



*Meet the*

# JUNIOR LEAGUE OF TALLAHASSEE



**SPONSORSHIP OPPORTUNITIES  
FOR MORE INFORMATION**

*[sponsorship@jltallahassee.org](mailto:sponsorship@jltallahassee.org)*



*The Junior League of Tallahassee*

# WHERE WE ARE NOW



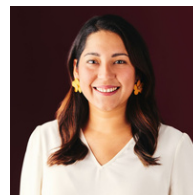
Since 1960, The Junior League of Tallahassee (JLT) has served as an organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. We have nearly 300 members committed to this mission.

## **Our value lies in the synergy these women create when working together to make a difference.**

JLT has a long-standing history of successful community initiatives aimed at addressing the basic needs of children and families in Tallahassee. When you invest in the Junior League, you are directly contributing to impactful programs, empowering women, and addressing critical social issues.

In 2023, through the generosity of our sponsors and donors, JLT distributed food to 1,000 households in our annual Mighty Meals event. Recognizing that 1 in 5 children in the Big Bend do not know where their next meal will come from, JLT works with our partners at Second Harvest to provide families in our community access to nutritious foods, at no cost. Each Mighty Meals box contains enough food to feed a family of four a total of three meals per day throughout the entire seven days of spring break.

The same year, JLT took 149 Leon County students back-to-school shopping in our annual Kids' Boutique event. Families are having to make difficult financial decisions. Our hope is to alleviate some stress and provide children and their families an opportunity to select clothing essentials as they prepare to kick off a new academic year. Each participating student is given a shopping budget and a backpack filled with school supplies. Be a part of the JLT impact. Together, we can create a stronger, more inclusive community where everyone has the opportunity to thrive.



Yours in service,

**Carla Juarez Farley**  
PRESIDENT, 2023-24

# THE JUNIOR LEAGUE OF TALLAHASSEE IS AN ORGANIZATION OF WOMEN COMMITTED TO IMPROVING THE LIVES OF **CHILDREN AND FAMILIES** THROUGH EFFECTIVE ACTION & LEADERSHIP OF TRAINED VOLUNTEERS

## OUR MEMBERSHIP

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**167**

*active members*

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**116**

*sustaining members*

## OUR IMPACT



### **KIDS' BOUTIQUE**

This JLT Signature Program provides Leon County elementary school children with essential clothes, shoes, and back-to-school supplies in a cost-free, unique shopping experience.



### **MIGHTY MEALS**

This JLT Signature Program fights childhood hunger and food insecurity by providing nutritious meals to local children and families during the spring break holiday — a meal gap not met by any other local organization.



### **HOPE COMMUNITY**

Family Promise of the Big Bend's HOPE Community provides emergency shelter to families with minor children. Volunteers engage in renovation projects, early childhood programming, meal service, and holiday events.



### **SABAL PALM ELEMENTARY SCHOOL**

Sabal Palm Elementary, A Community Partnership School brings together academics, health care, counseling, mentorship and more — all where students and their families are comfortable, in their own school. JLT supports Sabal Palm through site beautification, holiday events, and donation drives.

# DIGITAL MEDIA REACH

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## FACEBOOK

### **PUBLIC PAGE**

- 3,245 page followers
- 93.5% of followers are women
- Majority in the 25-44 age bracket

### **MEMBERS ONLY GROUP**

- 200+ members
- Highly active group, all members have engaged with posts in the last year
- Reserved for League business and important announcements to members



## INSTAGRAM

### **@JLTALLAHASSEE**

- 1,775+ followers
- Majority in the 25-44 age bracket
- 90.4% of followers are women



## COMMUNITY NEWSLETTER

- 2,400+ subscribers
- 52% open rate



## LEAGUE LOOP, INTERNAL NEWSLETTER

- 275+ subscribers
- 64% open rate



# SPONSORSHIP OPPORTUNITIES

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## Platinum Level: \$10,000

### SPONSORSHIP RECOGNITION

- Recognition on social media sites (15 times)
- Sponsored content in our bi-weekly e-newsletter
- Logo in our monthly community newsletter
- Announcement at one JLT event
- Logo recognition at all JLT events
- Logo on JLT website for one year
- Logo on outdoor marquee for two months at HQ on 6th Ave
- Press release announcing Platinum Sponsorship

### EXCLUSIVE EVENT ACCESS

- One 5-minute video or in-person presentation at General Membership Meeting
- Admission for 8 + recognition at end of year celebration
- Admission for 6 to Bold Sips Signature Event
- Two teams at JLT Golf Classic

## Empowerment Level: \$7,500

### SPONSORSHIP RECOGNITION

- Recognition on social media sites (12 times)
- Logo in our bi-weekly e-newsletter
- Logo in our monthly community newsletter
- Announcement at one JLT event
- Logo recognition at all JLT events
- Logo on JLT website for one year
- Logo on outdoor marquee for two months at HQ on 6th Ave
- Press release announcing Empowerment Sponsorship

