



Junior League of
CHATTANOOGA

2022-2023 Sponsorship Packet



WHO WE ARE

Junior League of Chattanooga (JLC) is a 501(c)(3) volunteer organization for women dedicated to making a positive impact in their community. Founded in 1917, JLC is the second oldest Junior League in the South and is part of the Association of Junior Leagues International (AJLI).

The mission of Junior League of Chattanooga empowers women through leadership training and development to take action in their communities. JLC provides leadership development training for its members. Members of JLC are accomplished collaborators who build coalitions, identify community needs, and develop effective and responsive programs to meet those needs.

WHO WE SUPPORT

Your donation will enable JLC to make a powerful difference in the Chattanooga community. JLC supports education in Hamilton County through our **A League of Learners** initiative that focuses on fostering lifelong learners in the Chattanooga community. We support Hamilton County schools, teachers, children, and adults through funding for special projects and partnerships with other local organizations to provide an active volunteer base.



RECENT PROJECTS & INVOLVEMENT

- Awarding **\$82,810** in **Mini-Grants for Hamilton County** to public school teachers since 2016
- Hosting events supporting AJLI initiative **Kids in the Kitchen** - free, fun-filled events for children and families to learn about healthy eating habits and lifestyles
- Fostering literacy and quality family time by hosting **After School Reading Programs** at Montessori Elementary at Highland Park
- Donating over **1,500 sets of kid pajamas** since 2017 to Opportunity Zone schools
- Providing volunteers and resources for students at **Chattanooga Girls Leadership Academy**
- Building **Little Free Libraries** throughout the Chattanooga community and donating over **2,000 children's books** since 2017 to local organizations in support of the **Read 20 Initiative**
- Partnering with **Girls Inc.** to raise funds for programming and hosting educational events
- Offering the opportunity for children to explore, climb, and touch emergency response vehicles, machinery, and other equipment at our family-friendly, hands-on **Touch-A-Truck** event



WHY DONATE TO JLC?



A LEAGUE
of
LEARNERS

Of the funds that we raise through sponsorships, donations, and various fundraising events, **94% directly support our mission and programs.** JLC's principal initiative, called *A League of Learners*, allows us to do our part in building a better education system for our community. Sponsors like you are the very reason we can support our local students, parents, and teachers.

SIGNATURE FUNDRAISING EVENTS

Touch-a-Truck -- Family Event (Fall)

Fun for the whole family! This outstanding hands-on event offers opportunities for children to explore, climb, and touch trucks of all kinds and meet the personnel who protect, serve, and build our community. Learning comes alive when children connect these gigantic vehicles to our Tennessee community and learn about careers like farming, manufacturing, construction, and public service.



League on the Links -- Golf Tournament (Spring)

This exciting golf tournament event always brings a fun crowd of participants from within JLC and the Greater Chattanooga community. League on the Links will serve as JLC's principal fundraiser this spring, and will feature many potential marketing and brand exposure areas for our sponsors.

Give-Back Nights (Year-round)

Each year, JLC partners with local Chattanooga restaurants and businesses to support our neighborhood establishments and give back to our community. Our members spread the word and encourage attendance to happy hours and dinners at some of your favorite local restaurants. In turn, the restaurants and stores generously donate a percentage of that day's or night's earnings and give back to the community through JLC. These events are extremely popular with our members; they are great opportunities to network with active and prospective JLC members, enjoy a night out, grow your business' audience, and connect with your community!



ANNUAL SPONSORSHIPS



DIAMOND SPONSOR

\$10,000

*JLC only allows **ONE** Diamond-Level Sponsor for each League Year to ensure proper emphasis for the donor of such a generous gift. This premier sponsorship is granted on a first-come, first-served basis, and will receive the first chance to reserve the sponsorship for the following year.*

Sponsorship at this level includes:

- A short announcement of your choice and recognition as the Diamond Sponsor at **all** 2022-2023 JLC events (as outlined on page 3)
- Central placement of your logo on our JLC Sponsorship banner displayed at each Junior League event throughout the year
- Recognition as the Diamond Sponsor in Junior League of Chattanooga publications, on posts made by all JLC social media accounts, and on JLC's website - including a direct link to your website's homepage from our site (through May 2023)
- **Three (3)** memberships for employees of your company to join Junior League of Chattanooga at no cost for one year - Must be used during the current *or* the upcoming League year
- Opportunity to have a representative featured as a keynote speaker at a General Membership Meeting (held monthly with in-person and virtual options for the 2022-2023 year)
- **Two (2)** teams in the "League on the Links" golf outing
- **One (1)** hole sponsorship at "League on the Links"
- **Fifteen (15)** entrance tickets to "Touch - A- Truck"
- Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at **all** main 2022-2023 JLC fundraising events and **all** membership meetings
- Logo included in **all** weekly emails, **all** League Chatt issues, and **three to four (3-4)** social media posts about your business each month, resulting in continued and direct exposure of your company to one of Chattanooga's largest groups of women as well as their families, friends, and supporters.

ANNUAL SPONSORSHIPS (cont.)



PLATINUM SPONSOR

\$5,000

- A short announcement of your choice and recognition as a Platinum Sponsor at **all** 2022-2023 JLC events (as outlined on page 3)
- Prominent placement of your logo on our JLC Sponsorship banner displayed at each Junior League event throughout the year
- Recognition as a Platinum Sponsor in Junior League of Chattanooga publications, on posts made by all JLC social media accounts, and on JLC's website - including a direct link to your website's homepage from our site (through May 2023)
- **Two (2)** memberships for employees of your company to join Junior League of Chattanooga at no cost for one year - Must be used during the current or the upcoming League year
- **Two (2)** teams in the "League on the Links" golf outing
- **Ten (10)** entrance tickets to "Touch-A-Truck"
- Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at **three (3)** membership meetings (virtual and/or in-person) and at **two (2)** Junior League fundraising events
- Logo included in **all** weekly emails, **all** League Chatt issues, and **two to three (2-3)** social media posts about your business each month, resulting in continued and direct exposure of your company to one of Chattanooga's largest groups of women, as well as their families, friends, and supporters.

