

# Sponsorship Opportunities

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We invite you to become a Sponsor of the Junior League of Greenville (JLG), promote your brand to our Membership of leading women and show your commitment to the Greenville community.



JUNIOR LEAGUE  
OF GREENVILLE

**Junior League of Greenville, Inc.**  
120 Greenacre Road  
Greenville, SC 29607  
Phone 864.233.2663  
information@jlgreenville.org

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

**Nearly New Shop**  
118 Greenacre Road  
Greenville, SC 29607  
Phone 864.232.1051  
nnsinfo@jlgreenville.org

# Who We Are

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## INVEST IN THE GREENVILLE COMMUNITY

The Junior League of Greenville was founded in 1929 by a group of 20 visionary women with a passionate desire to serve the Greenville community. Now, almost 100 years later, the JLG continues to serve our thriving community in many impactful ways.

### DIRECT SERVICE



### COMMUNITY GRANTS



### LEADERSHIP DEVELOPMENT



# The Nearly New Shop

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The Nearly New Shop is the Junior League of Greenville's Upscale Resale Store and largest fundraiser. For over 75 years, its Mission has been:

- To provide funds that support the many programs and projects of the Junior League of Greenville.
- To provide an outlet for the community to purchase quality clothing and household goods at nominal prices.
- To provide clients of community partner agencies with professional attire.
- To serve as a training ground for our Members.

**On average, approximately 1,500 customers visit the Nearly New Shop each month.**

# Our Impact

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The JLG's first fundraising project was a thrift shop, which operated two weeks before Christmas, and the proceeds were reinvested back into the community. More than 75 years later, the JLG and the Nearly New Shop fulfill our mission to raise funds in support of our community programs and projects, while training our volunteers.

The JLG was a pioneer in the revitalization of Downtown Greenville and has contributed over \$3 million in support of over 300 agencies, as well as providing countless hours of volunteer services to the community. We have been instrumental in the opening of many Greenville landmarks, including:



# Focus Areas

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Our impact is ongoing and ever growing. We engage in initiatives that strive to meet the critical needs of the Greater Greenville Area. The JLG's community impact pillars are:



## ADVANCING EDUCATION & CULTURE

We believe education is the key to unlocking every person's potential.



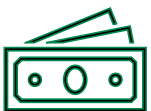
## IMPROVING HEALTH & WELL-BEING

We believe a healthy community is a thriving community.



## MITIGATING CRISIS & PROMOTING SAFETY

We recognize safety and crisis intervention as an integral factor to the well-being of our community.



## OVERCOMING POVERTY & FINANCIAL INSTABILITY

We believe economic security is essential for dignity and opportunity.

# Sponsor Benefits

## OUR MEMBERS

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

### Average Ages

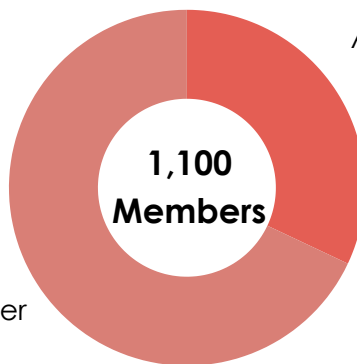
Provisionals: 36

Active : 39

Sustainers: 73



Sustainer  
68%



Active  
32%

### Top 5 Zip Codes



29605  
29607  
29601  
29615  
29681

## ADVERTISING & BRAND EXPOSURE

**1.1K+**

Readers of The Update - JLG Bimonthly newsletter

**5K+**

Monthly organic Facebook reach

**4.5K**

VISIONS readers annually

**6.6K+**

Followers between Facebook and Instagram



Sponsors will receive recognition and exposure during the Junior League of Greenville's Roast and Rally fundraising event in the spring.

