

# 2022 2023

## Sponsorship Opportunities

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.



JUNIOR LEAGUE  
OF GREENVILLE

**Junior League of Greenville, Inc.**

120 Greenacre Road

Greenville, SC 29607

Phone 864.233.2663 | Fax 864.233.9092

[information@jlgreenville.org](mailto:information@jlgreenville.org)

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

# League Sponsorship Opportunities

SPONSOR BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Cash Donation	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
In-Kind Donation		\$20,000	\$10,000	\$5,000	\$2,000
<b>General Membership Meetings</b>					
Sponsor Spotlight	2 GMMs	1 GMM			
Recognition at GMMs	Logo	Logo	Logo	Name	Name
<b>VISIONS Magazine</b>					
Advertisement	Full Page	1/2 Page	1/4 Page	20% Discount	10% 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				
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
<b>Additional Benefits</b>					
Inclusion on JLG Preferred Vendor List	Name & Link	Name & Link	Name & Link	Name & Link	Name





## *Partner with Us*

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

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

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

\_\_\_\_\_

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

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

**I would like to support the Junior League of Greenville in 2022-2023 as a:**

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

**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:**

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Credit Card | <input type="checkbox"/> Please send 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.**

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

# Partner With Us

We invite you to become a sponsor of the Junior League of Greenville (JLG) to promote your brand to our membership of leading women and show your commitment to the Greenville community. We believe in the power of collective action and know that, through partnerships with community stakeholders, we are stronger together.

## Invest in the Greenville Community

Since our establishment in 1929, the JLG has not only impacted the Greenville community through direct service and community grants, but also through the volunteer and leadership development training that we offer our members. JLG members are equipped with the training and tools to become leaders at other organizations in our community.

Today we have over 1,100 members who are committed to our mission-based programs designed to end human trafficking and increase economic mobility in the Upstate. A JLG sponsorship has a greater impact because your dollars go both to developing leaders and impacting our community. The investment you make now will have a ripple effect in Greenville by helping to support women who will make effective change for years to come.

## 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.

## Tax-Exempt Donations

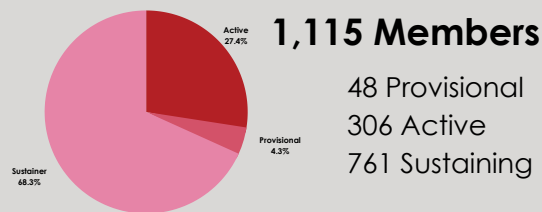
The Junior League of Greenville, Inc. is a 501(c)(3) tax-exempt organization. Consult your tax advisor for information on what sponsorships may be tax-deductible.

# Who We Are

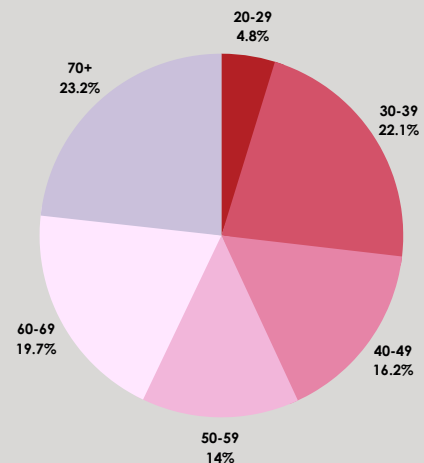
The Junior League of Greenville is a group of over 1,100 women committed to advancing women's leadership for meaningful community impact through volunteer action, collaboration, and training. Our members gain leadership skills while also improving the community for our neighbors who are in need.



