

WOMEN BUILDING BETTER COMMUNITIES



www.jlatlanta.org

Dear Prospective Sponsor:

We invite you to invest in our community by becoming a partner with the Junior League of Atlanta (JLA). Working together, we will achieve our mutual goals to strengthen communities in the Atlanta region by positively influencing women and their children to achieve their highest potential and move up the economic ladder. The Junior League of Atlanta is a trusted agency with more than 102 years of service to the metro Atlanta community. To continue our work, we need and value the support of our committed corporate stakeholders, individuals and foundation sponsors like you!

More than 3,000 Junior League of Atlanta members are committed to building a better community. JLA provided over 175,000 volunteer hours to more than 90 different Atlanta area nonprofit organizations this past year, an investment worth approximately \$2,000,000. JLA's efforts annually reach an estimated 650,000 women and children and raise more than \$500,000 to directly benefit women and children.

Your support will enable us to train more women to embark on a new pathway to success this year. Accordingly, we ask you to be as generous as you can so we can increase our reach and do more to impact women, their families and the community.

Vital economic factors driving the JLA commitment:

- 1,603,000 Georgians live in poverty
- Atlanta was named by the FBI as 1 of 14 US cities with the highest rate of children being used in prostitution.
- Two-thirds of Georgia's kids are not reading on grade level

The JLA believes that the collective power of diverse trained women, joined together to identify unmet needs and forge effective coalitions, can dramatically improve our community. JLA is one nonprofit with an extended reach of impact through our partnerships - offering sponsors a dual impact in tackling all of Atlanta's tough issues.

Please choose from the following options to support the JLA:

1. Sponsor a fundraising event via our special Sponsorship Bundles – page 5
2. Sponsor our special fundraising events: Little Black Dress Initiative, Tour of Kitchens, Women's Leadership Forum, Shamrock 'N Roll & General Membership Meetings – pages 6-10
3. Make an unrestricted gift to the JLA by donating online at www.jlatlanta.org
4. Customize a package - contact Tiffany Smith, Director of Development at 678-916-3109 or via email at tsmith@jlatlanta.org

Please review our Sponsorship Guide and check out our Special Sponsorship Bundle Packages on page 5. We will contact you within the week to respond to your questions and provide any additional information you require. Thank you for your consideration and support!

JLA OVERVIEW

MISSION

Founded in 1916, the Junior League of Atlanta is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

VISION

We have a shared vision of the organization, which is to be a catalyst for community change by empowering women who are passionately focused on the health, education and welfare of women and children.

VALUES

The Junior League of Atlanta believes that bringing diverse women together allows us to collectively and more effectively address the issues that face our communities.

- We value continuous learning and believe in providing educational opportunities for personal growth and volunteer leadership in a supportive environment.
- We value respect and believe in affirming the importance of our members' diverse backgrounds, opinions, talents and skills.
- We value service and believe in every member's potential to make a difference in our community through voluntarism, community leadership and advocacy.
- We value collaboration and believe in maximizing community impact through effective external partnerships and internal relationships to attain our shared mission.
- We value supporting inclusive environments and strive for Junior League of Atlanta's partners, strategies and investments to reflect these core values.

ISSUE AREAS

The Junior League of Atlanta is committed to improving the health, education, and well-being of women and children through:



Early
Childhood
Education



Sexual
Exploitation/
Trafficking



Generational
Poverty




175,000
Volunteer Hours



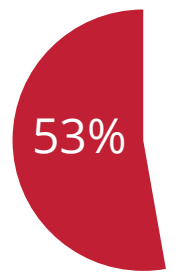
Raised

\$500,000 for **650,000**
Women and Children

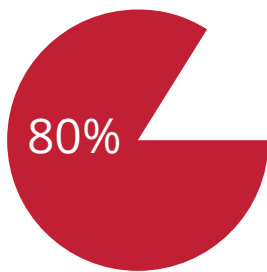
DEMOGRAPHICS

J 3rd largest league affiliated with the Association of Junior Leagues International

