

2016
a shopping
SPREE!
jlr JUNIOR LEAGUE OF RALEIGH

corporate sponsorship opportunities



OUR MISSION | The Junior League of Raleigh is an organization of women committed to promoting volunteerism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

#JLRImpact



about

The Junior League of Raleigh's purpose is exclusively educational and charitable. The League reaches out to women of all races, religions and national origins who demonstrate an interest in, and commitment to, volunteerism.

EST. 1930
CELEBRATING
86 YEARS

11th LARGEST
JUNIOR LEAGUE
IN THE WORLD

900
PROVISIONAL &
ACTIVE MEMBERS

750
SUSTAINING
MEMBERS

active community projects

AventWest Children's Mentoring
BackPack Buddies
Bargain Box
Brentwood Boys & Girls Club
Community Connect & the
Women's Empowerment Conference
Helping Horse
Heritage Park
JLR Chorus
Kids in the Kitchen
Kids on the Block
Quick Impact
SAFEchild
StepUp

The Junior League of Raleigh has an 86 year history of serving our community. During this time, we have donated over \$4.5 million in grants and special projects to more than 170 nonprofit agencies in Wake County, and provided more than one million volunteer hours. Our members are committed to supporting our community through a myriad of teams, programs and events. We are proud to partner with a number of local nonprofit agencies, supporting their programs with passionate, trained volunteers.

the legacy fund

Supported by proceeds from A Shopping SPREE!, the Junior League of Raleigh is pleased to present Legacy Fund awards to charitable organizations that focus on women and children in Wake County with which the League and/ or its members has had significant involvement. Since its inception in 2004, the League's Legacy Fund has recognized nonprofit agencies with more than \$180,000. The 2015 Legacy Fund recipients collectively touched the lives of people in our community from birth through adulthood.



2015 LEGACY FUND RECIPIENTS

Pictured, left, with JLR President Kathryn West

The Diaper Train
Kidznotes
CORRAL Riding Academy

2014 LEGACY FUND RECIPIENTS

Alliance Medical Ministry
Learning Together, Inc.
The Green Chair Project

2013 LEGACY FUND RECIPIENTS

March of Dimes
Eastern Carolina Division
Boys & Girls Clubs of Wake County



2015-2016 board of directors

President Kathryn West | pres@jlraleigh.org
President-elect Rebecca Ayers | pe@jlraleigh.org
Communications and Strategies Vice President Jennifer Reel | stratvp@jlraleigh.org
Community Vice President Danielle Shuirman | commvp@jlraleigh.org
Funding Vice President Marisa Bryant | fundvp@jlraleigh.org
Membership Vice President Katie Pollara | membvp@jlraleigh.org
Training Vice President Jamie Martin | trainingvp@jlraleigh.org
Nominating Captain Mary Paige Phillips | nom@jlraleigh.org
Secretary Liz Riley-Young | sec@jlraleigh.org
Treasurer Crystal Smith | treas@jlraleigh.org
Member at Large Lanier McRee | mal@jlraleigh.org
Sustainer Advisor Virginia Parker
Sustainer Advisor Jennie Hayman

2015-2016 community advisory board

Beth Briggs | Dress for Success Triangle
Becky Bumgardner | The V Foundation for Cancer Research
Kevin Cain | John Rex Endowment
Ralph Capps | Boys & Girls Club of Wake County
Adrienne Cole | Raleigh Chamber of Commerce
Cristin DeRonja | SAFEchild, Inc.
Carrie Gray | Wells Fargo
Greg Hatem | Empire Properties
Tracy Kimbrell | Parker Poe
Easter Maynard | Investors Management Corporation
Dr. John Panepinto | Project Enlightenment
Virginia Parker | Bank of America
Josie Reeves | Kane Realty
Bettie Sousa | Smith Debnam Narron Drake Saintsing & Myers, LLP
Terry Spicer | Epiphany Public Relations
Sheila Winston-Graves | Mechanics & Farmers Bank



2016 a shopping SPREE!

Junior League of Raleigh

ashoppingspree.org | jlraleigh.org



The Junior League of Raleigh's A Shopping SPREE! has been a Raleigh tradition for more than 30 years.

Considered Raleigh's premier and most original shopping event, SPREE! is an annual four-day fundraiser that showcases more than 170 juried local, regional and national exhibitors offering the latest in fashion and home decor trends, health and beauty products, specialty foods and holiday merchandise. Shoppers will discover unique gifts while joining in the celebration with new events including hosting Activate Good's Couture for a Cause. A Shopping SPREE! truly makes "shopping joyously simple" while putting the dollars raised back to outstanding projects and partnerships in our community.

TARGET DEMOGRAPHIC

Historically, SPREE! draws middle- to upper-income shoppers from throughout North Carolina and the surrounding states. Annual SPREE! attendance often exceeds 12,000 shoppers. Our local Raleigh audience enjoys a median family income of \$69,937 with a median age of approximately 31 years old. Our attendees are savvy, and they come ready to shop and explore!

