

corporate sponsorship opportunities





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
87 YEARS

11th LARGEST
JUNIOR LEAGUE
IN THE WORLD

800
PROVISIONAL
& ACTIVE
MEMBERS

750
SUSTAINING
MEMBERS

active community projects

The Junior League of Raleigh has an 87 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.

- **AventWest Children's Mentoring**
- **BackPack Buddies**
- **Bargain Box**
- **Brentwood Boys & Girls Club**
- **Community Connect & the Women's Leadership Summit**
- **Food Bank of Eastern NC**
- **Helping Horse**
- **Heritage Park**
- **InterAct**
- **JLR Chorus**
- **Quick Impact**
- **SAFEchild**
- **StepUp Ministry**

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 have had significant involvement. Since its inception in 2004, the League's Legacy Fund has recognized nonprofit agencies with more than \$180,000. The 2016 Legacy Fund recipients collectively touched the lives of people in our community from birth through adulthood.



Rebecca Ayers and Jennifer Reel pictured with the 2016 Legacy Fund winners

2016 LEGACY FUND RECIPIENTS

Haven House
Carroll's Kitchen
Transitions Life Care

2015 LEGACY FUND RECIPIENTS

The Diaper Train
Kidznotes
CORRAL Riding Academy

2014 LEGACY FUND RECIPIENTS

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



2017 a shopping SPREE!

jl 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. A Shopping SPREE! truly makes "shopping joyously simple" while putting the dollars raised back to outstanding projects and partnerships in our community.

TARGET DEMOGRAPHIC

- SPREE! draws middle- to upper-income shoppers
- Annual attendance averages 12,000 shoppers
- Shoppers come from across North Carolina and the surrounding states
- Median annual family income of \$69,937 and approximately 31 years old
- Attendees are savvy and come ready to shop

SCHEDULE OF EVENTS*

November 1-5, 2017

Raleigh Convention Center

Wednesday, November 1

7 p.m. to 10 p.m. | Preview Gala

Thursday, November 2

9 a.m. to 11 a.m. | Merry Morning Shopping

11 a.m. to 7 p.m. | General Shopping

Friday, November 3

9 a.m. to 7 p.m. | General Shopping

Saturday, November 4

9 a.m. to 6 p.m. | General Shopping

Sunday, November 5

10 a.m. to 5 p.m. | General Shopping

**Schedule subject to change*

CONTACT INFORMATION

Melissa Duncan & Denise Stewart, 2017 Co-captains

ashoppingspree.org | email spree@jlraleigh.org

Facebook | facebook.com/AShoppingSPREE

Twitter | @AShoppingSPREE

Instagram | @ashoppingspree

DEADLINES

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

JULY 1, 2017

Letter of Intent &
Promotional Materials Due

SEPTEMBER 1, 2017

Financial Contribution &
In-Kind Donations Due



PUBLICITY

A Shopping SPREE! is publicized through media sponsorships, outdoor billboards, flyers, posters 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.

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 (\$750 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 (*News & Observer* ad and 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.

a shopping SPREE!

JLR JUNIOR LEAGUE OF RALEIGH



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
- Sponsor board at SPREE! entrance
- Sponsor logo included as presenting sponsor on SPREE! bag (distribution of 12,000)
- 10x20 sponsor booth for distribution of information
- 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 for distribution of information (cash sponsors only)
- 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

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 for cash sponsors
- Hanging sign available for purchase for in-kind sponsors (\$500)
- 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
- * Receives the above benefits plus may bring up to two vehicles for display during event

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 for cash sponsors
- Hanging sign available for purchase for in-kind sponsors (\$500)

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
- Lounge
- 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
(\$750 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



SPONSOR LEVELS & BENEFITS



	\$25,000	\$10,000 (\$20,000 IN-KIND)	\$5,000 (\$10,000 IN-KIND)	\$3,000 (\$6,000 IN-KIND)	\$1,500 (\$3,000 IN-KIND)	\$300 (\$750 IN-KIND)	\$300 IN KIND
	PRESENTING SPONSOR	GRAND BENEFACTOR	BENEFACTOR	ADVOCATE	SUPPORTER	FRIEND	DONOR
# of SPREE! General Admission tickets	50	40	30	20	10	6*	2
# of SPREE! Preview Gala tickets	20	10	8	6	4	2*	0
# of SPREE! Merry Morning tickets	10	8	6	4	2	2*	0
Listing in SPREE! event program	•	•	•	•	•	•	•
Listing on JLR website for one year	•	•	•	•	•	•	•
Listing in the JLR annual report	•	•	•	•	•	•	•
Logo with link on the JLR website for 1 year	•	•	•	•	•		
Recognition in all pre-event materials (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 the event	•	•	•	•	•		
Hanging sign (Provided by JLR for cash sponsors & available for purchase for in-kind sponsors)	•	•	•	•			
Ad in SPREE! Program (distribution of 12,000)	Full back cover advertisement	1/2 page advertisement	1/4 page advertisement				
Sponsor booth (cash only)	10X20 sponsor booth	10X10 sponsor booth					
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	•						
Sponsor board at SPREE! entrance	•						
Sponsor logo included as presenting sponsor on SPREE! bag (distribution of 12,000)	•						
Ability to provide promotional material for all Preview Gala gift bags (750 bags)	•						

PUBLICITY

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2017-2018 board of directors

President Marisa Bryant | pres@jlraleigh.org
President-elect Samantha Hatem | pe@jlraleigh.org
Executive Vice President Liz Riley-Young | evp@jlraleigh.org
Treasurer Emy Hanson | treas@jlraleigh.org
Secretary Marsha Bailey-Curtis | sec@jlraleigh.org
At Large Director, 2 years Jamie Martin
At Large Director, 2 years Ronda Bazley Moore
At Large Director, 3 years Andrea Fox
At Large Director, 3 years Virginia Gentry-Parker
At Large Director, 3 years Gail Reid-Vestal
Nominating Chair Martha Namie
Member at Large Sarah Jacks

2017-2018 management council

Executive Vice President Liz Riley-Young | evp@jlraleigh.org
Executive Vice President-elect Randi Ligon
President-elect Samantha Hatem | pe@jlraleigh.org
Treasurer-elect Caroline Ives
Communications & Strategies Vice President Alyson Tuck | stratvp@jlraleigh.org
Community Vice President Lisa Coston-Hall | commvp@jlraleigh.org
Funding Vice President Astra Ball | fundvp@jlraleigh.org
Membership Vice President Holly Robertson | membvp@jlraleigh.org
Training Vice President Michele DeFoe | trainingvp@jlraleigh.org
Assistant Nominating Captain Katie Pollara

2017-2018 community advisors

Bettie Sousa | Smith Debnam Narron Drake Saintsing & Myers, LLP
Becky Bumgardner | The V Foundation for Cancer Research
Beth Briggs | Dress for Success Triangle
Carrie Gray | Wells Fargo
Cristin DeRonja | SAFEchild, Inc.
John Panepinto | Project Enlightenment
Keith A. Satsky | Satsky & Silverstein, LLP
Ralph Capps | Boys & Girls Club of Wake County
Tracy Kimbrell | Parker Poe

