

2  
0  
2  
3  
•  
2  
0  
2  
4



# *Sponsorship Opportunities*



JUNIOR LEAGUE  
OF GREENVILLE

Connect With Us

@JLGreenvilleSC

[www.jlgreenville.org](http://www.jlgreenville.org)

[sponsorshipjlgvl@gmail.com](mailto:sponsorshipjlgvl@gmail.com)



# Who We Are

The Junior League of Greenville is an organization of women committed to advancing women's leadership for meaningful community impact through volunteer action, collaboration, and training.

## Invest in the Greenville Community

Since 1929, the JLG has impacted the Greenville community through...



Your dollars go both to developing leaders and impacting our community!

## Advertising & Brand Exposure

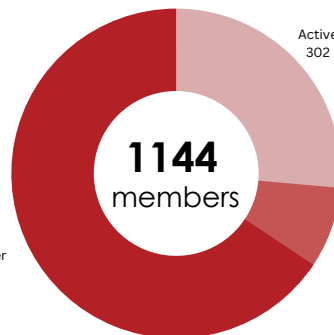
Our membership of community-minded women wields tremendous influence and buying power within the Greenville community. Your company can be included as a featured sponsor on our website and in our emails, social networks, and publications, exposing your brand to the thousands of monthly visitors to our channels.

## Top 5 Member ZIP Codes

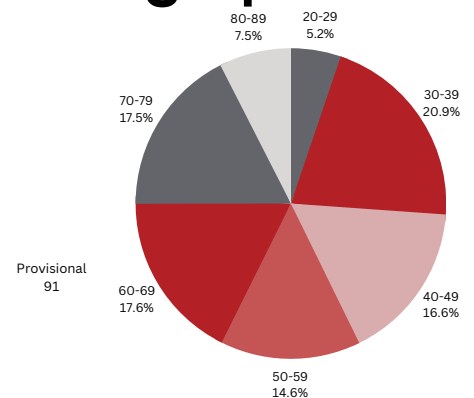


29605  
29607  
29601  
29615  
29681

## Member Demographics



Members by Type



Members by Age



JUNIOR LEAGUE  
OF GREENVILLE

2023-2024 Sponsorship  
Opportunities

# What We Do

The Junior League of Greenville has contributed significant financial and volunteer support toward the establishment of the following Greenville organizations:

**Pendleton Place**  
**The Warehouse Theatre**  
**The Peace Center**  
**The Children's Museum**

**South Carolina Children's Theatre**  
**Roper Mountain Science Center**  
**Nicholtown Child and Family Collaborative**

● ● ● ● ● ● ●

The Junior League of Greenville provides trained volunteer support to our partner agencies:



**The Family Effect**  
Heal a family and we all get better



**United Ministries**  
Transforming Lives Together



JUNIOR LEAGUE  
OF GREENVILLE

2023-2024 Sponsorship  
Opportunities



# League Sponsorship Opportunities

| Sponsor Benefits                                  | Marquee     | Platinum    | Gold        | Silver       | Bronze       |
|---|-------------|-------------|-------------|--------------|--------------|
| Cash Donation                                     | \$15,000    | \$10,000    | \$5,000     | \$2,500      | \$1,000      |
| In-Kind Donation                                  |             | \$20,000    | \$10,000    | \$5,000      | \$2,000      |
| <b>Spring Fundraising Event</b>                   |             |             |             |              |              |
| Premier Event Hosting                             | X           |             |             |              |              |
| Banner  | Large Logo  | Medium Logo | Small Logo  | Name         | Name         |
| <b>General Membership Meetings</b>                |             |             |             |              |              |
| Sponsor Spotlight                                 | 4 GMMs      | 4 GMMs      | 4 GMMs      | 4 GMMs       | 4 GMMs       |
| Recognition at GMMs (and other JLG Events)        | Large Logo  | Medium Logo | Small Logo  | Name         | Name         |
| <b>VISIONS Magazine</b>                           |             |             |             |              |              |
| Advertisement                                     | Full Page   | 1/2 Page    | 1/4 Page    | 50% Discount | 20% Discount |
| Recognition in sponsor appreciation advertisement | Logo        | Logo        | Logo        | Name         | Name         |
| <b>The Update Newsletter</b>                      |             |             |             |              |              |
| Sponsor Spotlight                                 | 2 Issues    | 1 Issue     |             |              |              |
| Recognition in all issues                         | Logo        | Logo        | Logo        | Name         | Name         |
| <b>JLG Public Website</b>                         |             |             |             |              |              |
| Recognition on homepage                           | Logo & Link | Logo & Link |             |              |              |
| Recognition on sponsor page                       | Logo & Link | Logo & Link | Logo & Link | Logo & Link  | Name & Link  |
| <b>JLG Now Member Emails</b>                      |             |             |             |              |              |
| Recognition in emails                             | Logo & Link | Logo & Link | Name & Link | Name & Link  | Name         |
| <b>Social Media Accounts</b>                      |             |             |             |              |              |
| Number of featured posts with tagged account      | 5           | 3           | 1           |              |              |
| Recognition in sponsor appreciation post          | Logo        | Logo        | Logo        | Name         | Name         |

## Patron Level (\$500)

- Booth during pre-GMM social
- Social media post before GMM
- Logo in GMM emails



Your sponsorship and in-kind giving helps the JLG with several service projects, including our annual holiday project to gift care packages to patients undergoing cancer treatment.



