



Junior League of **CHATTANOOGA**

2023-2024 Sponsorship Packet



Hi There!

My name is Mikaya Knight, and I am honored to be serving as Junior League of Chattanooga President for our 106th year.

Since 1917, Junior League of Chattanooga members have impacted our community through volunteer action and civic leadership. JLC has a mission and significant history of serving the Chattanooga community through forming partnerships, developing programs, and raising funds for various community initiatives, including family and children services, people with disabilities, public health, community arts, food deserts, and our current community initiative, A League of Learners. A League of Learners supports Hamilton County schools, teachers, children, and adults through funding for special projects and partnerships with other local organizations to provide an active volunteer base.

As new community needs have arisen through the years, Junior League of Chattanooga members have sprung into action. Serving our community at the forefront, and collaborating with community partners like yourself for effective change. Junior League of Chattanooga members have enhanced their tangible and intangible leadership skills developed by years of service in the league and community of Chattanooga. As it has since 1917, Junior League of Chattanooga programming and training has a uniquely significant and widespread impact in Chattanooga.

The members, executive board, and myself are eager to begin our 2023-2024 League year this fall. So far this summer, we have begun our Mini Grant process benefiting teachers at Hamilton County schools, where we are giving over \$19,000 to complete projects for their classrooms.

This fall, on November 11th, we will once again host our annual community event, Touch a Truck! Touch-a-Truck Chattanooga is a family-friendly, hands-on event that offers opportunities for children to explore, climb, and touch trucks of all kinds, including emergency response vehicles, heavy machinery, and other equipment. Last year was very successful with over 2000 attendees and multiple community partners participating. Our hope is to continue building on that success and we can only do it with your help.

Last spring, the League hosted our last League on the Links tournament as that fundraising event has been retired. In its place, the Junior League of Chattanooga is very excited to welcome back Tour du Jour! This event is a community home tour that will take place on May 11th, a perfect Mother's Day weekend activity. Tour du Jour will highlight the impressive and creative efforts of area homebuilders and remodelers in several homes around Chattanooga,

Tour du Jour and Touch-a-Truck Chattanooga are both unique opportunities to get involved with JLC while also meeting your marketing and giving goals.

I encourage you to look through our sponsorship packet for opportunities that may align with your company goals. Please don't hesitate to reach out to myself or Abbey McDonald, our sponsorship chair, for more information or questions.

We are so excited to begin our 106th year of JLC and hope you will be a part of it!

Mikaya Knight
President, Junior League of Chattanooga

WHO WE ARE



Junior League of Chattanooga (JLC) is a 501(c)(3) volunteer organization for women dedicated to making a positive impact in their community. Founded in 1917, JLC is the second oldest Junior League in the South and is part of the Association of Junior Leagues International (AJLI).

The mission of Junior League of Chattanooga empowers women through leadership training and development to take action in their communities. JLC provides leadership development training for its members. Members of JLC are accomplished collaborators who build coalitions, identify community needs, and develop effective and responsive programs to meet those needs.

WHO WE SUPPORT

Your donation will enable JLC to make a powerful difference in the Chattanooga community. JLC supports education in Hamilton County through our **A League of Learners** initiative that focuses on fostering lifelong learners in the Chattanooga community. We support Hamilton County schools, teachers, children, and adults through funding for special projects and partnerships with other local organizations to provide an active volunteer base.



RECENT PROJECTS & INVOLVEMENT

- Awarding **\$82,810** in **Mini-Grants for Hamilton County** to public school teachers since 2016
- Hosting events supporting AJLI initiative **Kids in the Kitchen** - free, fun-filled events for children and families to learn about healthy eating habits and lifestyles
- Fostering literacy and quality family time by hosting **After School Reading Programs** at Montessori Elementary at Highland Park
- Donating over **1,500 sets of kid pajamas** since 2017 to Opportunity Zone schools
- Providing volunteers and resources for students at **Chattanooga Girls Leadership Academy**
- Building **Little Free Libraries** throughout the Chattanooga community and donating over **2,000 children's books** since 2017 to local organizations in support of the **Read 20** Initiative
- Partnering with **Girls Inc.** to raise funds for programming and hosting educational events
- Offering the opportunity for children to explore, climb, and touch emergency response vehicles, machinery, and other equipment at our family-friendly, hands-on **Touch-A-Truck** event

WHY DONATE TO JLC?



A LEAGUE
of
LEARNERS

Of the funds that we raise through sponsorships, donations, and various fundraising events, **94% directly support our mission and programs.** JLC's principal initiative, called *A League of Learners*, allows us to do our part in building a better education system for our community. Sponsors like you are the very reason we can support our local students, parents, and teachers.

SIGNATURE FUNDRAISING EVENTS

Touch-a-Truck -- Family Event (Fall)

Fun for the whole family! This outstanding hands-on event offers opportunities for children to explore, climb, and touch trucks of all kinds and meet the personnel who protect, serve, and build our community. Learning comes alive when children connect these gigantic vehicles to our Tennessee community and learn about careers like farming, manufacturing, construction, and public service.



