



SPONSORSHIP INFORMATION

2020





GREAT GIFTS FOR A GREAT CAUSE

For 98 years the Junior League of Indianapolis has been 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. Each year we invest thousands of hours in volunteer leadership and over \$200,000 in funding to support nonprofits that are making a difference in the lives of central Indiana youth and families. Thanks to the overwhelming success of central Indiana's longest-running holiday shopping event we are able to make these investments as part of our ongoing charge to build a better community.

Around 10,000 shoppers attended Holiday Mart in 2019, with over 120 small businesses participating.



Join us at our **50th annual Holiday Mart** as a sponsor and partner in our impact. The 2020 Holiday Mart will be held **November 18 - 22, 2020** at the Indiana State Fairgrounds, in the Elements Financial Pavilion.



 *Holiday*
MART
JUNIOR LEAGUE OF INDIANAPOLIS

"I take off work just to spend a whole day at Holiday Mart!"

"This is a family tradition."

"My mom and I have attended the JLI Mart for over 20 years, we never miss it."

"A great holiday tradition."

"THE event to kick off our holiday season!"

"I love that the proceeds from this event go to a good cause."

"The Holiday season starts with Shoppers' Eve."

"I love seeing the local, unique vendors."

HOLIDAY MART SPONSORSHIP

	Number Available	Prominent Signage at Event	Logo on All Printed Holiday Mart Materials	Logo on JLI Website	Recognition on Holiday Mart Social Media	Recognition on Holiday Mart Program	Shoppers' Eve Tickets	Holiday Mart Tickets	Ad in Quarterly JLI Newsletter	Minimum Number of Social Media Posts	Industry Exclusivity
Star \$10,000	2	●	●	●	●	●	4	40	1/2 page	4	●
Bell \$5,000	4	●		●	●	●	2	20	1/4 page	3	
Holly \$2,500		●		●	●	●	2	10	1/8 page	2	
Tinsel \$1,000		●		●	●	●		8		1	
Snowflake \$500				●	●	●		4		1	

SPECIAL EVENT - SHOPPERS' EVE

	Number Available	Signage at Event	Pre- Event Collateral Signage	Logo on JLI Website	Branded Napkins for Event	Signage at All Appetizer Stations	Opportunity to Place Promo Item in Shopper Gift Bag	Event Tickets	Holiday Mart Tickets
Presenting Sponsor \$10,000	1	●	●	●	●	●	●	6	10
Bubbles and Bites \$5,000	2	●		●		●	●	4	6

BECOME A SPONSOR OF HOLIDAY MART

Promote your organization to 10,000 annual shoppers, 120+ merchants, 700 Shoppers' Eve guests and our 800 Junior League members by becoming a sponsor of our signature fundraiser. Questions can be directed to HMsponsorship@jlindy.org.

\$10,000 STAR SPONSOR

- Prominent signage placement as a sponsor of the 2020 Holiday Mart throughout the event
- Logo, with link, displayed on JLI Holiday Mart website
- Name recognition on JLI Holiday Mart social media outlets promoting Holiday Mart where applicable
- Name recognition in JLI Holiday Mart-controlled media where appropriate (determined by the JLI)
 - Examples include but are not limited to: radio, television and print advertisements
- Name and logo recognition in JLI Holiday Mart Event Program
- Name and logo recognition in JLI internal membership communications
 - Examples include: event invitations, general membership e-mails
- Opportunity to place promotional material of your choice in 2020 Shoppers' Eve Gift Bags
- Name and logo recognition in the JLI Annual Report
- Four (4) 2020 Holiday Mart Shoppers' Eve Special Event Tickets
- Forty (40) 2020 Holiday Mart General Admission Tickets
- Opportunity to participate in one (1) Around the Community shift
- One (1) half page ad in the JLI's quarterly print publication, The Hotline
- Four (4) internal JLI social media posts from June 2020 to May 2021

\$5,000 BELL SPONSOR

- Prominent signage placement as a sponsor of the 2020 Holiday Mart throughout the event
- Logo, with link, displayed on JLI Holiday Mart website
- Name recognition on JLI Holiday Mart social media outlets promoting Holiday Mart where applicable
- Name and logo recognition in JLI Holiday Mart Event Program
- Name and logo recognition in JLI internal membership communications
 - Examples include: event invitations, general membership e-mails, etc.
- Opportunity to place promotional material of your choice in 2020 Shoppers' Eve Gift Bags
- Name and logo recognition in the JLI Annual Report
- Two (2) 2020 Holiday Mart Shoppers' Eve Special Event Tickets
- Twenty (20) 2020 Holiday Mart General Admission Tickets
- One (1) quarter page ad in the JLI's quarterly print publication, The Hotline
- Three (3) internal JLI social media posts from June 2020 to May 2021

\$2,500 HOLLY SPONSOR

- Prominent signage placement at 2020 Holiday Mart
- Logo displayed on JLI Holiday Mart website
- Name and logo recognition in JLI Holiday Mart Event Program
- Name and logo recognition in JLI internal membership communications
- Opportunity to place promotional material of your choice in 2020 Shoppers' Eve Gift Bags
- Name and logo recognition in the JLI Annual Report
- Ten (10) 2020 Holiday Mart General Admission Tickets
- One (1) eighth page ad in the JLI's quarterly print publication, The Hotline
- Two (2) internal JLI social media posts from June 2020 to May 2021

