

# Heart of the Home® **KITCHEN TOUR**

April 14, 2018



1918-2018  
JUNIOR LEAGUE OF  
**WILMINGTON, DE**



1801 N. Market Street, Wilmington, DE 19802  
Office: 302-652-0544 Fax: 302-652-0826  
JLWKitchenTour2018@gmail.com  
JLW@JLWilmington.org -- www.jlwilmington.org



**Saturday, April 14, 2018 · 9:30 a.m.- 4:30 p.m. · Rain or Shine**

### **A Delicious Opportunity**

The Junior League of Wilmington is proud to once again host the Brandywine Valley's **Heart of the Home® Kitchen Tour**. This signature bi-annual fundraiser, now in its 12<sup>th</sup> iteration, showcases recently renovated kitchens throughout Wilmington, Greenville, Hockessin, Newark, Southern Chester County, and surrounding areas, and features a sampling of the region's most exquisite cuisine in each home. The **Heart of the Home® Kitchen Tour** has been featured in publications such as *The News Journal*, *Delaware Today*, *Signature Magazine*, *The Hunt*, *Chester County Life*, and offers a unique opportunity for designers, sponsors, and chefs to network with as many as 800 affluent, civic-minded Tour attendees.

- **50% of attendees plan to start a renovation project in the next 24 months**
- **76% say their favorite part of the Tour is seeing kitchen designs and meeting designers**
- **74% plan to visit a chef/restaurant involved in the Tour**

### **A Sweet Cause**

**Heart of the Home® Kitchen Tour** proceeds directly support our community projects and volunteer training programs. Since its inception in 2004, the **Heart of the Home® Kitchen Tour** has raised more than \$600,000 in funds and volunteer hours, allowing us to continue our legacy of positively impacting the Greater Wilmington community through initiatives such as:

- Continuing our community impact focus of promoting children's health and well-being through 2020, with emphasis on empowering young women in the region to reach their potential.
- Developing and implementing life skills, wellness workshops, and other programming for youth served by Bayard House, the Delaware Adolescent Program, Inc. (DAPI), the Wilmington Senior Center, and other partners, as well as holding Teen Empowerment events to teach young women about healthy relationships and self-confidence.
- Continuing our commitment to keeping Delaware's children safe by continuing our work around sexual abuse prevention education. Having spearheaded passage of Erin's Law - which requires age-appropriate, prevention-oriented sexual abuse education in publicly funded schools - in Delaware in 2016, we will continue to seek opportunities to advocate for sexual abuse victims, provide education on abuse, and promote implementation of the law.

### **Appealing Exposure**

- Full-color logos and ads in 1,000+ magazine-style programs distributed to attendees and local businesses
- 3,000 save-the-date mailers; Radio promotions and ticket giveaways
- Sponsors and demonstrators featured in our electronic media, including the League website, Facebook page, and other digital and social media

The Junior League of Wilmington, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.



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## **CORPORATE SPONSORSHIPS**

### **All Corporate Sponsorships Include:**

- Company representative/designer at relevant home on Tour day, if applicable
- Display and distribution of promotional material
- Logo placement on Junior League of Wilmington website and in Tour program
- Recognition in Junior League of Wilmington annual report

### **Platinum – An Investment of \$5,000 or more**

- Logo on Tour wristband
- Outdoor signage at all homes on Tour featuring logo or message
- Logo on marketing materials and advertisements including press releases, posters, save-the-date postcards, and digital and social media marketing (minimum of 5 social media mentions)
- Includes a full-page color ad with premium placement in Tour program
- 15 complimentary Tour tickets

### **Gold – \$3,000**

- Outdoor signage at three homes on Tour featuring logo or message
- Logo on marketing materials and advertisements including press releases, posters, save-the-date postcards, and digital and social media marketing (minimum of 3 social media mentions)
- Includes a full-page color ad in Tour program
- 10 complimentary Tour tickets