Tour de Jour -- Chattanooga Home Tour (Spring)

Tour du Jour, a self guided tour of Chattanooga area's homes with the latest in design and state of the art appliances.

Give-Back Nights (Year-round)

Each year, JLC partners with local Chattanooga restaurants and businesses to support our neighborhood establishments and give back to our community. Our members spread the word and encourage attendance to happy hours and dinners at some of your favorite local restaurants. In turn, the restaurants and stores generously donate a percentage of that day's or night's earnings and give back to the community through JLC. These events are extremely popular with our members; they are great opportunities to network with active and prospective JLC members, enjoy a night out, grow your business' audience, and connect with your community!



ANNUAL SPONSORSHIPS



DIAMOND SPONSOR

\$10,000

*JLC only allows **ONE** Diamond-Level Sponsor for each League Year to ensure proper emphasis for the donor of such a generous gift. This premier sponsorship is granted on a first-come, first-served basis, and will receive the first chance to reserve the sponsorship for the following year.*

Sponsorship at this level includes:

- A short announcement of your choice and recognition as the Diamond Sponsor at **all** 2023-2024 JLC events (as outlined on page 3)
 - Central placement of your logo on our JLC Sponsorship banner displayed at each Junior League event throughout the year
 - Recognition as the Diamond Sponsor in Junior League of Chattanooga publications, on posts made by all JLC social media accounts, and on JLC's website - including a direct link to your website's homepage from our site (through May 2024)
 - **Three (3)** memberships for employees of your company to join Junior League of Chattanooga at no cost for one year - Must be used during the current *or* the upcoming League year
 - Opportunity to have a representative featured as a keynote speaker at a General Membership Meeting (held monthly with in-person and virtual options for the 2023-2024 year)
 - **Ten (10)** tickets to Tour de Jour
 - **One (1)** home sponsorship fro Tour de Jour
 - **Fifteen (15)** entrance tickets to "Touch - A- Truck"
 - Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at **all** main 2023-2024 JLC fundraising events and **all** membership meetings
 - Logo included in **all** weekly emails, **all** League Chatt issues, and **three to four (3-4)** social media posts about your business each month, resulting in continued and direct exposure of your company to one of Chattanooga's largest groups of women as well as their families, friends, and supporters.
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ANNUAL SPONSORSHIPS (cont.)



PLATINUM SPONSOR

\$5,000

- A short announcement of your choice and recognition as a Platinum Sponsor at **all** 2023-2024 JLC events (as outlined on page 3)
- Prominent placement of your logo on our JLC Sponsorship banner displayed at each Junior League event throughout the year
- Recognition as a Platinum Sponsor in Junior League of Chattanooga publications, on posts made by all JLC social media accounts, and on JLC's website - including a direct link to your website's homepage from our site (through May 2024)
- **Two (2)** memberships for employees of your company to join Junior League of Chattanooga at no cost for one year - Must be used during the current or the upcoming League year
- **Five (5)** tickets to Tour de Jour
- **Ten (10)** entrance tickets to "Touch-A-Truck"
- Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at **three (3)** membership meetings (virtual and/or in-person) and at **two (2)** Junior League fundraising events
- Logo included in **all** weekly emails, **all** League Chatt issues, and **two to three (2-3)** social media posts about your business each month, resulting in continued and direct exposure of your company to one of Chattanooga's largest groups of women, as well as their families, friends, and supporters.

GOLD SPONSOR

\$2,500

- Recognition as a Gold Sponsor at **all** 2023-2024 JLC events (as outlined on page 3)
 - Prominent placement of your logo on our JLC Sponsorship banner displayed at each Junior League event throughout the year
 - Recognition as a Gold Sponsor in Junior League of Chattanooga publications, on posts made by all JLC social media accounts, and on JLC's website - including a direct link to your website's homepage from our site (through May 2024)
 - **One (1)** membership for an employee of your company to join Junior League of Chattanooga at no cost for one year - Must be used during the current or the upcoming League year.
 - **Two (2)** tickets to Tour de Jour
 - **Ten (10)** entrance tickets to "Touch-A-Truck"
 - Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at **two (2)** membership meetings (virtual and/or in-person) and at **one (1)** Junior League fundraising event
 - Logo included in **all** weekly emails, **all** League Chatt issues, and **two (2)** social media posts about your business each month, resulting in continued and direct exposure of your company to one of Chattanooga's largest groups of women, as well as their families, friends, and supporters.
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TOUCH A TRUCK SPONSORSHIPS