### EXCLUSIVE EVENT ACCESS

- One 5-minute video presentation at a General Membership Meeting
- Admission for 4 + recognition at end of year celebration
- Admission for 4 to Bold Sips Signature Event
- One team at JLT Golf Classic

## Advocate Level: \$5,000

### SPONSORSHIP RECOGNITION

- Recognition on social media sites (12 times)
- Logo in our bi-weekly e-newsletter
- Logo in our monthly community newsletter
- Announcement at one JLT event
- Logo recognition at all JLT events
- Logo on JLT website for one year
- Logo on outdoor marquee for two months at HQ on 6th Ave
- Press release announcing Advocate Sponsorship

### EXCLUSIVE EVENT ACCESS

- One 5-minute video presentation at a General Membership Meeting
- Admission for 4 + recognition at end of year celebration
- Admission for 2 to Bold Sips Signature Event
- One team at JLT Golf Classic

# SPONSORSHIP OPPORTUNITIES

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## Partner Level: \$2,500

### SPONSORSHIP RECOGNITION

- Recognition at JLT's end of year celebration
- Recognition on social media sites (6 times)
- Logo in our bi-weekly e-newsletter
- Logo in our monthly community newsletter
- Announcement at one JLT event Logo
- Recognition at three JLT events
- Logo on JLT website for one year
- Logo on outdoor marquee for one month at HQ on 6th Ave
- Press release announcing Partner Sponsorship

### EXCLUSIVE EVENT ACCESS

- Admission for 2 to Bold Sips Signature Event
- One team at JLT Golf Classic

## Investment Level: \$1,000

### SPONSORSHIP RECOGNITION

- Recognition at JLT's end of year celebration
- Recognition on social media sites (4 times)
- Logo in our bi-weekly e-newsletter
- Logo in our monthly community newsletter
- Announcement at one JLT event
- Logo recognition at two JLT events
- Logo on JLT website for one year

### EXCLUSIVE EVENT ACCESS

- Admission for 2 to Bold Sips Signature Event

## Friendship Level: \$500

### SPONSORSHIP RECOGNITION

- Recognition on social media sites (2 times)
- Logo in our bi-weekly e-newsletter
- Logo in our monthly community newsletter
- Announcement at one JLT event
- Logo recognition at one JLT event
- Logo on JLT website for one year

# SPONSORSHIP OPPORTUNITIES

	PLATINUM \$10,000	EMPOWERMENT \$7,500	ADVOCATE \$5,000	PARTNER \$2,500	INVESTMENT \$1,000	FRIENDSHIP \$500
<b>Exclusive Access to JLT Events</b>						
One 5-minute presentation at a General Membership Meeting	●	●	●			
Admission to and recognition at JLT's end of year celebration	●	●	●			
Admission to Annual Fundraising Bold Sips Event	●	●	●	●	●	
Team(s) at Annual Junior League Golf Classic	●	●	●	●		
<b>Sponsorship Recognition</b>						
Recognition on social media platforms	●	●	●	●	●	●
Sponsored content in our bi-weekly e-newsletter, League Loop	●	●	●	●	●	●
Logo in our monthly community newsletter	●	●	●	●	●	●
Announcement at Junior League of Tallahassee event(s)	●	●	●	●	●	●
Logo recognition at Junior League of Tallahassee event(s)	●	●	●	●	●	●
Logo on Junior League of Tallahassee website for one year	●	●	●	●	●	●
Company name on outdoor marquee at Headquarters on 6th Ave	●	●	●	●		
Press release announcing JLT Sponsorship	●	●	●	●		



## SPONSORSHIP INVESTMENT FORM

### CONTACT INFORMATION

Business/Individual Name: \_\_\_\_\_

Point of Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email: \_\_\_\_\_

### SPONSORSHIP INVESTMENT LEVEL (Select One)

- |   |          |                                     |          |
|---|----------|-------------------------------------|----------|
| <input type="radio"/> Platinum          | \$10,000 | <input type="radio"/> Partner       | \$2,500  |
| <input type="radio"/> Empowerment       | \$7,500  | <input type="radio"/> Investment    | \$1,000  |
| <input type="radio"/> Advocate          | \$5,000  | <input type="radio"/> Other Amount: | \$ _____ |
| <input type="radio"/> In-Kind Donation: | _____    |                                     |          |

Please complete and return this form and your donation information in an enclosed envelope to the Junior League of Tallahassee by mail:

Junior League of Tallahassee  
P.O. Box 13428  
Tallahassee, FL 32317

**If you have any questions, or would like to discuss a custom sponsorship package, please contact the Junior League of Tallahassee at [Sponsorship@JLTallahassee.org](mailto:Sponsorship@JLTallahassee.org) or at 850-224-9161.**