



JUNIOR LEAGUE OF COBB-MARIETTA

Women building better communities

2014 - 2015 Sponsorship Opportunities

For 81 years, the Junior League of Cobb-Marietta (JLCM) has been a catalyst for community change by creating a legacy of service to the children and families of Cobb County. It is through Sponsor support of the JLCM, that we are able to meet our mission of promoting voluntarism, developing the potential of women and improving the community through the effective action of trained volunteers. In turn, Sponsors of the League garner exposure at both of our highly visible and successful events and at League events throughout the year.

The JLCM focuses its efforts on women and children's safety, welfare and education throughout Cobb County. The Junior League of Cobb-Marietta will provide direct community funding during the 2014-2015 fiscal year plus over 15,000 in volunteer service hours to support these initiatives. Each of our community projects includes both financial and volunteer support.

The Junior League of Cobb-Marietta believes that children and families deserve to be empowered through quality opportunities in order to thrive and to be contributing members of our community. These opportunities should develop the whole person socially, emotionally, physically, as well as academically. We have partnered with a number of local agencies to provide valuable community services and improvements.

Community Partners for 2014-2015

- Cobb County Safety Village
- Cobb County Youth Museum
- The Center for Family Resources
- Safe Path Children's Advocacy Center
- Communities in School of Marietta/Cobb County
- Reconnecting Families
- YWCA of Northwest Georgia
- Kids 2 Leaders

Not only do we provide direct funding to each of these partners in collaboration to strengthen their organizations, we also commit our trained members as resources. The training offered to our members is funded through sponsorships and focuses on developing the volunteer leadership potential of women. Throughout our 81 year history, members have made a difference in the community by not only serving in JLCM, but also by leading other charitable and non-profit organizations with the lifelong volunteer skills they obtained as members of JLCM.

In addition to event sponsorships, JLCM offers whole League sponsorships as described below:

Platinum Level - \$15,000 over four years (\$3,750 per year)

Advertising: Logo and Name prominently displayed on all Junior League materials

1. Platinum Sponsor Cover logo on all JLCM Event and Marketing material distributed weekly with a circulation of 400 JLCM members.
2. Logo acknowledgement of Platinum Sponsorship in *Marietta Daily Journal* Fall Fundraiser publicity ad or supplement (published annually with a circulation of 17,000).
3. Platinum Sponsor Logo on Fall Fundraiser publicity posters, posted in area businesses and public venues throughout Marietta and surrounding counties.
4. Platinum Sponsor Logo on Marietta Mardi Gras Run T-shirts worn by JLCM members and participants during the Marietta Mardi Gras run. (1,400 ordered and distributed last year)
5. Corporate Banner (self provided) displayed at Mistletoe Market and along the Marietta Mardi Gras Run race route.
6. Opportunity to set-up booth at start/finish area of the Marietta Mardi Gras Run (Sponsor to provide booth, tent, etc.)
7. Platinum Sponsor Logo acknowledgement in the meeting program agenda and on visual aids (PowerPoint) if used at the general membership meetings (5 per year)
8. Company Logo advertised in our Constant Contact (approximately 450 contacts)
9. On JLCM Website (www.jlcm.org), sponsor logo linked to sponsor's website
10. Platinum Sponsor Logo in the Junior League's annual report
11. Seat on the JLCM Community Advisory Board

Platinum Level Opportunities for Direct Membership Contact

1. A presentation (5 minutes) may be made at one Membership Meeting during the League year (September – May).
2. Table space may be arranged during Mistletoe Market and Opening Event to display promotional information (includes Junior League members and ticketed public attendees).
3. Invitation to the May JLCM Annual Meeting with recognition and logo in the event program

Tickets to Junior League of Cobb-Marietta sponsored events

- 10 Tickets to Mistletoe Market Opening Event held in October (Approximate \$200 value)
- 10 Registrations for Mardi Gras Run held in February (Approximate \$250 value)

Gold Level - \$10,000 over four years (\$2,500 per year)

Advertising: Logo and Name prominently displayed on many Junior League materials

(Gold Sponsor logos and names will be printed in a smaller font size than those of Platinum Sponsors)

