



# HOLIDAY MART

JUNIOR LEAGUE  
of INDIANAPOLIS

**November 16 - 19, 2023**  
**INDIANA STATE FAIRGROUNDS**

**Four Days of**

**SHOPPING • FASHION**

**SPECIAL EVENTS • ENTERTAINMENT**

**to support the Junior League of Indianapolis's mission.**

**2023 HOLIDAY MART SPONSORSHIP & DONOR GUIDE**



Holiday Mart, Junior League of Indianapolis's signature fundraiser, welcomes thousands of shoppers to the Indiana State Fairgrounds' Blue Ribbon Pavilion each year.

Holiday Mart is four days of unique holiday shopping, fashion, food, entertainment, and special events. The proceeds support the Junior League of Indianapolis's mission of advancing women's leadership for meaningful community impact through volunteer action, collaboration, and training. When you donate to Holiday Mart, you make it possible for us to continue to serve our community.

## LEVELS & BENEFITS

# SPONSORSHIP LEVELS

All sponsorships include special recognition on the JLI's social media channels and on the JLI website.

Sponsorship	Quantity Available	Donation	Complimentary Shoppers' Eve Tickets	Complimentary General Admission Tickets
Hospitality Suite <i>*Bonus</i>	1	\$6,000	20	25
Main Stage <i>**Bonus</i>	1	\$6,000	20	25
Special Events <i>***Bonus</i>	1	\$6,000	20	25
Shopping Bags	1	\$4,000	15	20
Snowflake Tree	1	\$4,000	10	15
Shoppers' Eve Valet Parking	1	\$2,500	10	15
Shuttle	1	\$2,500	10	15
Technology	1	\$2,500	10	15
Coat/Bag Check	1	\$1,000	5	10
Center Court	1	\$750	5	10
Center Court / Crossing Aisle	2	\$500	2	5
Gift Wrap Station	1	\$500	2	5
Mothers Room	1	\$500	2	5
Merchant Aisle	7	\$250	--	--
Photo Booth	4	\$250	--	--
Shoppers' Eve Swag	Unlimited	\$250	--	--
Table Swag	Unlimited	\$250	--	--

*\*Bonus* = The Hospitality Suite will be reserved for you and your private party (up to 64 guests) during the Shoppers' Eve event and will include tables, table cloths, and chairs. Your package includes 20 Shoppers' Eve tickets. Additional tickets can be purchased in advance or at the door.

*\*\*Bonus* = A designated space next to the Main Stage will be reserved for you and your private party (up to 64 guests) during the Shoppers' Eve event and will include tables, table cloths, and chairs. Your package includes 20 Shoppers' Eve tickets. Additional tickets can be purchased in advance or at the door.

*\*\*\*Bonus* = The Special Events room will be reserved for you and your private party (up to 64 guests) during the Shoppers' Eve event and will include tables, table cloths, and chairs. Your package includes 20 Shoppers' Eve tickets. Additional tickets can be purchased in advance or at the door.

# SPONSORSHIP OPPORTUNITIES

## BE SEEN AT HOLIDAY MART

1

### **HOSPITALITY SUITE (1 AVAILABLE) \$6,000**

Your name will be displayed at the Hospitality Suite, which is an exclusive lounge for our Merchants to utilize during Holiday Mart where complimentary snacks and beverages are provided for them. You also have the opportunity to provide a branded table display, along with promotional items that will be displayed at the entrance of the Hospitality Suite. **\*Bonus**

2

### **MAIN STAGE (1 AVAILABLE) \$6,000**

Your name will be displayed at the Main Stage, where entertainers will perform at different times each day of Holiday Mart. Your name will be used in all references to the Stage. You also have the opportunity to provide a branded table display, along with promotional items that will be displayed at the Main Stage. **\*\*Bonus**

3

### **SPECIAL EVENTS (1 AVAILABLE) \$6,000**

Your name will be displayed at the Special Events Room, where various workshops will be held at different times throughout Holiday Mart. Your name will be used in all references to the Special Events Room. You also have the opportunity to provide a branded table display, along with promotional items that will be displayed at the entrance of the Special Events Room. **\*\*\*Bonus**

4

### **SHOPPING BAGS \$6,000**

Your name will be displayed at the Shopping Bag station, where bags will be distributed to all guests. This package calls for a donation of 7,000 shopping bags with your logo to be distributed to all guests that attend Holiday Mart (while supplies last), and a monetary donation to support the JLI's community programs and mission-based initiatives. You also have the opportunity to provide a branded table display, along with promotional items that will be displayed at the Shopping Bag Station.