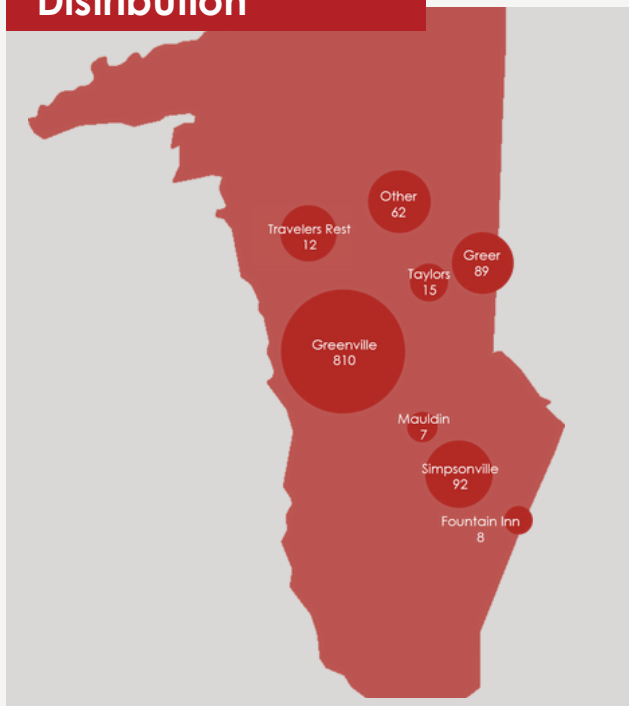
## Membership



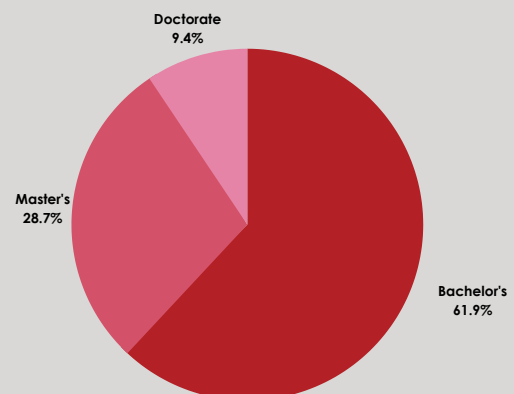
## Ages



## Distribution



## Education



# What We Do

\$3 Million+

in grants awarded

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

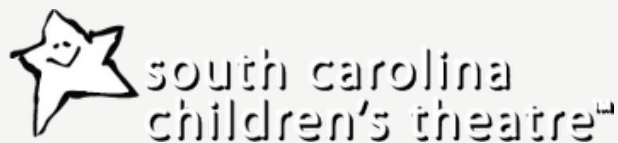


20,000

volunteer hours

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

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



# Our Community Partner Agencies



Provides support to children and families in crisis.



Serves women who have experienced sexual exploitation and addiction.



Works to reduce addiction as a leading cause of family collapse.



Provides free, confidential services to sexual assault and child abuse survivors.



Serves and empowers those on the transformative journey to self-sufficiency.



Works to end sex trafficking and sexual exploitation in Upstate SC.

## We support Greenville County

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

## \$600,000

Value of volunteer hours donated by our members over the past year.

# Sponsor Benefits

## General Membership Meetings

The JLG has eight General Membership Meetings (GMMs) per year, of which Active and Provisional members are required to attend four.

## Sponsor Spotlight

You may choose to give a brief presentation, submit a 30-second to 1-minute video that will play prior to the meeting, or set up a table that attendees can visit prior to the meeting.

## Recognition at General Membership Meetings

Your logo or name will be added to the programs that are viewed by each meeting attendee.

## VISIONS Magazine

The Junior League of Greenville's signature full color magazine, VISIONS, is published in the Spring of each year. 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.

## The Update Newsletter

The Update is our bimonthly printed newsletter that highlights key information in short articles on upcoming events, announcements and the members who make the JLG the thriving organization it is today. This newsletter is mailed to our 1,100+ members.



# Sponsor Benefits

## **JLG Public Website**

The Junior League of Greenville's public website is the home of all relevant public information for our potential members, donors, and sponsors. Our sponsors are listed on the Sponsorship page, with either logo or name recognition dependent upon the level of sponsorship. Our Platinum sponsors receive logo recognition on our homepage.

## **JLG Now Emails**

Our member-only emails are sent once per month to our 1,100+ members, with an average open rate of 70+%.

## **Social Media Accounts**

JLG social media accounts have over 5,000 followers and reach our 1,100+ members, partner agencies, sponsors, and donors.

## **JLG Preferred Vendor List**

JLG members use our preferred vendor list when searching for local businesses to patronize and locations for JLG-related socials and meetings.

# VISIONS Media Kit

The Junior League of Greenville's annual full color magazine, VISIONS, will be published in Spring 2023. 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	\$1200
Inside Front Cover	\$1000
Inside Back Cover	\$1000
Full Page	\$800
1/2 Page	\$600
1/4 Page	\$400

## Specifications

<b>Full Page</b> Inside Front Cover Inside Back Cover Full Inside Page	<b>2/3 Page</b> Outside Back Cover	<b>1/2 Page Vert.</b>	<b>1/2 Page Horizontal</b>	<b>1/4 Page</b>
8.5" x 11" 1/8" Bleed	8.5" x 8.5" 1/8" Bleed	3.5" x 10" No Bleed	7.75" x 5" No Bleed	3.75" x 5" No Bleed

## 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.

**Publish Date: May 1, 2023**

**Ads Due: March 1, 2023**



JUNIOR LEAGUE  
OF GREENVILLE

2022-2023 Sponsorship Packet