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# JUNIOR LEAGUE OF MONROE

Presented to the  
**POTENTIAL SPONSORS OF THE  
JUNIOR LEAGUE OF MONROE  
2021-2022**

## WHAT IS THE JUNIOR LEAGUE?



JUNIOR LEAGUE OF  
**MONROE**

### **MISSION:**

The Junior League of Monroe is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

## WHAT DO WE DO?

THE JUNIOR LEAGUE OF MONROE'S FOCUS AREA:  
WOMEN AND CHILDREN AT-RISK

### **3 IMPACT AREAS**

HEALTH EDUCATION  
FINANCIAL LITERACY  
EDUCATION & JOB TRAINING

## LEAGUE SUPPORTED PROGRAMS

SHOTS FOR TOTS  
YWCA - WELLSRING  
CARE CLOSETS FOR LOCAL SCHOOLS  
TEEN SCREEN - SUICIDE SCREENINGS  
SHANE'S INSPIRATION - SMILE'S PARK  
CASA - COURT APPOINTED SPECIAL ADVOCATES  
OVER \$10,000 IN TEACHER'S MINI-GRANTS GIVEN ANNUALLY  
ALMOST \$200,000 DONATED TO OTHER LOCAL NON-PROFIT ORGANIZATIONS

## HOW CAN YOU HELP? BECOME A SPONSOR!

WITH YOUR HELP THE JUNIOR LEAGUE OF MONROE WILL CONTINUE TO ASSIST AT RISK WOMEN AND CHILDREN. THE FOLLOWING PAGES OUTLINE THE SPONSORSHIP LEVELS AVAILABLE. YOUR CONTRIBUTION WILL NOT ONLY BROADEN YOUR ADVERTISING FOOTPRINT BUT ALSO ASSIST THE JUNIOR LEAGUE OF MONROE IN BUILDING A BETTER COMMUNITY.

**SCHEDULED EVENTS  
THAT WILL OFFER ADVERTISEMENT  
FOR TARGETED SPONSORSHIPS:**

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**NOVEMBER 6TH, 2021:  
WE CARE CLOSET**

**MARCH 5TH, 2022:  
CINDERELLA PROJECT**

**MARCH 11-13TH, 2022:  
SPRING MARKET**

**JLM UNIVERSITY EVENTS**

**TEACHER MINI GRANT RECPTION**

**ANNUAL MEMBERSHIP HOMECOMING DINNER**

**MONTHLY MEETINGS AND EVENTS HELD AT  
THE JUNIOR LEAGUE HOUSE**

**ADVERTISEMENT ON ALL SOCIAL MEDIA PLATFORMS**

**\*\*ANY ADDITIONAL EVENTS WILL INCLUDE YOUR ADVERTISEMENT\*\***

JUNIOR LEAGUE OF MONROE  
TARGETED MARKETING SPONSORSHIPS

**OFFICIAL TITLE SPONSOR - \$8,000**

LIMITED TO ONE SPONSOR (PRIOR YEAR HAS RIGHT OF FIRST REFUSAL)

**Year Long Benefit**

- Title sponsor recognition (name and logo) on League banner used at all events in the 2021-2022 league year
- Title sponsor recognition (name and logo) on all event collateral
- Full page ad in Junior League's Charlons magazine for Fall, Winter, and Spring editions (\$1,200 Value)
- Digital Marketing through the official Junior League of Monroe social media platforms and website

**Spring Market Benefit**

- Signage at all Spring Market events as Title Sponsor
- Title sponsor recognition (name and logo) in Bayou Life
- Title sponsor recognition (name and logo) in the Market Guide
- Spring Market ticket voucher valued at \$1,000 (\$400 increase from previous year)

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**TITANIUM SPONSOR - \$5,000**

LIMITED TO ONE SPONSOR (PRIOR YEAR HAS RIGHT OF FIRST REFUSAL)

**Year Long Benefit**

- Sponsor recognition (name and logo) on League banner used at all events in the 2021-2022 league year
- Half page ad in Junior League's Charlons magazine for Fall, Winter, and Spring editions (\$900 value)
- Digital Marketing through the official Junior League of Monroe social media platforms and website

**Spring Market Benefit**

- Sponsor recognition (name and logo) on Spring Market - Girls Just Want to Have Fun event tickets
- Signage at all Spring Market events
- Sponsor recognition (name and logo) in Bayou Life
- Sponsor recognition (name and logo) in the Market Guide
- Spring Market ticket voucher valued at \$760 (\$280 increase from previous year)

