



CFRC Rodeo Talking Points to Solicit Sponsors & Donors

Use the information below as talking points, not scripts, when discussing the CFRC Rodeo or sponsorship opportunities with prospective partners and donors.

Key notables:

- We are a Murfreesboro/Rutherford County based organization and no longer an affiliate of Community Foundation of Middle Tennessee located in Nashville.
- CFRC serves Rutherford and Cannon Counties, ensuring funds raised stay local.
- Sponsors decide first based on trust in the relationship, then evaluate community impact, brand visibility, ROI, and alignment with values and budget.

Elevator-Speech Options

Option 1 – Quick and to the Point

By sponsoring the CFRC Rodeo, your brand aligns with a trusted local nonprofit and a wholesome, family-friendly community event. Proceeds benefit Community Foundation of Rutherford County, with grants supporting local nonprofits.

Option 2 – Community Impact Focus (*Most Versatile*)

By sponsoring CFRC Rodeo, your company invests directly in Rutherford County. Proceeds benefit Community Foundation of Rutherford County, with a portion distributed annually to local nonprofits through our discretionary grant process. Your sponsorship delivers brand visibility, community goodwill, and measurable local impact—all in one event.

Option 3 – ROI + Purpose

The CFRC Rodeo is more than entertainment—it's a community investment. Sponsorship supports Community Foundation of Rutherford County, where a portion of proceeds is granted each year to local nonprofits addressing real needs right here at home. Sponsors gain high-visibility exposure while helping strengthen the community they serve.

Option 4 – Values-Driven

Sponsoring the CFRC Rodeo aligns your company with meaningful local impact. Proceeds benefit Community Foundation of Rutherford County, with annual discretionary grants supporting trusted nonprofits across Rutherford County. It's a visible way to show leadership, commitment, and long-term investment in our community.

Option 5 – Ultra-Concise (10–15 seconds)

The CFRC Rodeo gives sponsors high-impact visibility while directly funding local nonprofits through Community Foundation of Rutherford County's discretionary grants. It's entertainment with purpose—and impact that stays local.

Other Notables:

Our #1 Question or Objection —

Why should I support the Rodeo or the Community Foundation? I prefer to donate directly to nonprofit(s) of my choice.

Answer 1: *Please continue to give directly to the charities you care about. When you have additional dollars to give, consider CFRC. Through our annual discretionary grant process, we vet applicants and distribute funds to local nonprofits with the greatest need.*

Answer 2: *My spouse and I do the following:*

- *We give directly to our favorite nonprofits*
 - *We also donate to CFRC because we trust the vetting process*
 - *We believe in leadership, governance and their overall track record of making a difference locally.*
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Donating vs. Advertising / Sponsorship

Businesses can support CFRC in two ways: charitable donations or sponsorship/advertising—each with different benefits.

Donating

- A charitable gift to a 501(c)(3); may be tax-deductible .
- Demonstrates philanthropic commitment and community leadership.
- Funds are strategically distributed through Community Foundation of Rutherford County's discretionary grant process to vetted local nonprofits.
- Often supported through a company's philanthropic or charitable-giving budget.

Advertising / Sponsorship

- A business expense focused on marketing, visibility, and brand alignment.
- Provides exposure to families, community leaders, and local decision-makers.
- Aligns the brand with a wholesome, family-friendly community event.
- Typically funded through a company's marketing or advertising budget.

Best Approach for Many Businesses

- Sponsor or advertise to gain brand visibility and marketing value.
- Donate to demonstrate deeper community commitment and long-term impact.
- Many businesses use sponsorship dollars from marketing budgets and charitable gifts from philanthropic budgets.
- Businesses value being aligned with CFRC and other respected sponsors supporting the community. 