GOLD SPONSOR

\$2,500

- Recognition as a Gold Sponsor at **all** 2022-2023 JLC events (as outlined on page 3)
 - Prominent placement of your logo on our JLC Sponsorship banner displayed at each Junior League event throughout the year
 - Recognition as a Gold Sponsor in Junior League of Chattanooga publications, on posts made by all JLC social media accounts, and on JLC's website - including a direct link to your website's homepage from our site (through May 2023)
 - **One (1)** membership for an employee of your company to join Junior League of Chattanooga at no cost for one year - Must be used during the current or the upcoming League year.
 - **One (1)** team in the "League on the Links" golf outing
 - **Ten (10)** entrance tickets to "Touch-A-Truck"
 - Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at **two (2)** membership meetings (virtual and/or in-person) and at **one (1)** Junior League fundraising event
 - Logo included in **all** weekly emails, **all** League Chatt issues, and **two (2)** social media posts about your business each month, resulting in continued and direct exposure of your company to one of Chattanooga's largest groups of women, as well as their families, friends, and supporters.
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EVENT-BASED SPONSORSHIPS

SILVER SPONSOR

\$1,000

- Logo displayed at **one (1)** 2022-2023 JLC event (as outlined on page 3)
- Recognition as a Silver Sponsor for **one (1)** event in Junior League of Chattanooga publications, website, and all social media outlets
- **Five (5)** entrance tickets to "Touch-A-Truck"
- Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at the one (1) JLC fundraising event that you choose to sponsor
- Logo included in **all** upcoming weekly emails (from the current week to May 2023)
- Logo included in **all** upcoming League Chatt issues (from the current month to May 2023)
- Social media exposure **two (2)** times per month (from the current month to May 2023)

BRONZE SPONSOR

\$500

- Logo displayed at **one (1)** 2022-2023 JLC event (as outlined on page 3)
- Recognition as a Bronze Sponsor for **one (1)** event in Junior League of Chattanooga publications, website, and all social media outlets
- **Three (3)** entrance tickets to "Touch-A-Truck"
- Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at the one (1) JLC fundraising event that you choose to sponsor
- Logo included in **three (3)** upcoming weekly emails (from the current week to May 2023)
- Logo included in **one (1)** pre-event League Chatt issue of your choosing
- Exposure on social media promotions directly related to the event that you choose to sponsor

SUPPORTER

\$250

- Logo displayed at **one (1)** 2022-2023 JLC event (as outlined on page 3)
- **Two (2)** entrance tickets to "Touch-A-Truck"
- Exposure on social media promotions directly related to the event that you choose to sponsor

FRIENDS OF JLC

\$100

- Your name listed on the JLC website
- Recognition in the JLC Annual Report
- Feature in **one (1)** League Chatt issue

Junior League of Chattanooga offers custom sponsorship & recognition packages upon request. If you would like to sponsor in a different way or if you would like to support a specific JLC event, please email sponsorship@jlchatt.org.

SPONSORSHIP OPPORTUNITIES



	Diamond	Platinum	Gold	Silver	Bronze
Solo Sponsor at Level	★				
JLC Sponsorship Banner	★	★	★		
JLC Membership	3 Memberships	2 Memberships	1 Membership		
League on the Links	2 Teams and Hole Sponsorship	2 Teams	1 Team		
Touch-A-Truck Tickets	15 Tickets	10 Tickets	10 Tickets	5 Tickets	3 Tickets
League-Wide Advertisement	★	★	★	★	★
Give-Away Branded Items	All Events	5 Events	3 Events	1 Event	1 Event
Annual Report Recognition	★	★	★	★	★





SPONSORSHIP FORM

CONTACT INFORMATION

Contact Name: _____

Name (as you would like it listed on printed materials): _____

Mailing Address: _____

City, State, Zip: _____

Phone Number: _____

Email: _____

Website Address / Social Media Handles: _____

SPONSORSHIP INVESTMENT LEVEL (SELECT ONE)

- | | |
|---|---|
| <input type="checkbox"/> DIAMOND.....\$10,000 | <input type="checkbox"/> SILVER.....\$1,000 |
| <input type="checkbox"/> PLATINUM.....\$5,000 | <input type="checkbox"/> BRONZE.....\$500 |
| <input type="checkbox"/> GOLD.....\$2,500 | <input type="checkbox"/> SUPPORTER.....\$250 |
| <input type="checkbox"/> OTHER.....\$ _____ | <input type="checkbox"/> Friends of JLC.....\$100 |

Please complete and return this form to sponsorship@jlchatt.org or the Junior League of Chattanooga office. Payment options include credit card, check, or Venmo @jlchatt. Provide the company or individual's name in the subject line for any Venmo donation. JLC will need a high-resolution logo (JPG/PNG format) for printed and online promotion. All messages and materials are subject to Junior League of Chattanooga's reasonable approval. Contact Abbey McFay at sponsorship@jlchatt.org with any questions.

TAX-EXEMPT DONATIONS

Junior League of Chattanooga is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Please consult your tax advisor for details. Tax Exception Number: 1418763264

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