\$1,000 TINSEL SPONSOR

- Prominent signage placement at 2020 Holiday Mart
- Logo displayed on JLI Holiday Mart website
- Name and logo recognition in JLI Holiday Mart Event Program
- Name and logo recognition in JLI internal membership communications
- Opportunity to place promotional material of your choice in 2020 Shoppers' Eve gift bags
- Name and logo recognition in the JLI Annual Report
- Eight (8) 2020 Holiday Mart General Admission Tickets
- One (1) internal JLI social media posts from June 2020 to May 2021
- Signage placement at 2020 Holiday Mart

\$500 SNOWFLAKE SPONSOR

- Logo displayed on JLI Holiday Mart website
- Name and logo recognition in JLI Holiday Mart Event Program
- Name and logo recognition in JLI internal membership communications
- Opportunity to place promotional material of your choice in 2020 Shoppers' Eve gift bags
- Name and logo recognition in the JLI Annual Report
- Four (4) 2020 Holiday Mart General Admission Tickets
- One (1) internal JLI social media posts from June 2020 to May 2021

SHOPPERS' EVE

Every year, Holiday Mart kicks off the night before general admission shopping with an exclusive preview event, Shoppers' Eve. This special event allows guests a first look at our fabulous merchants while enjoying hors d'oeuvres, wine, complimentary valet parking, entertainment and swag bags.





ABOUT THE JUNIOR LEAGUE OF INDIANAPOLIS

The Junior League of Indianapolis (JLI) 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. Known as the premier training organization for women, the Junior League of Indianapolis has been developing community leaders and improving Indianapolis since 1922. The accomplishments of the Junior League of Indianapolis are many, varied and enormous, but none of those accomplishments would be possible without its members. The Junior League of Indianapolis is nearly 800 women strong and growing. Our members are dedicated professionals who are fiercely committed to their community; our membership ranks include CEOs, community leaders, business owners, thought leaders and elected officials. Over the decades, the Junior League of Indianapolis has been involved with more than 163 community projects and donated more than \$10 million to the central Indiana.

SUPPORTING AND SHAPING OUR COMMUNITY.

For nearly 100 years, the Junior League of Indianapolis has served the central Indiana community by providing monetary and hands-on support to those in need. Through the power of its members, the Junior League of Indianapolis has been able to support a variety of initiatives to create long term, sustainable solutions to focus areas in need and to empower those involved to take action.

WE HELP INDY.

The Junior League of Indianapolis 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. Its purpose is exclusively educational and charitable.

COMMUNITY IMPACT PROJECT

Through our Community Impact Project (CIP) committee, the Junior League of Indianapolis assists other organizations in need of volunteers for single-day events or projects. The Junior League of Indianapolis volunteers provide assistance to a wide variety of events and organizations around the city, often participating in two to three projects a month. Our CIP committee consists of a group of trained volunteers ready to assist an organization with a regular program or community event.

TUTORS IN ACTION

The Junior League of Indianapolis has had a long-standing partnership with School on Wheels by providing program funding and volunteers for one-on-one or small-group tutoring for families living in transitional housing.

PASS: PARTNERS ADVANCING STUDENT SUCCESS

As part of the Junior League's initiative to help prepare students for academic success, our signature project, Partners Advancing Student Success (PASS), started in 2014 in partnership with Stephen C. Foster Elementary. Through this three year partnership, the Junior League of Indianapolis provided the school financial and volunteer support in order to meet the most pressing needs of the students and their families.

Our partnership with Stephen Foster has resulted in the revitalization of its media center, with over 2,000 new books for students to access; development of a sustainable food pantry and garden, through a partnership with Gleaners; opportunities created through programs like Kids in the Kitchen; and more. The efforts the Junior League of Indianapolis has provided to the school have created an incredible impact on its students and staff. The Junior League of Indianapolis opened Stephen C. Foster Elementary's Bulldog Community Pantry in March 2015 to fulfill one of the top needs presented by administration, staff and families. The pantry is part of the Gleaners Food Bank of Indiana network and has benefited from the agency's insight and guidance. This resource has supported families as they work through cancer treatments, home loss, job loss, pursuit of further education and many other challenges people face.

COMMUNITY ASSISTANCE GRANTS

The Junior League of Indianapolis' Community Assistance Grants provide critical funding to non profit organizations that work within the Junior League of Indianapolis' interest area of preparing students for academic success. The Junior League of Indianapolis has awarded more than \$1 million in Community Assistance Grants since 2000.

TRUST FUND GRANTS

The Junior League Trust Fund provides nonprofit organizations with 501(c)(3) status with support to serve mentally and/or physically disabled children in Marion County.

The Junior League Trust Fund was established in 1929 to ensure that the work of the first Junior League of Indianapolis service project at James Whitcomb Riley Hospital would continue to draw financial support when the volunteer contract expired. The trust was created to allow interest to be given to the Occupational Therapy Department of the hospital. As the trust grew, money was distributed to many organizations serving children with disabilities. Over the 80+ year life of the Junior League Trust Fund, the trust has distributed more than \$550,000 to organizations serving children with disabilities.

"AROUND THE COMMUNITY" SERVICE MARATHON

Around the Community is a volunteer service marathon, commemorating the Junior League of Indianapolis. The Junior League of Indianapolis will contribute to multiple organizations around Indianapolis.

KIDS IN THE KITCHEN

As part of the Junior League of Indianapolis' childhood obesity prevention initiative, the Junior League of Indianapolis conducted the Kids in the Kitchen program, which brought family-friendly events to the Stephen Foster Elementary School and community. Kids in the Kitchen educated children and their families on where food comes from, nutrition, exercise and healthy cooking in a fun and engaging environment.



JUNIOR LEAGUE OF
INDIANAPOLIS

8425 Woodfield Crossing Blvd #150 | Indianapolis, IN 46240
(317) 925-4600 | HMsponsorship@jlindy.org