

Gingerbread Challenge 2026



HART
Gallery



Come build a neighborhood with us!



DECEMBER 5, 2026
HART GALLERY | 110 E MAIN ST
12 - 4 PM

**SPONSORSHIP
OPPORTUNITIES**



CELEBRATING 40 YEARS OF BOLD IDEAS, STRONG COMMUNITIES AND WHAT COMES NEXT.

In celebration of CNE's 40 years of creating home, we're joining forces once again with the Hart Gallery for the 2nd Annual Gingerbread Challenge during MainX24.

This signature community event features two distinct competition tracks, a storytelling exhibit, refreshments, and special holiday activities for the whole family to enjoy.

LET'S BUILD A NEIGHBORHOOD TOGETHER!

OUR VENUE PARTNER



The Hart Gallery is a non-profit program of Signal Centers that offers healing, hope, and community through art. Dedicated to underserved populations, the gallery provides a creative outlet and a marketplace where artists can create, exhibit, and sell their work to directly support their own recovery and livelihood.





Why celebrate CNE?

This is what 40 years of impact looks like:

25,000+

Customers served since inception



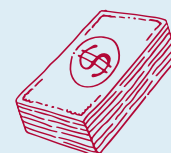
13,000+

Customers counseled and educated



\$1/2 Billion

A half billion in home equity created
for first-time homebuyers



\$1 Million

\$1M in disposable income put
back into renters' pockets



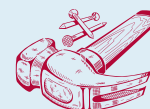
6,000+

Homes created through rentals
and home purchase



3,942

Homes improved since 1993



\$600M+

\$600+ million in total
investments



**SPONSORING THE GINGERBREAD CHALLENGE HONORS CNE'S
40 YEARS OF LEGACY BUILDING WORK IN CHATTANOOGA.**



DON'T BE A SCROOGE! MAKE THE CHOICE TO SPONSOR.

- Align your brand with neighborhood investment and community-building
- Reach families, residents, business owners and MAINx24 attendees
- Gain visibility before, during and after the event
- Support a highly visual, family-friendly activation during one of Chattanooga's largest community celebrations
- Help CNE celebrate 40 years of impact while investing in what comes next

Last year, we hosted the first Gingerbread Challenge with 47 youth participants and hundreds of onlookers attending. This year, we're preparing for even more.



A little about MAINx24

The festival, which always occurs the first Saturday in December, draws 5,000 to 10,000 people each year. The event hosts over 120 events in a 24-hr period. It's a festive celebration of small business, local tradition and Chattanooga's Southside.

PRIMARY SPONSOR TIERS



KING-SIZE CONFECTIONERY _____ \$10,000

PRESENTER LEVEL, HELPS BRING THE FULL “BUILD A NEIGHBORHOOD EXPERIENCE TO LIFE



GUMDROP BUILDER _____ \$5,000

HELPS TRANSFORM THE EVENT SPACE INTO A NEIGHBORHOOD EXPERIENCE



ICING & SPRINKLES DECORATOR _____ \$2,500

HELPS FAMILIES AND NEIGHBORS CREATE TOGETHER



CANDY CANE CONTRACTOR ____ \$1,250

SUPPORTS THE COMMUNITY GINGERBREAD DISPLAYS AND COMPETITION

	KING-SIZE \$10,000	GUMDROP \$5,000	ICING & SPRINKLES \$2,500	CANDY CANE \$1,250
TITLE RECOGNITION	Title partnership: “CNE’s Gingerbread Challenge presented by [Your Company]”	N/A	N/A	N/A
LOGO / NAME PLACEMENT	Prominent - included in signage, digital content, invitations, etc.	Installation placements and digital content	Craft stations and digital content	Display/diorama station and digital content
JUDGES PANEL OPPORTUNITY	1 representative to judge the contests	N/A	N/A	N/A
SOCIAL MEDIA SPOTLIGHT	6 posts	4 posts	2 posts	1 post
PRESS RECOGNITION	Included in CNE- issued media materials + announcements	Included in CNE- issued media materials + announcements	Post-event comms	Post-event comms

CONTINUE FOR MORE SPONSOR OPPORTUNITIES.



