



AUGUST
2019

JUNIOR LEAGUE OF WILMINGTON

Sponsorship Opportunities

Determined. Impactful. Unstoppable.

These words are synonymous with the Junior League of Wilmington. We are a nonprofit organization that empowers women to lead by tackling critical issues impacting our community - and we have done so for over 100 years! We focus on training women to be effective leaders, to inspire meaningful involvement in our community, to promote professional and personal growth, and to truly make a difference. Do you believe in the Unstoppable power of a woman? Now is the time to join us in support of our Mission!

BECOMING A JLW SPONSOR

Our sponsorship packages are designed to help your company achieve its philanthropic goals while engaging in our work. The JLW offers a variety of sponsorship packages and each one offers the opportunity to reach select demographics and provide a meaningful connection between your company and our community. Opportunities are available at a variety of giving levels and we will gladly work with you to tailor a sponsorship package to fit your specific needs. Our events and fundraisers are unique, fun, and impactful. Your company will be proudly featured, broadly reaching an impressive audience of engaged attendees!

All event sponsors will receive the following core benefits:

- Complimentary tickets
- Social media and website recognition
- Optional displays of provided company branded items/materials
- 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!

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, please 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 19702

Phone: 302.652.0544 | Fax: 302.652.0826

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

President: Kyle Evans Gay

Sponsorships: Melissa Marlin

Kitchen Tour Chairs: Tara Wheeler and Susie Mathews

A DELICIOUS OPPORTUNITY

April 25, 2020

**KITCHEN
TOUR**

Our signature biennial fundraiser is now in its 13th iteration! The Tour showcases recently renovated kitchens throughout Wilmington, Greenville, Hockessin, Newark, and Southern Pennsylvania, featuring a sampling of the region's most exquisite cuisine in each home. The Tour offers a unique opportunity for designers, sponsors, and chefs to network with as many as 800 affluent, civic-minded Tour attendees.

The benefits are Sweet! All sponsors receive:

- Color ad in 1,000+ magazine-style programs, distributed to attendees and local businesses
- Business name and logo on 3,000 Save-The-Date mailers
- Your ad featured on our website, social media pages, and other digital media
- Display and distribution of promotional material on Tour Day
- Company representative at relevant home on Tour day, if applicable
- 10% discount on all sponsorships paid in full by December 31, 2019

KITCHEN TOUR	PLATINUM \$4,000+	GOLD \$3,000	SILVER \$1,500	BRONZE \$750
Complimentary Tickets	12	8	4	2
Social Media Posts	5	3	2	1
Logo on Tour Wristband	Yes			
Outdoor Signage	At all homes	3 homes	1 home	
Ad in Tour Program	Full page, premium placement	Full page	Half page	Half Page



DID YOU KNOW: 50% OF ATTENDEES PLAN TO START A RENOVATION PROJECT IN THE NEXT 24 MONTHS, AND 74% PLAN TO VISIT A RESTAURANT INVOLVED IN THE TOUR!

GET NOTICED

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

\$750 Full-page
\$400 Half-page
\$200 Quarter-page

FOOD DEMONSTRATIONS

Each home features offerings from local chefs and restaurants. Choose between a live cooking demo or simply offer samples of your cuisine or products. Please include utensils, serving ware and any necessary items to enjoy your offerings.

Half-Day; 500 samples
Full-Day; 1,000 samples

Questions? Please visit our website at: www.jlwilmington.org/heart-of-the-home-kitchen-tour
Contact the Event Chairs at: Kitchentour@jlwilmington.org

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. An annual League-wide sponsor receives the benefits of an event sponsor for twelve consecutive months, with commensurate value pricing. Annual sponsorships offer benefits not available at the event sponsorship level, including:

- Ads in our eblast sent to 400+ members & 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 an 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!

League Benefactor Sponsor - \$9,000 Value

Recognition as a Benefactor at all JLW events

4 ads in our newsletters and 4 ads in our eblast

Premier recognition on JLW website, press releases and social media announcement

Logo with active link on the JLW website and all events websites for one year

Whale: Blue Whale, Kitchen Tour: Platinum, Women's Leadership Summit: President



League Collaborator Sponsor - \$6,500 Value

Recognition as a Collaborator at all JLW events

2 ads in our newsletters and 2 ads in our ebasts

Logo with active link on the JLW website and all events websites for one year

Whale: Humpack, Kitchen Tour: Silver, Women's Leadership Summit: Partner



**WOMEN
BUILDING
BETTER
COMMUNITIES**

For more information:

Visit our website: www.jlwilmington.org

Send us an email: jlw@jlwilmington.org

Follow us on Facebook: [@jlwilmingtonde](https://www.facebook.com/jlwilmingtonde)