SCHEDULE OF EVENTS*

November 2-6, 2016
Raleigh Convention Center

Wednesday, November 2
7 p.m. to 10 p.m. | Preview Gala

Thursday, November 3
8:30 a.m. to 11 a.m. | Merry Morning Shopping
11 a.m. to 7 p.m. | General Shopping

Friday, November 4
9 a.m. to 7 p.m. | General Shopping

Saturday, November 5
9 a.m. to 5 p.m. | General Shopping
6:30 p.m. to 9:30 p.m. | Couture for a Cause

Sunday, November 6
10 a.m. to 5 p.m. | General Shopping

** Schedule subject to change*



CONTACT INFORMATION

Lanier McRee and Kristin Walker, 2016 co-chairs
ashoppingspree.org | email spree@jlraleigh.org
Facebook | [facebook.com/AShoppingSPREE](https://www.facebook.com/AShoppingSPREE)
Twitter | @AShoppingSPREE
Instagram | @ashoppingspree

DEADLINES

To ensure receipt of all benefits, the following deadlines apply:

June 1, 2016 | Letter of Intent &
Promotional Materials Due

September 30, 2016 | Financial Contribution &
In-Kind Donations Due



PUBLICITY

A Shopping SPREE! is publicized through media sponsorships, outdoor billboards, flyers, posters, direct mail and online, particularly through ashoppingspree.org, as well as social media outlets. The event is also heavily promoted within the Junior League of Raleigh to its more than 1,600 members. In addition, with this year's partnership with Activate Good, the event will be publicized to more than 11,000 area residents engaged in community service.

SPONSOR LEVELS

Presenting Sponsor | \$25,000 (*exclusive sponsorship*)

Grand Benefactor | \$10,000 (*\$20,000 in-kind*)

Benefactor | \$5,000 (*\$10,000 in-kind*)

Advocate | \$3,000 (*\$6,000 in-kind*)

Supporter | \$1,500 (*\$3,000 in-kind*)

Friend | \$300 (*\$1,000 in-kind*)

Donor | \$300 in-kind

All sponsors receive:

- Listing in SPREE! event program
- Listing on JLR website for one year
- Listing in the JLR annual report

In addition to the benefits listed above, sponsors at or above the SUPPORTER level receive the following benefits:

- Logo with link on the JLR website for 1 year
- Recognition in all pre-event materials (direct mail to 15,000 attendees, News & Observer ad and other League communications)
- SPREE! event program ad purchase/upgrade opportunities
- Listing on the sponsor board displayed at the SPREE! entrance
- Recognition in social media posts
- Announced recognition throughout event

PRESENTING SPONSOR, GRAND BENEFACTORS, and BENEFACTORS' logos will be used in pre-event materials, the sponsor board and in the SPREE! event program.



presenting sponsor | \$25,000

In addition to the benefits listed with the sponsor levels, the PRESENTING sponsor will receive:

- Title EXCLUSIVITY, (Junior League of Raleigh's "A Shopping SPREE!" presented by <<Sponsor Name>>)
- Title recognition through TV media buy, all radio media buys and all print media buys*
- Exclusive media release announcing sponsorship and event
- Exclusive Presenting Sponsor in design of entry/exit display
- Sponsor logo included as presenting sponsor on SPREE! bag (distribution of 12,000)
- 10x20 sponsor booth
- Full back cover advertisement in the SPREE! program (distribution of 12,000)
- Ability to provide promotional material for all Preview Gala gift bags (750 bags)
- Full-color hanging sign (provided by JLR)



Tickets

- 50 SPREE! general admission tickets
- 20 SPREE! Preview Gala tickets
- 10 SPREE! Merry Morning tickets

grand benefactor | \$10,000

(\$20,000 in-kind)

In addition to the benefits listed with the sponsor levels, GRAND BENEFACTORS will receive:

- ½ page advertisement in the SPREE! program (distribution of 12,000)*
- 10x10 sponsor booth
- Hanging sign (provided by JLR)

Tickets

- 40 SPREE! general admission tickets
- 10 SPREE! Preview Gala tickets
- 8 SPREE! Merry Morning tickets

Cash Sponsors also receive:

Recognition and promotion as sponsor of Preview Gala, including logo on Preview Gala bags



benefactor | \$5,000

(\$10,000 in-kind)

In addition to the benefits listed with the sponsor levels, BENEFACTORS will receive:

- Hanging sign (provided by JLR)
- ¼ page ad in the SPREE! program (distribution of 12,000)

Tickets

- 30 SPREE! general admission tickets
- 8 SPREE! Preview Gala tickets
- 6 SPREE! Merry Morning tickets

Cash sponsors will also receive recognition and promotion as sponsor of their choice of one of the following:

- The Café
- Merry Morning Shopping
- The Performing Stage
- Mezzanine automotive placement

advocate | \$3,000

(\$6,000 in-kind)

In addition to the benefits listed with the sponsor levels, ADVOCATES will receive:

- Hanging sign (provided by JLR)

Tickets

- 20 SPREE! general admission tickets
- 6 SPREE! Preview Gala tickets
- 4 SPREE! Merry Morning tickets

Cash sponsors will also receive recognition and promotion as sponsor of their choice of one of the following:

- Mothers' Room
- Man Cave
- Exhibitor Hospitality

supporter | \$1,500

(\$3,000 in-kind)

In addition to the benefits listed with the sponsor levels, SUPPORTERS will receive:

- 10 SPREE! general admission tickets
- 4 SPREE! Preview Gala tickets
- 2 SPREE! Merry Morning tickets

friend | \$300

(\$1,000 in-kind)

Choice of ticket packages:

- 2 SPREE! Preview Gala tickets & 6 SPREE! general admission tickets **or**
- 2 Preview Gala tickets & 2 Merry Morning tickets

donor | \$300 in-kind

- 2 SPREE! general admission tickets

