



NONPROFIT NEXUS:
STATE OF THE
SECTOR REPORT Coming
October 2025

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Nonprofit Nexus: State of the Sector

On October 22, 2025, the Nonprofit Resource Center will release its groundbreaking ****Nonprofit Nexus: State of the Sector**** to the public. This report will highlight key trends, challenges, and opportunities within the nonprofit sector in our area, offering invaluable insights for the future. As a sponsor, this is your chance to be associated with this vital work and show your support for the Greater Chattanooga Area nonprofit community.

WHY IS THIS IMPORTANT:

While a state of the sector report isn't unusual, we believe that there has never been one that reflects our entire three-state, 17 county region. As our nonprofit community works in and supports our region, not just Chattanooga and Hamilton County, we believe that having data that reflects the people and communities served will be vital to our nonprofits' success. Not only will it be helpful in broadening the base upon which they can secure funding by providing statistical support for their work but it will also provide data that truly reflects the impact they're having in all the communities they reach without it being skewed by results that typically show up in statewide state of the sector reports or lacking results for our neighbors in our surrounding counties in Tennessee, NW Georgia and NE Alabama.

We believe that Nonprofit Nexus: State of the Sector will inform the region of the economic and social impact that nonprofits are having, as well as identify gaps in meeting needs not currently being addressed. Building and sustaining organizational capacity is key to addressing those unmet needs and identifying opportunities for partnerships. Informing the business sector, foundations, and our government partners of the current scope and significance of the continuing needs of the nonprofit community will help them all to use their resources wisely to facilitate regional opportunities and collaborations that will more effectively address community challenges.



We intend to collect data across a broad spectrum of organizations representing many sub sectors within the nonprofit community, including Arts and Culture, Education, Health and Wellness, Community and Economic Development, Faith Based Initiatives and others.

Naturally, a project of this scope and reach will require funding from the community to conduct the research, organize, publish, and present the data. Your sponsorship support will allow this inaugural report to be compiled, published and presented at an event to be held at the Chattanooga Whiskey Hall on October 22, 2025.

**** Why Should You Consider Becoming A Sponsor of This Report? ****

- ****Exposure****: Reach a targeted audience across sectors such as health and wellness, education, social services, faith-based initiatives, community and economic development and arts and culture.
- ****Community Impact****: Your sponsorship helps support crucial nonprofit initiatives and amplifies their impact while identifying gaps in the social ecosystem that need to be addressed.

- ****Brand Alignment****: Align your company with cutting-edge research that drives meaningful changes in the nonprofit landscape.

- ****Resource Utilization****: Maximize the use of the limited resources of your organization with specific areas of need that most closely align with your mission, marketing and reputation in the region, while encouraging collaborations that will increase the leverage of these investments.



****Sponsorship Opportunities****

We offer several levels of sponsorship, providing increasing visibility and engagement with the Nexus Report and related initiatives of the Nonprofit Resource Center.

****1. Research Sponsor – \$25,000****

Your sponsorship will support the research required to gather data across the region and provide the following benefits.

- Exclusive premier logo placement in the Nexus Report
- Recognition in all media and press materials related to the report
- VIP invitations to the report launch event and other exclusive functions
- Special acknowledgment in the report and all digital content
- Speaking opportunity at the report release event



****2. Sector Sponsors –**

Your sponsorship of a sector will align your organization specifically to an important social sector. Each sector sponsor will be featured prominently within their respective focus area in the report and at related events and receive the following benefits:

- Gain visibility for your organization in the sector section in the report.
- Logo placement prominently placed in the appropriate sector section of the report
- VIP access at the launch event
- Media Coverage highlight your support
- Digital Recognition on the Nonprofit Resource Center website and newsletters - Social Media Promotion on the Nonprofit Resource Center social channels

There are Sector Sponsor Opportunities in each of the following six

sectors. - ****Health and Wellness –**

\$15,000**

Your sponsorship support will assist our growing health and wellness programs which shore up our community's health and wellness safety nets.

- ****Education – \$15,000****

Your sponsorship will support education-driven programs highlighted in the report, shaping the future of learning.

- ****Human/Social Services – \$15,000****

Your sponsorship support will help create lasting social change through those nonprofits who are providing our social safety net that prevents our neighbors in need from slipping through the cracks.

- ****Community and Economic Development – \$15,000****

Showcase your role in community-driven economic growth, emphasized in the report and highlighting the fact that nonprofits are one of the region's largest employers generating many of the same economic benefits that for profit employers do.



- **Faith-Based Initiatives – \$15,000**

Your sponsorship will help to recognize the work of faith-based efforts that enhance community service, reflected in the report.

- **Arts and Culture – \$15,000**

Your support will align your organization's investment in the region's quality of life and feature your contribution to the cultural vitality of the area through the report.

ADDITIONAL OPPORTUNITIES TO SHOW YOUR SUPPORT

****3. Venue/Event Sponsor – \$5,000****

- Logo placement at the Nexus Report launch event
- Recognition in event programs and on-site signage
- Visibility at related networking events

****4. Publishing Sponsor – \$5,000****

- Featured logo in all printed and digital versions of the Nexus Report
- Acknowledgment in event-related publications
- Signage at Event

****In-Kind Sponsorships****

We also welcome in-kind contributions of services, products, or expertise. Contact us to explore ways your organization can get involved.



****Become a Sponsor****

Partner with us to make a difference. Together, we can support the nonprofit sector, amplify its impact, and drive meaningful change through the Nonprofit Nexus: State of the Sector report.

Have an idea for a unique sponsorship? Let us know. We love innovation and

collaboration. For more information or to secure your sponsorship, please contact:

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