



2023-2024

JUNIOR LEAGUE OF WILMINGTON

Sponsorship Opportunities

Determined. Impactful. Unstoppable.

Words synonymous with the Junior League of Wilmington. We are an organization that empowers women to lead by tackling issues impacting our community. JLW members have tackled some of the most critical issues in our community for 105 years. We focus on empowering and training women to be more effective leaders, inspiring them to get involved in our community, grow professionally and personally, and to truly make a difference. Do you believe the power of women is unstoppable? Join us!

JLW AT A GLANCE...

Our Mission

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

The Junior League of Wilmington welcomes all women who value our mission. We are committed to inclusive environments of diverse individuals, organizations, and communities.

105 Years of Impact in the Wilmington Community, and Counting!

The Junior League of Wilmington was founded in 1918 under the inspiration of Eloise Bond Bergland. The Junior League of Wilmington is a 501(c)(3) nonprofit volunteer organization. Since inception, our mandate has not wavered: to develop exceptionally qualified civic leaders who collaborate with community partners to identify a community's most urgent needs and address them with meaningful and relevant programs and initiatives that not only improve lives, but also change the way people think. Throughout the years, the League has identified issues affecting the most vulnerable segments of our community, and created solutions to serve those populations. Over the past 105 years we've focused our community outreach on new immigrants, returning veterans, sick children and their families, senior citizens, teens aging out of foster care, and pregnant and parenting young women, among others.

In August 2019, we launched our current community service initiative, Stand Up. Period., to address period equity. Our goal is to remove the barriers that prevent people, particularly those living in poverty, from being able to manage their menstrual cycles and participate fully in their lives. Those who lack adequate period supplies experience school and work absences, opportunity losses, and emotional distress. And while they are suffering, societal stigmas often preclude open discussions about period equity. The League is committed to addressing the vital need through direct service and advocacy, and by building a coalition of individuals and organizations that can work collaboratively to eliminate period poverty in our state. Last year, we distributed over 280,000 period products out into the community!

Visit StandUpPeriod.org to learn more!



JUNIOR LEAGUE OF
WILMINGTON, DE



OUR MEMBERS ARE THE HEART OF OUR MISSION

Our Members represent a wide range of backgrounds, interests and professional and personal pursuits. Our 300+ Members are Active Members at the heart of the Wilmington community.

57%

Employed full or part-time

96%

Bachelors degree or higher

57%

Under 60 years of age

72%

Married



Members live in Delaware, Maryland, New Jersey, and Pennsylvania

Source: "Every Member Counts" Demographic Survey, January 2020



BECOMING A JLW SPONSOR

Our sponsorship packages are designed to help businesses achieve their philanthropic goals, while engaging you in our work. The JLW offers a variety of sponsorship opportunities and each package offers the opportunity to reach different demographics and provides engaging ways to connect with our community. Opportunities are available at a variety of giving levels, and we will gladly work with you to tailor a sponsorship package that fits your specific needs. Our events and fundraisers are unique, fun, and impactful. With a wide range of captive audiences per event, your brand will be embedded in the minds of all our attendees. All event sponsors will receive the following core benefits:

- Complimentary tickets
- Recognition on website and social media
- Option to provide branded items/materials to be displayed
- Additional benefits are event and level specific

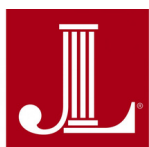
Visit our website for a electronic sponsorship commitment form, or fill out the attached form. Join us in paving the way for future generations of women to become dynamic leaders in our community and build a better Wilmington!

Online sponsorship commitment form: <https://www.jlwilmington.org/sponsorship-form/>

In-Kind Sponsors

It takes a lot of support from partners, like you, to achieve our mission. If you are unable to contribute a cash donation, but would still like to contribute, consider an in-kind donation. In-Kind donations can include, but are not limited to:

- Printing - programs, marketing materials, or signage
- Media- web page banner ads, radio commercials, newspaper or magazine articles
- Food & Drink
- Merchandise
- Venues



**JUNIOR LEAGUE OF
WILMINGTON, DE**

CONTACT INFO

Address: 1801 N. Market Street Wilmington, DE 19802

Phone: 302.652.0544 | Fax: 302.652.0826

Email: jlw@jlwilmington.org | Website: www.jlwilmington.org

Contacts for Sponsorships & Whale of a Sale:
Tiffany Shrenk: presidentelect@jlwilmington.org
Anita Grant: grantanita@att.net

BECOME A WHALE OF A SALE SPONSOR!