5

### **SNOWFLAKE TREE \$4,000**

Your name will be displayed on a large, decorated tree (approximately 15') located in Center Court. You also have the opportunity to provide a branded table display, along with promotional items that will be displayed at the Snowflake Tree.

6

### **SHOPPERS' EVE VALET PARKING \$2,500**

Your name will be displayed at the Valet Parking station and used in all references to the complimentary parking provided during Shoppers' Eve. You also have the opportunity to provide promotional material or coupons that can be given to all guests as they retrieve their cars from the Valet team.

7

### **SHUTTLE \$2,500**

Your name will be displayed at the Shuttle station and used in all references to the complimentary shuttle service provided Friday, Saturday and Sunday during Holiday Mart shopping hours. You also have the opportunity to provide promotional material or coupons that can be given to all guests as they leave the Shuttle to return to their vehicles.

8

### **TECHNOLOGY \$2,500**

Your name will be displayed as the Technology sponsor and used in all references to audio/visual equipment utilized on-site, and the complimentary Wi-Fi provided to our Merchants during Holiday Mart.

9

### **COAT/BAG CHECK \$1,000**

Your name will be displayed at the Coat/Bag Check Booth and will be used in all references to the complimentary service provided to our guests. You also have the opportunity to provide promotional material or coupons that can be given to all guests as they retrieve their belongings from the Coat/Bag Check Booth.

10

### **CENTER COURT \$750**

Your name will be displayed on signage above Center Court.

11

### **CENTER COURT AISLE CROSSING \$500**

Your name will be displayed on signage above one of the 2 Center Court Aisles.

12

### **GIFT WRAP STATION \$500**

Your name will be displayed at the Gift Wrap Station and will be used in all references to the complimentary service provided to our guests.

13

### **MOTHER'S ROOM \$500**

Your name will be displayed on signage at the Mothers Room and will be used in all references to the private haven provided to nursing mothers. You also have the opportunity to provide a branded table display, along with promotional items that will be displayed in the Mothers Room.

14

### **MERCHANT AISLE \$250**

Your name will be displayed on signage above one of the 7 Merchant Aisles.

15

### **PHOTOBOOTH \$250**

Your name will be displayed on signage at one of our photo booths, which includes décor and selfie stick/stand for our guests to capture memories.

16

### **SHOPPERS' EVE SWAG BAGS \$250**

You have the opportunity to provide promotional items for our Swag Bags that are distributed to each guest during our Shoppers' Eve event (while supplies last). Although we strive to fill 1,000 bags with swag items, any quantity of donated items is greatly appreciated.