# VISIONS Media Kit

The Junior League of Greenville's annual full-color magazine, VISIONS, is published in the Spring. VISIONS provides a source of 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

<p>Full Page</p> <p>Inside Front Cover Inside Back Cover Full Inside Page</p>	<p>2/3 Page</p> <p>Outside Back Cover</p>	<p>1/2 Page Vert.</p>	<p>1/2 Page Horizontal</p>	<p>1/4 Page</p>
<p>8.5"w x 11"h (bleeds preferred)</p>	<p>8.5"w x 8.5"h (bleeds preferred)</p>	<p>3.5"w x 10"h (no bleeds)</p>	<p>7.75"w x 5"h (no bleeds)</p>	<p>3.75"w x 5"h (no bleeds)</p>

## TECHNICAL REQUIREMENTS FOR ADS

Files must be submitted in one of the following formats. Failure to do so will incur additional design charges.

Formats accepted: PDF, JPG, EPS, PSD or TIFF (all fonts embedded). All art images should be 300 dpi at 100% of the size used in the ad. All color ads should be converted to CMYK. If the ad includes bleeds, crop marks must be integrated into artwork (only for Full Page and Cover ad sizes).

We are pleased to offer a 10% discount to all Junior League Members and Non-profit Organizations.

Discounts totaling 10% for long term contracts of three years or more are also available.

# Sponsorship Opportunities

All sponsors of the Junior League of Greenville will be recognized in The Update, Member-only emails and in the Annual Report, at General Membership Meetings, on the JLG website, at the JLG Headquarters and in the Nearly New Shop. We welcome all sponsors to participate in the Junior League of Greenville's Trunk or Treat event in October. Sponsors will also be recognized on signage and in event specific media for the Junior League of Greenville's Roast and Rally fundraising event. All sponsors have the opportunity to include items in the participant swag bags and host an event leading up to the fundraiser. Additional benefits are available based on sponsorship level.

	<b>Marquee</b>	<b>Platinum</b>	<b>Gold</b>
<b>Cash</b>	\$15,000+	\$10,000+	\$5,000+
<b>In-Kind</b>		\$20,000+	\$10,000+
<b>Year-Round Benefits</b>			
VISIONS Ad	Full Page	Full Page	1/2 Page
VISIONS Back Cover Logo Placement	X		
Social Media Posts	4 Exclusive Posts	2 Exclusive Posts	1 Exclusive Post
Present at General Membership Meeting	X	X	
Network at General Membership Meeting	X	X	X
<b>Fundraising Event Benefits</b>			
Kickoff Party Tickets	6	4	2
Recognition at Lead Up Events	X	X	X
<b>Fundraising Event Sponsorship Options (Pick One)</b>			
Tournament VIP Cabana	1 available	4 available	
Tournament Court Naming	1 available	1 available	6 available
Kickoff Party Food & Beverage			Unlimited
Tournament Food & Beverage			1 available
Tournament Swag Bag			1 available
Tournament Awards			1 available
Kickoff Party Photo Booth			1 available

	<b>Silver</b>	<b>Bronze</b>	<b>Patron</b>
<b>Cash</b>	\$2,500+	\$1,000+	\$500
<b>In-Kind</b>	\$5,000+	\$2,000+	\$1,000+
<b>Year-Round Benefits</b>			
VISIONS Ad	1/4 Page	1/8 Page	Business Card
Social Media Posts	3 Group Posts	2 Group Posts	1 Group Post
Network at General Membership Meeting	X	X	X
<b>Fundraising Event Sponsorship Options (Pick One)</b>			
Tournament Entertainment	1 available		
Kickoff Party Entertainment	1 available		
Kickoff Party Welcome & Registration	1 available		
Tournament Registration	1 available		
Tournament Stretch & Recovery Zone		1 available	
Tournament Volunteer Zone		2 available	
Community Partner Zone		Unlimited	
Kickoff Party Signage			3 available
Tournament Signage			3 available

Thank you for your interest in supporting the Junior League of Greenville and our mission. To sponsor, scan the QR code to provide your information or email [information@jlgreenville.org](mailto:information@jlgreenville.org).



\$3 Million+

in grants awarded  
Since our founding in  
1929, we have invested  
over \$3 million in support  
of local initiatives.



20,000

volunteer hours

Members donated the  
equivalent of \$600,000 in  
volunteer hours over the last year.

Thank you  
for your support!

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