SPECIALTY SPONSORSHIPS



MARSHMALLOW OASIS

Supports refreshments area, including hot cocoa, cookies and smores.

- Logo/Name placement in signage
- Recognition in event materials
- Option for branded napkins/cups (sponsor must provide)

\$500

TWO AVAILABLE



SEMI-SWEET SNAPSHOTS

Supports media capture of the event and our souvenir photo booth.

- Logo/Name placement in signage
- Sponsor name incorporated into photo experience
- Social tagging

\$500

TWO AVAILABLE



SUGAR PLUM SHOWCASE

Supports our interactive storytelling display and take-home materials.

- Logo/Name placement on display
- Recognition in take-home materials

\$500

THREE AVAILABLE



PEPPERMINT PRIZES

Supports the prizes for our gingerbread challenge contest winners.

- Logo/Name included on the award certificates
- Sponsor mention during award presentation

\$500

THREE AVAILABLE

READY TO BUILD WITH US?

CONTACT:

CHELSEA SMITH, MARKETING@CNEINC.ORG

WANT TO BE A SPONSORING CHALLENGER?

THERE ARE TWO WAYS TO GET IN ON THE COMPETITION.

BUSINESS CHALLENGER

SPONSOR ENTRY FEE: \$300

Neighborhoods are made up of more than just houses. They need businesses too! Enter the challenge and create a gingerbread representation of your local business - this could be a storefront or a depiction of the work you produce.

Business Challengers are required to build a gingerbread structure that represents their business. Design must be original (no kit patterns). Must use edible supplies. Minimum size 1'x1'. Maximum size 2'x2'. Build must be complete and dropped off at the gallery by 10am on the event day. All entries will receive logo/name acknowledgement. Judges panel selects a winner.

TEAM CHALLENGER

ENTRY FEE: \$150

Neighborhoods are about community. Community is created in shared spaces, such as schools, libraries, churches, etc. Grab some friends, name your team, and help us round out our neighborhood with these essential shared locales.

Required to build a gingerbread structure that represents a commercial/community property (examples: a church, a school, a library, a train depot, etc.). Design must be original (no kit patterns). Edible supplies only. Minimum size is 1'x1'. Maximum size is 2'x2'. Build must be complete and dropped off at the gallery by 10am on the event day. Team name must be displayed on the entry. Judges panel selects a winner.

*No logos or branding allowed - Business Challengers only can incorporate logos and branding into their build.

SPONSORING THE GINGERBREAD CHALLENGE CELEBRATES 40 YEARS OF IMPACT AND HELPS CNE BUILD WHAT COMES NEXT.

HELP CNE CELEBRATE 40 YEARS WITH A CREATIVE AND FESTIVE EVENT THAT INVITES IN NEIGHBORS OF ALL AGES.

SPONSOR CONTACT

Sponsor/Org/Team Name

Contact Name

Email

Phone

PRIMARY SPONSORSHIPS

- ☐ King Size Confectionery \$10,000
- ☐ Gumdrop Builder \$5,000
- ☐ Icing & Sprinkles Decorator \$2,500
- ☐ Candy Cane Contractor \$1,250

SPECIALTY SPONSORSHIPS

- ☐ Marshmallow Oasis \$500
- ☐ Semi-Sweet Snapshots \$500
- ☐ Sugar Plum Showcase \$500
- ☐ Peppermint Prizes \$500

CHALLENGER SPONSORSHIPS

- ☐ Business Challenger \$300
- ☐ Team Challenger \$150

IMPORTANT DATES

Commit by **11/6/26** for full
promotional recognition.

Final Sponsor Deadline:
11/20/26

Logos Due:
Upon Commitment

Payment Due:
11/20/26

**Payments can be made
online or via check.**



**Scan to access our
online payment
portal.**

QUESTIONS?

Contact Marketing
423-756-6254
marketing@cneinc.org