Junior League of Wilmington's 38th Whale of a Sale

Saturday, November 4, 2023

Whale Preview Party

Thursday, November 2, 2023, 6:00 - 9:00 p.m.

Concord Mall, 4737 Concord Pike, Wilmington, DE 19803

What is Whale of a Sale?

Whale of a Sale is a unique, grand-scale indoor "garage sale" designed to sell new and gently used merchandise at bargain prices. More than 3,000 shoppers have attended past Whale of a Sale events! Whale of a Sale is not just a fundraiser; it serves a community need by providing quality items at affordable prices to those who might not otherwise be able to purchase them.

Whale of a Sale was founded in 1980 and is back this year in its full capacity for the first time since the COVID pandemic. The public is invited to shop at Whale of a Sale from 9 a.m. to 2 p.m. with bargains featuring high-quality items including unsold merchandise donated by local businesses, and new or gently used appliances, children's toys, clothes, electronics, sports equipment, small scale furniture and much more.

Who attends Whale of a Sale?

Anyone who wants to find great items at reasonable prices! There is a loyal Whale of a Sale following, many of whom are veterans of Whale of a Sale. They come out each year, rain or shine, no matter where the sale is held. The true diehard shoppers camp out overnight to be the first in line to shop the Whale of a Sale! Regular attendees include: professional dealers of antiques and collectibles; fashion divas who know that there are no dressing rooms at Whale of a Sale and so come dressed in leotards to try on clothes in a flash; the smart parents who realize the value of gently used toys, clothing and baby equipment; do-it-yourselfers, Mr. Fix-Its, and tinkerers who head straight for the electronics area to rummage for the equipment they need whole or for parts.

What is the Whale Preview Party?

In addition to hosting the sale, the Junior League of Wilmington hosts a Preview Party on Thursday, November 2nd for its members, guests and sponsors. Admission to the Preview Party is by paid ticket admission. The Preview Party traditionally draws approximately 300 Junior League members and guests to shop in advance, while enjoying drinks, food, music, and the opportunity to win raffle baskets and silent auction items. Merchandise prices are doubled for the Preview Party shoppers.

Where do the proceeds from the fundraiser go?

All proceeds from Whale of a Sale and the Preview Party support the Junior League of Wilmington's mission and community programs.



JUNIOR LEAGUE OF
WILMINGTON, DE



BECOME A WHALE OF A SALE SPONSOR!

We need your support to make the return of Whale of a Sale a success! From now until October 21st, individuals and businesses are encouraged to consider making a tax-deductible monetary donation or an in-kind donation of unsold merchandise, food or beverage and become a Whale of a Sale Sponsor.



Whale of a Sale Sponsor Levels

Platinum Sponsor: \$2,500 or more, cash or in-kind donation

- Banner/sign with logo to be prominently at the Whale of a Sale and Preview Party
- Premium logo placement on all event collateral
- Option to provide branded promotional items / materials to be displayed at Preview Party
- Logo/link placement and recognition on the Junior League of Wilmington's website
- Recognition on JLW social media platforms
- Full-page ad in The Lantern, the Junior League of Wilmington's annual newsletter
- Opportunity to distribute promotional material to members at a General Membership Meeting or the end of the year Annual Dinner
- Sponsor slide at General Membership Meeting and Annual Dinner
- Ten (10) complimentary tickets to Preview Party

