901 239 1877



**Email**

info@raygreer.org



**Website**

www.KeystoLifeCDC.com

**Together,  
let's create  
lasting  
success.**