3,041 Members



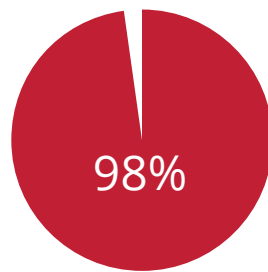
Married/
Partnership



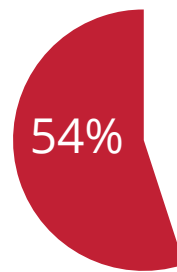
Work Full Time/
Self-employed



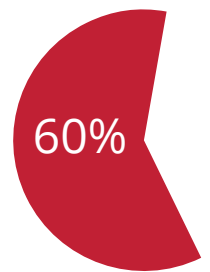
Stay At-Home
or Retired



College
Degree

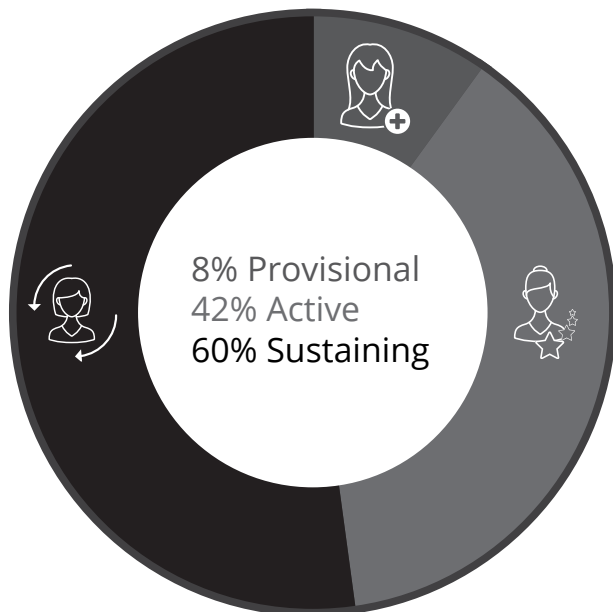


Post
Graduate
Degree

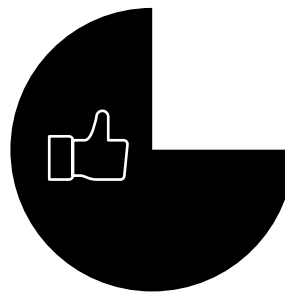


Households
Earn More
than \$100,000

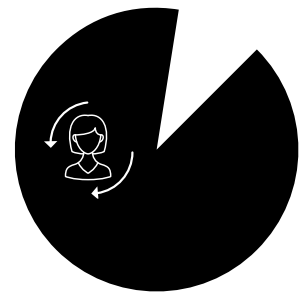
MEMBER STATUS



MEMBER STATS



78% SATISFACTION



90% RETENTION

10,000



Followers Across All Social Media Platforms

OPPORTUNITY TO INVEST IN JLA YEAR ROUND

SPONSORSHIP BUNDLE PACKAGES

Invest in ALL JLA Events at Levels that Fit your Corporate Budget

JLA is offering our partners the opportunity to invest in our agency for all of our special events and the program(s) that align with your priorities by offering Customized Sponsorship Opportunities. Support of our Special Events generates the vitally important funds that our agency requires to meet unmet programmatic and capacity building needs of our agency. With a bundle, partners may support JLA throughout the year and benefit from year-round branding opportunities that accommodate your company budget. The levels of sponsorship investments and benefits are as follows:

\$30,000 - PLATINUM SPONSOR

- One Custom Event organized for Company and Junior League Members during each year of sponsorship
- Year round brand recognition on digital platforms
- Year round brand recognition at General Membership Meetings (2)
- Little Black Dress Initiative Bronze Sponsorship
- Shamrock 'N Roll Bronze Sponsorship
- Women's Leadership Forum Silver Sponsorship
- Tour of Kitchens Bronze Sponsorship

\$15,000 - GOLD SPONSOR

- Brand recognition on digital platforms (6 months)
- Brand recognition at General Membership Meetings (2)
- Little Black Dress Initiative Copper Sponsorship
- Shamrock 'N Roll Copper Sponsorship
- Women's Leadership Forum Bronze Sponsorship
- Tour of Kitchens Copper Sponsorship

CUSTOM PACKAGES AVAILABLE UPON REQUEST

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

The JLA depends on our special events to raise the funds we need to fill gaps in our resources, build our capacity and our financial sustainability. Please consider an donation/gift or sponsorship of our special events throughout the year.

LITTLE BLACK DRESS INITIATIVE



The Junior League of Atlanta's Little Black Dress Initiative (LBDI) is an advocacy campaign that seeks to raise community awareness on the

issue of generational poverty in Georgia. Throughout a week in October, 101 LBDI Advocates will wear the same black dress for five consecutive days to illustrate the effects poverty can have on a woman's access to resources, her confidence and professional opportunities. By wearing a button that reads "Ask me About my Dress," Advocates invite dialogue among colleagues, friends and strangers to raise awareness about generational poverty.