17

### **TABLE SWAG \$250**

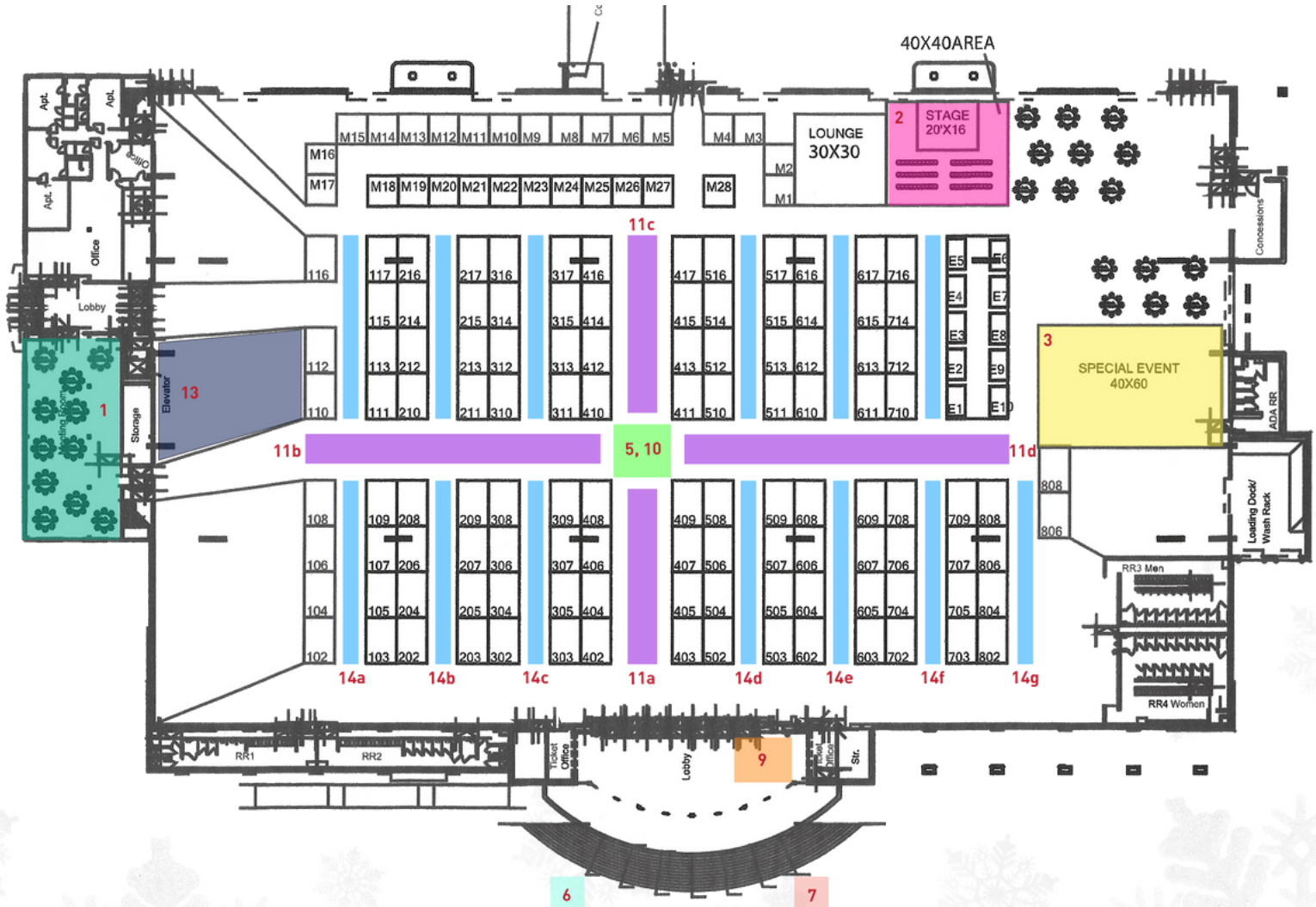
You have the opportunity to provide promotional items or table-top décor for our Special Events Room and/or Hospitality Suite.



## SPONSORSHIP OPPORTUNITIES

# HOLIDAY MART SPONSORSHIP MAP

Sponsorship Location	
1	Hospitality Suite
2	Main Stage
3	Special Events
5	Snowflake Tree
6	Shoppers' Eve Valet Parking
7	Shuttle
9	Coat/Bag Check
10	Center Court
11	Center Court / Crossing Aisle
13	Mothers Room
14	Merchant Aisle



**100+**

number of years JLI has  
been serving the  
Indianapolis community

**15,000  
VOLUNTEER  
HOURS**

contributed annually through  
direct service, fundraising and  
in-League placements



## JUNIOR LEAGUE OF INDIANAPOLIS

The funds raised from Holiday Mart will help fulfill JLI's vision of being a catalyst for lasting change in the lives of children and their families in the community. Since 2000, JLI has awarded more than \$5 million to local organizations.

**\$11 MILLION+**

amount JLI has awarded  
awarded to Indianapolis  
non-profits since 1922

**160+**

number of community  
projects sponsored by the  
JLI, that have benefitted  
the Indianapolis  
community since 1922

**FOR DONOR AND SPONSORSHIP INFORMATION,  
PLEASE CONTACT [HMSPONSORSHIP@JLINDY.ORG](mailto:HMSPONSORSHIP@JLINDY.ORG)  
OR LEARN MORE AT [JLINDY.ORG/HOLIDAYMART](http://JLINDY.ORG/HOLIDAYMART)**

### Our Mission

The Junior League of Indianapolis is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

### Our Vision

The Junior League of Indianapolis will be a catalyst for lasting change in the lives of children and their families in our community.

### Connect with Us

-  Junior League of Indianapolis (JLI) Holiday Mart
-  [jliaholidaymart](#)
-  Junior League of Indianapolis
-  [jlindianapolis](#)
-  [jlindianapolis](#)

### Who We Are

The Junior League of Indianapolis has a long history of improving our community through non-profit partnerships, a goal that remains as true today as when the JLI was founded 100 years ago. We seek to form lasting partnerships with local organizations whose mission and/or programs align with our values and strategic focus.

The JLI has been committed to the health and education of children and their families for the past century and is currently focused on supporting youth in foster and kinship care. There are three main ways for organizations to partner with the JLI: community projects, volunteer assistance, and grants

Annually, the Junior League of Indianapolis (JLI) awards grants to financially sound nonprofit 501(c)3 organizations through two different grant processes. Our organization has awarded over \$11 million to the local community, including nearly \$5 million since 2000.