Gold Sponsor: \$1,000 or more, cash or in-kind donation

- Option to provide branded promotional items/materials to be displayed at Preview Party
- Logo/link placement and recognition on the Junior League of Wilmington's website
- Half-page ad in The Lantern, the Junior League of Wilmington's annual newsletter
- Sponsor slide at General Membership Meeting and Annual Dinner
- Eight (8) complimentary tickets to Preview Party

Silver Sponsor: \$500 or more, cash or in-kind donation

- Option to provide branded promotional items/materials to be displayed at Preview Party
- Logo/link placement and recognition on the Junior League of Wilmington's website
- Quarter-page card ad in The Lantern, the Junior League of Wilmington's annual newsletter
- Six (6) complimentary tickets to Preview Party

Bronze Sponsor: More than \$250, cash or in-kind donation

- Logo and link placement on event website
- Business card The Lantern, the Junior League of Wilmington's annual newsletter
- Four (4) complimentary tickets to Preview Party

*Donations less than \$250 will be acknowledged on the JLW website and social media platforms and in the Lantern.



For more information, email:

Tiffany Shrenk: presidentelect@jlwilmington.org

Anita Grant: grantanita@att.net

Follow us on Facebook & Instagram: [@jlwilmingtonde](#)

BECOME A LEAGUE-WIDE SPONSOR

Are you and your company all-in to support the Junior League and its mission? Annual sponsors of the Junior League of Wilmington have the greatest level of exposure to all of our audiences throughout the year. Additionally, annual sponsorships offer benefits not available at the event sponsorship level, including:

- Ads at our Member Meetings & in our newsletter distributed to members, donors, & community leaders
- Opportunity to present at one general membership meeting
- Acknowledgement and signage at all League events

Opportunities are available at a variety of giving levels, and we will gladly work with you to tailor a sponsorship package that fits your specific needs. Visit our website for a electronic sponsorship commitment form. Join us in paving the way for future generations of women to become dynamic leaders in our community and build a better Wilmington!

League-Wide Sponsor Levels

Emily Dickinson Outstanding Volunteer Award Sponsor - \$2,500+ Donation

Recognition at all major JLW events

One full page ad in our annual publication, two ads at our member meetings and one social media post

Logo with active link on the JLW website for one year

This award is presented to Members who go above and beyond their placement; to recognize outstanding dedication to service and leadership.

105th Anniversary Commemorative Tote Sponsor - \$1,000+ Donation

Logo placement on Commemorative Tote

105th Anniversary Commemorative Tote

Recognition at all major JLW events

One half page ad in our annual publication, one ad at our membership meetings, and one social media post

Logo with active link on the JLW website for one year

Partner - \$550+ Donation

Recognition at year-end event

One half page ad in our annual publication, one ad at our membership meetings, and one social media post

Friend - \$250+ Donation

Recognition at year-end event

One quarter page ad in our annual publication



**WOMEN
BUILDING
BETTER
COMMUNITIES**

For more information:

Visit our website: www.jlwilmington.org

Send us an email: jlw@jlwilmington.org

Follow us on Facebook & Instagram: [@jlwilmingtonde](#)

SPONSORSHIP FORM

If you are interested in becoming a JLW sponsor, please fill out this form and someone will contact you shortly.

Name _____

Organization _____

Address _____

Email _____

Phone _____

SPONSORSHIP LEVEL:

Whale of a Sale (Cash ☐ or In-kind ☐)

- ☐ Platinum \$2,500+
- ☐ Gold \$1,000
- ☐ Silver \$500
- ☐ Bronze \$250

League-wide Sponsor (Cash ☐ or In-kind ☐)

- ☐ Emily Dickinson Volunteer Award Sponsor \$2,500+
- ☐ 105th Anniversary Commemorative Tote Sponsor \$1,000
- ☐ Partner \$500
- ☐ Friend \$250

Additional Information (Please provide any additional information you would like to share)

Please submit this form by email or mail to the addresses below. Or you may submit an electronic form here: <https://www.jlwilmington.org/sponsorship-form/>

For all sponsors, send to: presidentelect@jlwilmington.org and grantanita@att.net
By mail: 1801 N Market St. Wilmington, DE 19802



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