SPONSORSHIP OPPORTUNITIES

SILVER - \$10,000

- Title Sponsor at wrap-up event
- Representative acknowledgement at General Membership Meeting
- Logo and Branding on all digital promotional materials
- Sponsor Spotlight in JLA Publications
- Speaking Rights at Mid-week Re-boot Event
- Challenge Match for Torch Bearer
- Access to poverty simulation event
- Custom social media post with hyperlink
- Challenge match for advocates
- Tickets to Wrap Up Event (5)

BRONZE - \$5,000

- Sponsor Spotlight in JLA Publications
- Speaking Rights at Midweek Re-boot Event
- Challenge Match for Torch Bearer
- Access to poverty simulation event
- Custom social media post with hyperlink
- Challenge match for advocates
- Tickets to Wrap Up Event (3)

COPPER - \$2,500

- Access to poverty simulation event
- Custom social media post with hyperlink
- Challenge match for advocates
- Tickets to Wrap Up Event (2)

NICKEL - \$1,000

- Challenge match for advocates
- Tickets to Wrap Up Event (2)

TOUR OF KITCHEN

Tour of Kitchens

Please join us for the Annual Tour of Kitchens in March. This two-day self-guided tour features the creativity and innovation of 14 prominent Atlanta kitchen designers, which includes culinary and event demonstrations from Atlanta's leading chefs and companies.

Each year, more than 1,700 patrons attend the Tour, providing unique opportunities for brand exposure and direct consumer interaction among your target demographics. Through internal owned social media channels, newsletters and publications, the Junior League of Atlanta reaches more than 15,000 people.

Since the inception of Tour of Kitchens, Atlanta Homes & Lifestyles magazine has partnered with the Junior League of Atlanta to make this signature event a success.



SPONSORSHIP OPPORTUNITIES

SILVER - \$10,000

- Ticket(s) to the Tour of Kitchens (10)
- Ticket(s) to the Toast of the Tour (2)
- Opportunity to be featured in the Sponsor Spotlight in JLA Publications
- Acknowledgement at the Toast of the Tour
- Logo on all print and digital promotional materials Tour of Kitchens
- Three social media mentions on Tour of Kitchens channels
- Logo presence during the JLA General Membership Meetings (4)

BRONZE - \$5,000

- Ticket(s) to the Tour of Kitchens (to be used for your company, clientele, etc.) (5)
- Ticket(s) to the Toast of the Tour (2)
- Logo on all print and digital promotional materials Tour of Kitchens
- Two social media mentions on Tour of Kitchens channels
- Logo presence during the JLA General Membership Meetings (2)

COPPER - \$2,500

- Ticket(s) to the Tour of Kitchens (to be used for your company, clientele, etc.) (3)
- Logo on all print and digital promotional materials Tour of Kitchens
- One additional social media mention on Tour of Kitchens channels

NICKEL - \$1,000

- Ticket(s) to the Tour of Kitchens (to be used for your company, clientele, etc.) (2)
- Logo on all print and digital promotional materials for Tour of Kitchens

SHAMROCK 'N ROLL



Shamrock 'N Roll is one of Atlanta's most family friendly 10k, 5k and Family Fun Run. This is one of the largest fundraisers for the Junior League of Atlanta. Runners, walkers, strollers, kids and dogs are welcomed, in addition, this is an AJC Peachtree Road Race Qualifier.



Proceeds from the Shamrock 'N Roll Road Race are used to financially aid projects and programs of the Junior League of Atlanta's area community partners and to train and educate Junior League of Atlanta members for effective community service.

Come run and walk the Shamrock 'N Roll Road Race in March.

SPONSORSHIP OPPORTUNITIES

SILVER - \$10,000

- Title sponsor for proprietary sub-events
- Display banner with logo on race route
- Acknowledgement by MC at post race event
- Business listed and linked on ACTIVE registration platform
- 5K/10K Race registration(s) for sponsor participants (7)
- Inclusion in marketing efforts promoting Shamrock 'N Roll events
- Logo presence on official event t-shirt
- Complimentary booth at Race to promote Sponsor's product or service
- Logo presence on the JLA website and official Race website throughout the Race promotion

COPPER - \$2,500

- 5K/10K Race registration(s) for sponsor participants (3)
- Inclusion in marketing efforts promoting Shamrock 'N Roll events
- Logo presence on the JLA website and official Race website throughout the Race promotion

BRONZE - \$5,000

- Business listed and linked on ACTIVE registration platform
- 5K/10K Race registration(s) for sponsor participants (4)
- Inclusion in marketing efforts promoting Shamrock 'N Roll events
- Logo presence on official event t-shirt
- Complimentary booth at Race to promote Sponsor's product or service
- Logo presence on the JLA website and official Race website throughout the Race promotion

NICKEL - \$1,000

- 5K/10K Race registration(s) for sponsor participants (2)
- Logo presence on the JLA website and official Race website throughout the Race promotion

WOMEN'S LEADERSHIP FORUM

Women in leadership is a premier event to connect, inspire and motivate women to lead. Through this event JLA offers women in our community unparalleled opportunities for training and leadership development, volunteer service and advocacy. A day full of development includes a keynote address from Fortune 500 executive, break-out session with corporate leaders and finale leadership panel with top executives. The training initiatives provide invaluable skills, measurable growth and community wide impact.