JUNIOR LEAGUE  
OF GREENVILLE

2023-2024 Sponsorship  
Opportunities

# Sponsor Benefits

## General Membership Meetings (GMMs)

8

Meetings per year; Active & Provisional members must attend four.



Spotlight on YOU! Whether it's a table display or a pre-recorded video, our members can learn about your business!



Your logo or name added to the meeting programs



## Social Media

**5K+** Organic Facebook reach in July 2023

**6K+** Followers between Facebook and Instagram

**40%** Of our Facebook & Instagram followers are 35-44 years old

## JLG Now Emails

**70+%** Average open rate for our monthly member-only emails



## The Update Newsletter

**1.1K+** Recipients of our bimonthly member-only newsletter, which features short articles on upcoming events and on members who help the JLG thrive!



JUNIOR LEAGUE  
OF GREENVILLE

2023-2024 Sponsorship  
Opportunities



# JUNIOR LEAGUE OF GREENVILLE

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

Phone: \_\_\_\_\_

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

## I would like to support the Junior League of Greenville in 2023-2024 as a:

- ☐ Marquee Sponsor (\$15,000+ cash)
- ☐ Platinum Sponsor (\$10,000-\$14,999 cash/\$20,000+ in-kind)
- ☐ Gold Sponsor (\$5,000-\$9,999 cash/\$10,000-\$19,999 in-kind)
- ☐ Silver Sponsor (\$2,500-\$4,999 cash/\$5,000-\$9,999 in-kind)
- ☐ Bronze Sponsor (\$1,000-\$2,499 cash/\$2,000-\$4,999 in-kind)
- ☐ Patron Sponsor (\$500 cash)

## I would like to reserve the following ad placement in VISIONS magazine:

- |   |   |
|---|---|
| <input type="checkbox"/> Outside Back Cover (\$1,200) | <input type="checkbox"/> Half Page Vertical (\$600)   |
| <input type="checkbox"/> Inside Front Cover (\$1,000) | <input type="checkbox"/> Half Page Horizontal (\$600) |
| <input type="checkbox"/> Inside Back Cover (\$1,000)  | <input type="checkbox"/> Quarter Page (\$400)         |
| <input type="checkbox"/> Full Page (\$800)            |   |

## Choose a payment option:

☐ Credit Card

☐ Mail an Invoice

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_ Payment Amount: \_\_\_\_\_

**Please email this form to [betsy@jlgreenville.org](mailto:betsy@jlgreenville.org) or fax to (864) 233-9092.**

**For additional information, scan the QR code.**

*Thank you for supporting the Junior League of Greenville!*

*The Junior League of Greenville, Inc. is a 501(c)(3) tax-exempt organization. Consult your tax advisor for information on what sponsorships may be tax-deductible.*



# VISIONS Media Kit

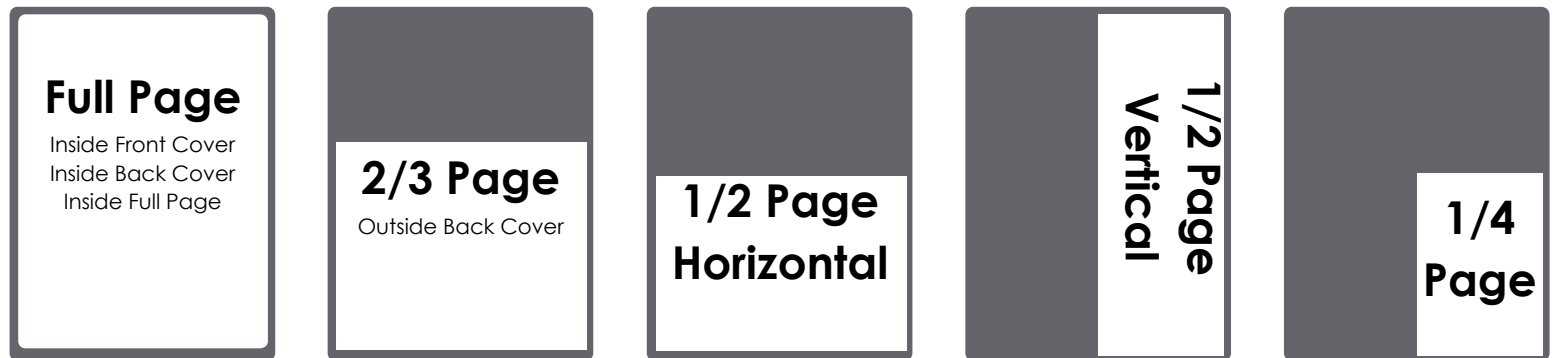
The Junior League of Greenville's annual full-color magazine, VISIONS, will be published in Spring 2024. VISIONS not only provides a source of news and information for the JLG membership, but it also acts as a tool to inform and update the community on the many events, programs and projects of the JLG. This publication reaches an audience of close to 4,500 readers, including the entire Active and Sustaining Membership, as well as the local businesses that graciously support the JLG.

| Advertising Rates  |         |
|--------------------|---------|
| Placement          | Cost    |
| Outside Back Cover | \$1,200 |
| Inside Front Cover | \$1,000 |
| Inside Back Cover  | \$1,000 |
| Full Page          | \$800   |
| 1/2 Page           | \$600   |
| 1/4 Page           | \$400   |

4.5k

Readers, including the entire League membership as well as local businesses and community supporters

## Specifications



## Technical Requirements for Ads

Files must be submitted as a press-optimized PDF, CMYK color mode at 300 DPI, with all fonts embedded. Please include crop marks on ads with bleed. All rates and deadlines are based on print ready art.