SPONSORSHIP GUIDE

Masquerade Gala
OF MUSIC CITY

BENEFITTING THE ALOE FAMILY



February 26, 2027

Marathon Music Works, Nashville, Tennessee

www.musiccitymasquerade.com

MASQUERADE GALA OF MUSIC CITY

The Aloe Family is proud to present the Eighth Annual Masquerade Gala of Music City (formerly the Music City Masquerade), one of Nashville's most talked-about nights of music and giving.

Past performers include Frank Ray, Chingy, Jessie James Decker, Adam Dolaac, RaeLynn, MacKenzie Porter, Abby Anderson, Danielle Bradbery, Craig Campbell, Brandi Cyrus, Jackie Lee and The Spazmatics, with special guests from The Bachelor and the Tennessee Titans. Past media partners include Telemundo, WSM, the Grand Ole Opry and 106.7 FM.

The night brings together live music, an auction, pop-up bars from local businesses, an awards show, appetizers, local artist displays and much more.



THE EVENT

The gala will be held on February 26, 2027 at Marathon Music Works. We partner with local businesses, influencers and other nonprofits for auction items, special experiences and media.

Guests include 750 invited community leaders and influencers who help spread the word about our cause. The event has been featured in Nashville Lifestyles, Nashville Guru, Local on 2, WKRN and StyleBlueprint.







WHO IS THE ALOE FAMILY?

Funds raised at the gala support The Aloe Family, a 501(c)(3) nonprofit serving resilient communities facing poverty and lack of family support in Nashville, Mexico and Colombia.

We empower refugees, immigrants and under resourced families with opportunities for education, job skills and healing from trauma.

Our programs include daily tutoring and English classes, weekly fresh groceries, job skills training, small business investment, financial workshops and community days, reaching more than 540 people every week.

THE CAUSE

The money raised at the Masquerade Gala directly changes lives and builds a better tomorrow for families facing poverty.

The gala brings together businesses, artists, community leaders, locals and visitors for an unforgettable night that raises money for a cause. It captures the spirit of the Volunteer State: music, philanthropy, entertainment and business in one room.

The ALOE Family



CORPORATE SPONSORSHIP PACKAGES

Bronze Sponsor | $500

Your logo on the event flier and website, one social media mention on the gala's Instagram and Facebook, and 1 General Admission ticket.

Silver Sponsor | $1,100

2 VIP tickets ($275 value each) with the VIP Cocktail Hour, private red carpet photos and unlimited beverages. 2 social media mentions, an email blast to 8,000+ contacts, and your logo on the event poster, website and red carpet step and repeat.

Gold Sponsor | $2,600

Everything in Silver, with 4 VIP tickets and your logo on the LED wall behind the stage.

Platinum Sponsor | $5,500

Everything in Gold, with a table of 8 VIP tickets and your logo on billboard ads worth over $64,000 in reach, ruming January through February 2027.

Presenting Sponsor | $14,000

Everything in Platinum, with 2 tables (16 VIP tickets), the event name "Masquerade Gala of Music City, Presented by [Your Company]" on all publications, and an on-stage appearance introduced by our celebrity hosts.

Sign up to sponsor at the QR code or email info@thealoefamily.com



MASQUERADE GALA OF MUSIC CITY: AUDIENCE & MEDIA REACH

EVENT OVERVIEW

Location: Nashville, TN
Average Attendance: 700 Guests
Demographics: Professionals and community leaders, ages 21–55
Partnerships: 30+ Corporate Sponsors and Partners

MARKETING & BRAND EXPOSURE

Outdoor & Traditional Media

Billboard Advertising: $64,000 in high-traffic outdoor placements across the Greater Nashville area.
Radio Partnerships: Comprehensive coverage through Telemundo and 106.7 WSM, capturing both the bilingual and traditional Nashville markets.

DIGITAL REACH & INFLUENCE

Influencer Campaign: Over 15 influencers promoting the event, with individual following counts ranging from 10,000 to 1,000,000.
Direct Marketing: Access to an active email database of 8,000+ engaged contacts and past donors.

SPONSORSHIP VALUE

Partnering with the Masquerade Gala puts your brand in front of Nashville across billboards, radio, social media and email. Your company will benefit from a high-frequency marketing campaign leading up to the event, followed by direct engagement with 700 influential attendees.

This partnership supports The Aloe Family, providing essential resources for education, self-sufficiency, and community healing.

Sign up to sponsor at the QR code or email info@thealoefamily.com

We hope you will consider
this partnership as an opportunity
to be a part of the unique, philanthropic,
and music-driven culture of
Music City through this event.







Natalie Firkser

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MUSIC CITY

IMPACT AWARDS

AT THE MASQUERADE GALA OF MUSIC CITY

Nashville, TN 2026–2027

THE MUSIC CITY IMPACT AWARDS CELEBRATE THE INFLUENTIAL LEADERS WHO MAKE NASHVILLE A BETTER, MORE INCLUSIVE PLACE TO LIVE AND WORK. THESE AWARDS, PRESENTED AT THE MASQUERADE GALA OF MUSIC CITY BENEFITING THE ALOE FAMILY ON FEBRUARY 26, 2027 AT MARATHON MUSIC WORKS, HONOR LOCAL INDIVIDUALS WHO HAVE MADE SIGNIFICANT CONTRIBUTIONS TO THE COMMUNITY THROUGH LEADERSHIP, ADVOCACY, AND SERVICE.

NOMINATION CATEGORIES

MEMBERS OF THE NASHVILLE COMMUNITY ARE ENCOURAGED TO NOMINATE INDIVIDUALS WHO EMBODY A SPIRIT OF SERVICE, RESILIENCE, AND POSITIVE CHANGE ACROSS VARIOUS SECTORS. EACH NOMINEE WILL BE PROVIDED WITH A PERSONAL FUNDRAISING LINK TO SUPPORT THE ALOE FAMILY'S MISSION, ALLOWING THEIR COMMUNITY TO CHAMPION THEIR CAUSE AND IMPACT.

Education:

Recognizes leaders who innovate and improve educational access and quality for all.

Community Health:

Honors individuals who work to improve health and well-being in underserved populations.

Advocacy:

Awards those who champion the rights and needs of underrepresented groups.

EVENT RECOGNITION

EACH HONOREE'S DEDICATION AND IMPACT WILL BE HIGHLIGHTED DURING THE MASQUERADE, WITH AWARDS PRESENTED TO RECOGNIZE THE MOST OUTSTANDING ACHIEVEMENTS IN EACH CATEGORY. THE EVENT WILL SHOWCASE STORIES OF CHANGE, RESILIENCE, AND COLLABORATION, INSPIRING ATTENDEES TO SUPPORT THE MISSION OF THE ALOE FAMILY.

THE MUSIC CITY IMPACT AWARDS AND THE MASQUERADE EVENT OFFER A MEANINGFUL OPPORTUNITY FOR THE COMMUNITY TO SUPPORT THESE CHANGEMAKERS AND RAISE ESSENTIAL FUNDS FOR THE ALOE FAMILY'S WORK WITH NASHVILLE'S IMMIGRANT AND REFUGEE POPULATIONS AND INTERNATIONAL SUSTAINABLE COMMUNITY DEVELOPMENT INITIATIVES. TOGETHER, WE CAN CELEBRATE THOSE WHO DRIVE POSITIVE CHANGE AND BUILD A STRONGER, MORE INCLUSIVE NASHVILLE, AND WORLD.