THE JUNIOR LEAGUE OF ATLANTA

WOMEN'S LEADERSHIP FORUM



SPONSORSHIP OPPORTUNITIES

SILVER - \$10,000

- One company name mention during opening session
- Two social media posts with company mention prior to the Forum
- One table for 10 during luncheon with equal number of general admission tickets
- Advertising space in digital app
- Company logo and website link on the Forum website
- Opportunity to provide one (1) donated item to be used as a door prize during the Forum
- One approved display at the Forum
- Opportunity to provide one (1) approved item in the attendee bag
- Acknowledgment as sponsor in all event coverage to include press releases and prominent logo recognition on day-of event signage

BRONZE - \$5,000

- Two social media posts with company mention prior to the Forum
- Five seats for Keynote luncheon with equal number of general admission tickets
- Advertising space in digital app
- Company logo and website link on the Forum website
- Opportunity to provide one (1) donated item to be used as a door prize during the Forum

COPPER - \$2,500

- Two social media posts with company mention prior to the event
- Five general admission tickets
- Company name and website link on the Forum website

GENERAL MEMBERSHIP MEETING

The Junior League of Atlanta has 3,000 members that serve in all aspects of the organization as provisionals, actives and sustainers establishing the chapter as one of the largest leagues within the Association of Junior Leagues International. The General Membership Meeting (GMM) happens four times a year in September, February, April and May - and is deemed as one of the strongest touchpoints for the members of the Junior League of Atlanta. Training is at the heart of the JLA's mission to empower women as they build stronger communities. Traditionally over half of the membership population attend the GMM's to engage in training, networking and advancement.



SPONSORSHIP OPPORTUNITIES

SILVER - \$10,000

- Welcoming remarks on program
- Prominent acknowledgement on invitation for event
- Recognition on website - logo & hyperlink
- Stage Recognition

BRONZE - \$5,000

- Prominent acknowledgement at event and in the program
- Acknowledgement in program and at event
- Table branding recognition
- Recognition on website - logo & hyperlink

COPPER- \$2,500

- Acknowledgement at the event and in the program
- Social Media Recognition - logo

NICKEL - \$1,000

- Listing in the e-publication
- Social Media mention



SPONSORSHIP COMMITMENT FORM

EVENT AND SPONSORSHIP LEVEL

| | | | | |
|-------------------------------|-------------------|----------------|----------------|----------------|
| SPONSORSHIP BUNDLE PACKAGE | \$30,000 Platinum | \$15,000 Gold | | |
| LITTLE BLACK DRESS INITIATIVE | \$10,000 Silver | \$5,000 Bronze | \$2,500 Copper | \$1,000 Nickel |
| TOUR OF KITCHENS | \$10,000 Silver | \$5,000 Bronze | \$2,500 Copper | \$1,000 Nickel |
| SHAMROCK 'N ROLL | \$10,000 Silver | \$5,000 Bronze | \$2,500 Copper | \$1,000 Nickel |
| WOMEN'S LEADERSHIP FORUM | \$10,000 Silver | \$5,000 Bronze | \$2,500 Copper | \$1,000 Nickel |
| GENERAL MEMBERSHIP MEETING | \$10,000 Silver | \$5,000 Bronze | \$2,500 Copper | \$1,000 Nickel |

CONTACT INFORMATION

Name _____

(As you wish to be listed in all publications)

Company _____

Address _____

City, State ZIP _____

Phone _____

Email _____

Enclosed is my check payable to The Junior League of Atlanta, Inc. Please contact me to discuss charitable matching opportunities with my company.

I wish to remain anonymous in all publications.

PLEASE CHARGE MY CREDIT CARD:

Card Number _____

Name on Card _____

Exp. Date _____ CVV _____

Signature _____

By signing this form, I am making a commitment to the Junior League of Atlanta for the amount indicated.

Thank you for your donation to the Junior League of Atlanta, Inc. You can send your completed form to Tiffany Smith, Director Of Development via email tsmith@jlatlanta.org, fax to 855-235-1347 or mail to:

The Junior League of Atlanta, Inc., 3154 Northside Pkwy, Atlanta, GA 30327



3154 NORTHSIDE PARKWAY, NW
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