### **Silver – \$1,500**

- Outdoor signage at one home on Tour featuring logo or message
- Logo on marketing materials and advertisements including press releases, posters, save-the-date postcards, and digital and social media marketing (minimum of 2 social media mentions)
- Includes a full-page color ad in Tour program
- Four complimentary Tour tickets

### **Bronze – \$750**

- Logo on marketing materials and advertisements including press releases, posters, save-the-date postcards, and digital and social media marketing (minimum of 1 social media mention)
- Includes a half-page color ad in Tour program
- Two complimentary Tour tickets

**\*\*\*10% Discount on Sponsorships Paid in Full by December 1, 2017\*\*\***

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### **PROGRAM SPONSORSHIP**

Showcase your business with an ad in the professionally designed and printed, 8"x10" magazine-style program, used by Tour attendees as a guidebook and map.

\$750 Full-page (approximately 7"x9") color advertisement

\$400 Half-page (approximately 7"x4.375") color advertisement

\$200 Quarter-page (approximately 3.375"x4.375") color advertisement

#### **Get Noticed**

- Include a coupon or discount in your advertisement
- Let Tour attendees know where to find you: highlight your website, phone number, and social media presence

**\*\*\*10% Discount on Ads Paid in Full by December 1, 2017\*\*\***

### **FOOD DEMONSTRATIONS**

Each home features offerings from local chefs, restaurants, and food and beverage purveyors. Choose between doing a live cooking demonstration or simply offering samples of your cuisine or products.

- Half-Day (500 samples) and Full-Day (1,000 samples) options
- Please include any utensils, plates or napkins necessary to enjoy your offerings, as well as serving ware and cookware.

#### **Benefits of Participation**

- Logo in Tour Program
- Logo with link on event website and digital communications and a minimum of one (1) mentions in social media
- Complimentary Tour tickets: four for full-day participants, two for half-day
- Recognition in Junior League of Wilmington annual report

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## SPONSORSHIP AGREEMENT

COMPANY NAME: \_\_\_\_\_ CONTACT: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

### Corporate Sponsorship (check one)

- ☐ PLATINUM Sponsor at \$5,000 (\$4,500 IF RECEIVED BY 12/1)
- ☐ GOLD Sponsor at \$3,000 (\$2,700 IF RECEIVED BY 12/1)
- ☐ SILVER Sponsor at \$1,500 (\$1,350 IF RECEIVED BY 12/1)
- ☐ BRONZE Sponsor at \$750 (\$675 IF RECEIVED BY 12/1)

### Program Sponsorship (check one)

- ☐ Full-Page Advertisement \$750 (\$675 IF RECEIVED BY 12/1)
- ☐ Half-Page Advertisement \$400 (\$360 IF RECEIVED BY 12/1)
- ☐ Quarter-Page Advertisement \$200 (\$180 IF RECEIVED BY 12/1)

### Food Demonstration (check one)

*Full-Day Demonstration (1,000 samples)*

*Half-Day Demonstration (500 samples)*

Live Demo? Yes/No

Will you provide servers or drop off samples for us to serve?

*Brief description of food/beverages to be served and any special requirements:*

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### Payment Information & Deadlines

- ☐ 10% discount on Sponsorships & Advertisements paid in full by December 1, 2017
- ☐ All sponsorships & ads must be paid in full by February 1, 2018
- ☐ Sponsor logos due December 1 for Save-the-Date inclusion
- ☐ All logos and program artwork must be received by February 15, 2018 to guarantee placement
- ☐ For your tax purposes, our ID # is 51-6015503.
- ☐ Checks payable to the Junior League of Wilmington

***My signature indicates authorization to make this commitment on behalf of my company.***

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ Check forthcoming \_\_\_\_\_ Please send an invoice

***Online Sign-Up and Credit Card payment at [www.heartofthehometour.com](http://www.heartofthehometour.com)***

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