



34TH ANNUAL
ATHENA
AWARDS PROGRAM

powered by **Cable**

SPONSORSHIP PACKET

ABOUT **Cable**

Founded in 1978, **Cable** started with a simple, yet powerful idea: networking between women. In the first year and half of its existence, **Cable** membership numbers reached 200, representing at least thirty-five to forty different career fields. Since then, **Nashville Cable** has continued to provide women an opportunity to connect with like-minded individuals, engage in meaningful programs, and celebrate professional and industry accomplishments and milestones.

With a mission and vision rooted in impacting lives, affecting positive change, and increasing professional advancement and growth, **Cable** works to be a leading organization for professional women at all stages of their careers—from emerging leaders to C-suites and corporate boards.



ABOUT ATHENA

From its inception, the **Nashville ATHENA Award Program** has been and continues to be a unique community-supported program, organized and sponsored through the collaborative efforts of local women's organizations in partnership with local businesses and individual sponsors, unlike other cities which rely upon their local Chamber of Commerce.

The **ATHENA Award Program** was originally organized under the auspices of the Nashville Chapter of the National Association of Women Business Owners (NAWBO), a consortium of fourteen women's organizations. NAWBO brought the ATHENA Award Program to Nashville in 1990. In 1995, through a recommendation approved by the boards of both NAWBO and Cable, annual organizing responsibility for the event transferred from NAWBO to Cable, where it continues today under the Cable Foundation's 501(C)(3) and pursuant to a license from ATHENA International.



34TH ANNUAL ATHENA AWARDS PROGRAM

A culture of inclusion is important to the success of any business in the marketplace.

We are excited to announce that the 34th Annual Nashville ATHENA Award and Scholarship Program will be held in March 2024. Two recognitions will be presented at the ATHENA Award event: – the traditional ATHENA Award, which celebrates women who demonstrate excellence, creativity, and initiative in their profession, contribute to their community, and mentor other women; and the ATHENA Young Professional Leadership Award, created in 2011 to highlight emerging women leaders between the ages of 25-40 who demonstrate excellence in their profession and improve the quality of life for others in the community while serving as role models for other young women both personally and professionally.

The 34th Nashville ATHENA Award and Scholarship Program is co-chaired by Julia Baker and Dr. Contrecia T. Tharpe.

The 2023 Nashville ATHENA Award Program will be held on Thursday, March 28, 2024.

	Champion	Advocate	Ally	Friend	
PARTNERSHIP BENEFITS	\$10,000	\$7,500	\$5,000	\$2,500	
<i>Placement in event program, social media, and presentation</i> <i>Banner display in lobby</i> <i>Ad in event program</i> <i>Verbal recognition</i> <i>Distribution of marketing materials</i> <i>Logo included on Cable website</i>	V I S I B I L I T I T I T I T	Logo	Logo	Logo	Mention
		3' x 5'	2.5' x 4'	2' x 3'	
		Full Page	1/2 Page	1/4 Page	
		●	●	●	●
		●	●	●	●
		●	●	●	●
<i>Tickets to ATHENA Awards Program</i> <i>Tickets to Patron's Society Reception</i> <i>Opportunity to present award to recipients</i> <i>Photo opportunity with recipients</i> <i>Displayed on Cable website</i>	E N G A G E M E N T	20	10	10	6
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SPONSORSHIP FORM

Complete the form below sign up for sponsorship of the 2024 Nashville ATHENA Award Program

Organization Information

Organization Name :

Full Address :

City : Postcode :

State :

Contact Information

First Name : Last Name :

Email Address :

Phone Number : Title :

Sponsorship Level

- Champion : \$10,000
- Advocate : \$7,500
- Ally : \$5,000
- Friend : \$2,500

Method of Payment

- Credit Card/Debit Card
- Check/Cashier's Check/Money Order

Checks and Money Orders can be mailed to:

Nashville Cable
c/o Nashville ATHENA
PO Box 24156
Nashville, TN 37202

Invoices for credit/debit cards will be sent via email from Stripe to the email address listed above.

By signing below, I am acknowledging my acceptance to be a sponsor of the 2024 Nashville ATHENA Award and Scholarship Program at the above-selected level and value. I understand that the placement of my logo and advertisement on marketing materials, websites, and programs is contingent upon receiving my logo and advertisement by the due dates set forth in the ad and logo spec document I will receive.

Signature

Date