HEAVY HAULER

\$1,000

- Logo displayed at Touch a Truck
- Recognition as a Heavy Hauler Sponsor for Touch a Truck in Junior League of Chattanooga publications, website, and all social media outlets
- **Five (5)** entrance tickets to "Touch-A-Truck"
- Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at event
- Logo included in **all** upcoming League Chatt issues (from the current month to December 2023)
- Social media exposure **two (2)** times per month (from the current month to December 2023)

MONSTER TRUCK

\$500

- Logo displayed at Touch a Truck
- Recognition as a Monster Truck Sponsor for Touch a Truck in Junior League of Chattanooga publications, website, and all social media outlets
- **Three (3)** entrance tickets to "Touch-A-Truck"
- Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at the event
- Logo included in **three (3)** upcoming weekly emails (from the current week to May 2024)
- Logo included in **one (1)** pre-event League Chatt issue (October/November 2024)
- Exposure on social media promotions directly related to the event

BIG RIG

\$250

- Logo displayed at Touch a Truck
- **Two (2)** entrance tickets to "Touch-A-Truck"
- Exposure on social media promotions directly related to the event

EXCAVATOR

\$100

- Your name listed on the JLC website
- Recognition in the JLC Annual Report
- Feature in **one (1)** League Chatt issue

Junior League of Chattanooga offers custom sponsorship & recognition packages upon request. If you would like to sponsor in a different way or if you would like to support a specific JLC event, please email sponsorship@jlchatt.org.



TOUR DE JOUR SPONSORSHIPS

SHOW HOME

\$1,000

- Logo displayed at Tour de Jour
- Recognition as a Show Home Sponsor for Tour de Jour in Junior League of Chattanooga publications, website, and all social media outlets
- **Four (4)** entrance tickets to Tour de Jour
- Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at event
- Logo included in **all** upcoming League Chatt issues (from January - May 2024)
- Social media exposure **two (2)** times per month (from January - May 2024)

MANSION

\$500

- Logo displayed at Tour de Jour
- Recognition as a Mansion Sponsor for Touch a Truck in Junior League of Chattanooga publications, website, and all social media outlets
- **Two (2)** entrance tickets to Tour de Jour
- Opportunity to include branded give-away items, samples, gift certificates, and/or coupons at the event
- Logo included in **three (3)** upcoming weekly emails (from January - May 2024)
- Logo included in **one (1)** pre-event League Chatt issue (April/May 2024)
- Exposure on social media promotions directly related to the event

VILLA

\$250

- Logo displayed at Tour de Jour
- **One (1)** entrance tickets to Tour de Jour
- Exposure on social media promotions directly related to the event

COTTAGE

\$100

- Your name listed on the JLC website
- Recognition in the JLC Annual Report
- Feature in **one (1)** League Chatt issue

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SPONSORSHIP OPPORTUNITIES



| | Diamond | Platinum | Gold |
|---------------------------|-----------------------------------|---------------|--------------|
| Solo Sponsor at Level | ★ | | |
| JLC Sponsorship Banner | ★ | ★ | ★ |
| JLC Membership | 3 Memberships | 2 Memberships | 1 Membership |
| Tour de Jour | 10 Tickets and 1 Home Sponsorship | 5 Tickets | 2 Tickets |
| Touch-A-Truck Tickets | 15 Tickets | 10 Tickets | 10 Tickets |
| League-Wide Advertisement | ★ | ★ | ★ |
| Give-Away Branded Items | All Events | 5 Events | 3 Events |
| Annual Report Recognition | ★ | ★ | ★ |





SPONSORSHIP FORM

CONTACT INFORMATION

Contact Name: _____

Name (as you would like it listed on printed materials): _____

Mailing Address: _____

City, State, Zip: _____

Phone Number: _____

Email: _____

Website Address / Social Media Handles: _____

SPONSORSHIP INVESTMENT LEVEL (SELECT ONE)

- ☐ DIAMOND.....\$10,000
- ☐ PLATINUM.....\$5,000
- ☐ GOLD.....\$2,500
- ☐ OTHER.....\$_____

Touch a Truck Sponsorship

Tour de Jour Sponsorship

- ☐ HEAVY HAULER.....\$1,000
- ☐ SHOW HOME.....\$1,000
- ☐ MONSTER TRUCK.....\$500
- ☐ MANSION.....\$500
- ☐ BIG RIG.....\$250
- ☐ VILLA.....\$250
- ☐ EXCAVATOR.....\$100
- ☐ COTTAGE.....\$100

Please complete and return this form to sponsorship@jlchatt.org or the Junior League of Chattanooga office. Payment options include credit card, check, or Venmo @jlchatt. Provide the company or individual's name in the subject line for any Venmo donation. JLC will need a high-resolution logo (JPG/PNG format) for printed and online promotion. All messages and materials are subject to Junior League of Chattanooga's reasonable approval. Contact Abbey McDonald at sponsorship@jlchatt.org with any questions.

TAX-EXEMPT DONATIONS

Junior League of Chattanooga is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Please consult your tax advisor for details. Not for Profit ID: EIN:62-0582665



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