



2024-2025

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 106 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.

106 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 its 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 106 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 this 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 167,000 period products out into the community and over 780,000 period products since 2019!

Visit StandUpPeriod.org to learn more!



JUNIOR LEAGUE
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



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 - \$1,000+ 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.

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](https://www.facebook.com/jlwilmington)

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
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:

Tiffany Shrenk: president@jlwilmington.org

Anita Grant: grantanita@att.net

kitchentour@jlwilmington.org

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:

Kitchen Tour (Cash or In-kind)

- Platinum \$4,000+
- Gold \$3,000
- Silver \$1,500
- Bronze \$750

League-wide Sponsor (Cash or In-kind)

- Emily Dickinson Volunteer Award 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: president@jlwilmington.org, grantanita@att.net and kitchentour@jlwilmington.org

By mail: 1801 N Market St. Wilmington, DE 19802



JUNIOR LEAGUE
WILMINGTON, DE



Saturday, April 5, 2025 - 9:30 a.m. - 4:30 p.m. - Rain or Shine

A Delicious Opportunity

The Junior League of Wilmington, DE, (JLW) is proud to once again host the Brandywine Valley's **Kitchen Tour**. This signature bi-annual fundraiser, which began in 2004, 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 **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

Kitchen Tour proceeds directly support our community projects and volunteer training programs. Since its inception in 2004, the **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:

- Stand Up. Period.: JLW's community focus initiative since 2019 created to raise awareness of period poverty, eradicate stigmas attached to menstrual health, and work towards ensuring individuals have access to affordable period supplies. Since the inception of Stand Up. Period., JLW has distributed over 780,000 period products to individuals in New Castle County.
- Promoting children's health and well-being, 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 magazine-style programs distributed to attendees and local businesses
- Logos on 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

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CORPORATE SPONSORSHIPS

All Corporate Sponsorships Include:

- Company representative/designer at relevant home on Kitchen Tour Day, if applicable
- Display and distribution of promotional material
- Logo placement on Junior League of Wilmington website and in Kitchen Tour program
- Recognition in Junior League of Wilmington annual publication "The Lantern"

Platinum – An Investment of \$4,000 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 Kitchen Tour program
- 15 complimentary Kitchen 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 31, 2024*****

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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 31, 2024*****

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 \$4,000 (\$3,600 IF RECEIVED BY December 31, 2024)
- GOLD Sponsor at \$3,000 (\$2,700 IF RECEIVED BY December 31, 2024)
- SILVER Sponsor at \$1,500 (\$1,350 IF RECEIVED BY December 31, 2024)
- BRONZE Sponsor at \$750 (\$675 IF RECEIVED BY December 31, 2024)

Program Sponsorship (check one)

- Full-Page Advertisement \$750 (\$675 IF RECEIVED BY December 31, 2024)
- Half-Page Advertisement \$400 (\$360 IF RECEIVED BY December 31, 2024)
- Quarter-Page Advertisement \$200 (\$180 IF RECEIVED BY December 31, 2024)

Food Demonstration (check one)

- Full-Day Demonstration (500 samples)
- Half-Day Demonstration (1,000 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:

Payment Information & Deadlines

- 10% discount on Sponsorships & Advertisements paid in full by December 31, 2024
- All sponsorships & ads must be paid in full by February 1, 2025
- Sponsor logos due December 1, 2024, for Save-the-Date inclusion
- All logos and program artwork must be received by February 15, 2025, 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 available [here](#).

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