



Sponsorship Program

The Junior League of Indianapolis (JLI) is hosting the 51st annual Holiday Mart in November 2022 at the Indiana State Fairgrounds.

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.

Holiday Mart is the league's largest fundraiser, attracting over 10,000 attendees each year, and raising vital funds for our community projects and programs. Holiday Mart offers a unique shopping experience featuring small business merchants selling everything from clothing, jewelry, and handbags to food, art, and children's items.

Holiday Mart Hours	
Thursday, November 17	6pm-10pm **Shoppers Eve
Friday, November 18	10am-8pm
Saturday, November 19	10am-6pm
Sunday, November 20	10am-4pm

***Shoppers Eve is our private shopping event kick-off on Thursday evening (11/17/22) from 6pm-10pm. Our shoppers arrive excited to get the first chance to shop our event, while enjoying food, cocktails, music, and festivities. This event marks the beginning of the holiday shopping season for many in Indianapolis.*

Managed solely by JLI volunteers, your participation in our event helps make it possible for us to continue serving the community and we thank you for your consideration and support.

For further information, or if you have questions, please contact us at HMsponsorship@jlindy.org.

Sponsorship Program (continued)

We are offering the following opportunities to sponsors and partners to showcase their business throughout our advertising campaign and event.

Level	Donation	Prominent signage as a sponsor of 2022 Holiday Mart	Logo W/link displayed on Holiday Mart website	JLI social media posts from August 2022 to November 2022	Name recognition in Holiday Mart controlled media (determined by the JLI)	Name and logo recognition in Holiday Mart Event Program	Opportunity to place promotional material of choice in Shoppers' Eve gift bags (600)	Holiday Mart Shoppers' Eve Special Event Tickets	Holiday Mart General Admission Tickets	Ad space in the JLI's quarterly print publication, The Hotline
Gold	\$7,500	X	X	4	X	X	X	6	40	Half Page
Silver	\$5,000	X	X	3	X	X	X	4	20	Quarter Page
Star	\$2,500	X	X	2		X	X	2	10	
Twinkle	\$1,000	X	X	1		X	X	2	5	

Shoppers Eve Bags	Donation Value	Prominent signage as a sponsor of 2022 Holiday Mart	Logo W/link displayed on Holiday Mart website	JLI social media posts from August 2022 to November 2022	Name recognition in Holiday Mart controlled media (determined by the JLI)	Name and logo recognition in Holiday Mart Event Program	Provide to JLI 1,000 reusable shopping bags or 600 items for Swag Bags	Holiday Mart Shoppers' Eve Special Event Tickets	Holiday Mart General Admission Tickets	Ad space in the JLI's quarterly print publication, The Hotline
Cheer	\$3,000	X	X	3	X	X	X	4	20	Quarter Page

Event Décor	Donation Value	Prominent signage as a sponsor of 2022 Holiday Mart	Logo W/link displayed on Holiday Mart website	JLI social media posts from August 2022 to November 2022	Name recognition in Holiday Mart controlled media (determined by the JLI)	Name and logo recognition in Holiday Mart Event Program	Opportunity to place promotional material of choice in Shoppers' Eve gift bags (600)	Holiday Mart Shoppers' Eve Special Event Tickets	Holiday Mart General Admission Tickets	Ad space in the JLI's quarterly print publication, The Hotline
Tinsel	\$3,000	X	X	3	X	X	X	2	15	Quarter Page
Snowflake	\$1,500	X	X	1		X	X	2	10	
Bell	\$500	X	X	1		X	X	2	2	

JLI Requirements:

- To become a sponsor for Holiday Mart 2022, please complete the following information and forward to HMsponsorship@jlin Indy.org.
- For Shoppers Eve Swag-Bags and Event Décor sponsorship programs, an In-Kind Donation form is also required to be completed, which we will provide to you upon receipt of the below information.

Vendor Information

Company Name	
Company Address	
Company website	
Primary Contact	
Contact Phone	
Contact Email	

Vendor Pledge:

YES! Our company will sponsor Holiday Mart through the following Sponsorship Program!

Sponsorship Program

Signature

Date