1. Gold Sponsor Cover logo on all JLCM Event and Marketing material distributed weekly with a circulation of 400 JLCM members.
2. Logo acknowledgement of Gold Sponsorship in *Marietta Daily Journal* Fall Fundraiser publicity ad or supplement (published annually with a circulation of 17,000).
3. Gold Sponsor Logo on the Fall Fundraiser publicity posters, posted in area businesses and public venues throughout Marietta and surrounding counties.
4. Gold Sponsor Logo on Marietta Mardi Gras Run T-shirts worn by JLCM members and participants during the Marietta Mardi Gras run. (1,400 ordered and distributed last year)
5. Corporate Banner (self provided) displayed at Mistletoe Market and along the Marietta Mardi Gras Run race route.
6. Opportunity to set-up booth at start/finish area of the Marietta Mardi Gras Run (Sponsor to provide booth, tent, etc.)
7. Company Logo advertised in our Constant Contact (approximately 450 contacts)
8. On JLCM Website (www.jlcm.org), sponsor logo linked to sponsor's website
9. Gold Sponsor Logo in the Junior League's annual report

Gold Sponsor Opportunities for Direct Membership Contact

1. Table space may be arranged during Mistletoe Market and Opening Event to display promotional information (includes Junior League members and ticketed public attendees).
2. Invitation to the May JLCM Annual Meeting with recognition and logo in the event program

Tickets to Junior League of Cobb-Marietta sponsored events

- 10 Tickets to Mistletoe Market Opening Event held in October (Approximate \$200 value)
- 10 Registrations for Mardi Gras Run held in February (Approximate \$250 value)

Silver Level - \$5,000 Annual Sponsorship

Advertising: Logo and Name prominently displayed on many Junior League materials

(Silver Sponsor logos and names will be printed in a smaller font size than those of Gold Sponsors)

1. Silver Sponsor Cover logo on all JLCM Event and Marketing material distributed weekly with a circulation of 400 JLCM members.
2. Logo acknowledgement of Silver Sponsorship in *Marietta Daily Journal* Mistletoe Market publicity ad or supplement (published annually with a circulation of 17,000).
3. Silver Sponsor Logo on Mistletoe Market publicity posters, posted in area businesses and public venues throughout Marietta and surrounding counties.
4. Silver Sponsor Logo on Marietta Mardi Gras Run T-shirts worn by JLCM members and participants during the Marietta Mardi Gras run. (1,400 ordered and distributed last year)
5. Corporate Banner (self provided) displayed at Mistletoe Market and along the Marietta Mardi Gras Run race route.
6. Company Logo advertised in our Constant Contact (approximately 450 contacts)
7. On JLCM Website (www.jlcm.org), sponsor logo linked to sponsor's website
8. Silver Sponsor Logo in the Junior League's annual report

Opportunities for Direct Membership Contact

1. Table space may be arranged during Mistletoe Market and Opening Event to display promotional information (includes Junior League members and ticketed public attendees).

Tickets to Junior League of Cobb-Marietta sponsored events

- 8 Tickets to Mistletoe Market Opening Event held in October (Approximate \$160 value)
- 8 Registrations for Mardi Gras Run held in February (Approximate \$200 value)



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Sponsorship Agreement

_____ (Name of Company) agrees to be a sponsor of

The Junior League of Cobb-Marietta beginning _____ for a term of _____ years.

Choose sponsorship level:

Junior League Sponsor:

- Platinum \$15,000 (\$5,000/yr) In Kind Value \$_____*
- Gold \$10,000 (\$3,750/yr)
- Silver \$5,000

The sponsor's payment of \$_____ will be made:

- In one payment of \$_____ due_____.
- In annual installments of \$_____ over the next _____ years.
Installments will be due by March 31 each year.
- In kind donation value of \$_____ due_____*

In return the Junior League of Cobb-Marietta agrees to the terms of the attached benefits statement.

Company Name _____

Billing Contact _____

Mailing Address _____

JLCM President or President-Elect

Company Representative

JLCM Vice President of Finance

Title

Date

Date

* JLCM President or President-Elect signature not required for In Kind donation