



VMC

17TH ANNUAL CARRY THE TORCH

Mission Fair Opportunities

Wednesday, December 10, 2025 | Knoxville Convention Center

10:00 a.m.	Mission Fair*
11:45 a.m.	Keynote Speaker & Lunch
1:00 p.m.	Book Signing



with Honorary Chair

Joan Cronan

Athletic Director Emeritus
University of Tennessee



featuring

CHAMIQUE HOLDSCLAW

- Powerful Mental Health Advocate
- Olympic Gold Medalist
- WNBA Hall of Famer
- Former Lady Vol



[Scan QR Code for More](#)

Raising awareness and funds for Volunteer Ministry Center

For More Information please contact us at
developmentdept@vmcinc.org or 865-524-3926 ext. 258

*Mission Fair Booths are available for nonprofits that focus on addressing poverty, housing, and homelessness.



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17TH ANNUAL
CARRY THE TORCH

Dear Friends,

You are invited to participate in the Mission Fair at Volunteer Ministry Center's 17th Annual Carry the Torch luncheon on Wednesday, December 10, 2025, at The Knoxville Convention Center. **We are excited to announce that our 2025 featured speaker is a powerful mental health advocate, Olympic Gold Medalist, WNBA Hall of Famer, and beloved former Lady Volunteer, Chamique Holdsclaw.**

Chamique will share an inspiring message of hope, healing, and resilience through mental health struggles. Carry the Torch attendees will also enjoy a mission fair, lunch, and book signing. This unique event boasts 800 attendees and raises funds toward preventing and ending homelessness in Knoxville - a cause that we know is close to your heart.

I wanted to share a change this year for the Mission Fair. Since the event's inception in 2009, Volunteer Ministry Center has never charged Mission Fair participants for their booth space or luncheon attendance for up to two individuals. This year, with careful consideration, we have adjusted both the price of event sponsorships and Mission Fair participation costs. This change is due to the general increase in costs over a period of sixteen years and to a significant increase in event-related costs in recent years.

The following options for participating in the Mission Fair are available for nonprofits that focus on addressing poverty, housing, and homelessness. Priority will be given to agencies that are members of the Knoxville-Knox County Homeless Coalition. Booths are available on a first-come, first-served basis due to the limited number of booths available.

- Booth (Up to 2 individuals) \$150
- Booth and luncheon (2 individuals) \$350
- Booth and Table of 8 at luncheon \$1,250

We hope that your organization will join us in building awareness of homelessness in Knoxville and of the agencies providing services to those experiencing homelessness and those struggling to sustain their housing. You may complete the attached **Participant Commitment Form** and send it to developmentdept@vmcinc.org no later than November 10th. Please feel free to contact me with any questions via email or at 865.524.3926.

With gratitude,

Shalee Allen
Director of Development & Marketing



Partner With Us: Become A Mission Fair Participant

Complete this form and send to developmentdept@vmcinc.org before November 10th. You may contact us with any questions via email at developmentdept@vmcinc.org or at 865.524.3926.

Organization/Agency Name _____

Company Contact _____

Address _____

City, State Zip _____

Phone Number _____ Email Address _____

Organization//Agency Website _____

Mission Fair participation option:

- Booth \$150 (Up to 2 individuals)
- Booth and luncheon \$350 (2 individuals)
- Booth and Table of 8 at luncheon \$1,250

Purchase your Mission Fair option:

1. Mail a check payable to Volunteer Ministry Center:

P.O. Box 27406, Knoxville, TN 37927

2. Email developmentdept@vmcinc.org to request an emailed invoice.

To reserve your booth, please send completed form and payment by November 10th.

Please list the names of the 2 individuals that will be attending and manning your booth:

If you have chosen the option to have a table of 8 at the luncheon, we will be contacting you for a list of guests that will be seated at your table.



EVENT TIMELINE:

Mission Fair 10:00 am-11:45 am
Lunch and Program 11:45 am-1:00 pm
Book Signing 1:00 pm-2:00 pm

Here are a few additional details for the day of the event:

- Please be prepared to share information about your organization/agency as well as about volunteer opportunities. All booths will include an 8-foot table, black tablecloth, and 2 chairs. You are welcome to bring displays, tablecloths, and other materials that promote your organization/agency and services.
- You may arrive at the Knoxville Convention Center to set up your booth between 9 am and 10 am. We ask that you have your booth fully set up by 10 am when the mission fair is scheduled to begin.
- You may park in the Poplar Lot next to Church Street UMC across Cumberland from the Convention Center (there is limited parking available), and there is also free parking next to the Knoxville Museum of Art.
- Enter the convention center entrance off Cumberland Avenue and take the elevator/stairs/escalator to the 2nd Floor. Head towards the Ballrooms, and you will see tables set up. Please find the table that is designated by a sign for your organization/agency.
- Please make sure that your booth is staffed at all times. The doors to the Ballroom will open at 11:15 am. You may find that many people go into the Ballroom to be seated at that time. Please stay at your booth until 11:45 am to be available for latecomers. **If your participation option includes the luncheon**, please go to the table assigned to you or your agency. Immediately following the program, you may begin packing up your materials to leave the Convention Center. **If your participation option does not include the luncheon**, you may begin packing up your materials after the 11:45 am program begins and leave the Knoxville Convention Center.
- Please be aware that staff will be available if you need help with anything.
- There will be a hospitality room where coffee will be available for you. It is located in the Rotunda (the round room) next to the information tables.