# JUNIOR LEAGUE OF MONROE TARGETED MARKETING SPONSORSHIPS

## **PLATINUM SPONSOR - \$4,000**

LIMITED TO ONE SPONSOR (PRIOR YEAR HAS RIGHT OF FIRST REFUSAL)

### **Year Long Benefit**

- Sponsor recognition (name and logo) on League banner used at all events in the 2021-2022 league year
- Quarter page ad in Junior League's Charlons magazine for Fall, Winter, and Spring editions (\$750 value)
- Digital Marketing through the official Junior League of Monroe social media platforms and website

### **Spring Market Benefit**

- Sponsor recognition (name and logo) on Spring Market - Shop 'Til You Drop event tickets
- Signage at all Spring Market events
- Sponsor recognition (name and logo) in Bayou Life
- Sponsor recognition (name and logo) in the Market Guide
- Spring Market ticket voucher valued at \$504 (\$144 increase from previous year)

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## **GOLD SPONSOR - \$3,000**

LIMITED TO ONE SPONSOR (PRIOR YEAR HAS RIGHT OF FIRST REFUSAL)

### **Year Long Benefit**

- Sponsor recognition (name and logo) on League banner used at all events in the 2021-2022 league year
- Quarter page ad in Junior League's Charlons magazine for Fall, Winter, and Spring editions (\$750 value)
- Digital Marketing through the official Junior League of Monroe social media platforms and website

### **Spring Market Benefit**

- Sponsor recognition (name and logo) at merchants check-in and merchant lounge
- Signage at all Spring Market events
- Sponsor recognition (name and logo) in Bayou Life
- Sponsor recognition (name and logo) in the Market Guide
- Spring Market ticket voucher valued at \$352 (\$112 increase from previous year)

JUNIOR LEAGUE OF MONROE  
SPRING MARKET GENERAL SPONSORSHIPS

**AZALEA AVENUE  
SPRING MARKET SPONSOR - \$1,750**

**LIMITED TO SIX SPONSORS (PRIOR YEAR SPONSORS  
HAVE RIGHT TO FIRST REFUSAL)**

**Year Long Benefit**

- Sponsor recognition in business card size ad listed in Charlons issues (Fall and Winter Issues - \$400 value)

**Spring Market Benefit**

- Company name prominently displayed on sponsored avenue signage
- Company name listed on the sponsored avenue on the Market Map
- Signage at all Spring Market events
- One complimentary quarter page advertisement in the Charlons Spring 2021 issue (\$250 value)
- Sponsor recognition in Bayou Life Thank You Ad
- Spring Market ticket voucher valued at \$280 (\$40 increase from previous year)

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**TULIP SPRING MARKET SPONSOR - \$1,350**

**Year Long Benefit**

- Sponsor recognition by name listed in Charlons issues (Fall and Winter)

**Spring Market Benefit**

- Signage at all Spring Market events
- One complimentary quarter advertisement in the Charlons Spring 2021 issue (\$250 value)
- Sponsor recognition in Bayou Life Thank You Ad
- Spring Market ticket voucher valued at \$200 (\$40 increase from previous year)

JUNIOR LEAGUE OF MONROE  
SPRING MARKET GENERAL SPONSORSHIPS

**GARDENIA SPRING MARKET SPONSOR - \$800**

**Year Long Benefit**

- Sponsor recognition by name listed in Charlons issues (Fall and Winter)

**Spring Market Benefit**

- Signage at all Spring Market events
- One complimentary one eighth page advertisement in the Charlons Spring 2021 issue (\$200 value)
- Sponsor recognition in Bayou Life Thank You Ad
- Spring Market ticket voucher valued at \$160 (\$40 increase from previous year)

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**DAISY SPRING MARKET SPONSOR - \$250**

**Year Long Benefit**

- Sponsor recognition by name listed in Charlons issues (Fall, Winter & Spring Issues)

**Spring Market Benefit**

- Signage at all Spring Market events
- Sponsor recognition Bayou Life
- Spring Market ticket voucher valued at \$80 (\$40 increase from previous year)



**THANK YOU FOR YOUR CONSIDERATION  
OF SUPPORTING OUR LOCAL JUNIOR  
LEAGUE AND COMMUNITY.**

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