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# 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...



Direct Service



Community Grants



Leadership Development

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

## Advertising & Brand Exposure

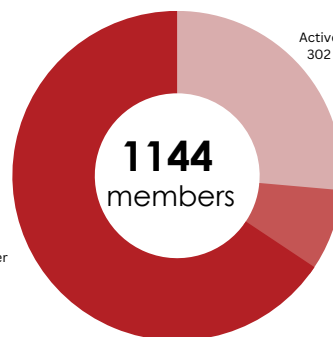
Our membership of community-minded women wields tremendous influence and buying power within the Greenville community. Your company can be included as a featured sponsor on our website and in our emails, social networks, and publications, exposing your brand to the thousands of monthly visitors to our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

### Top 5 Member ZIP Codes

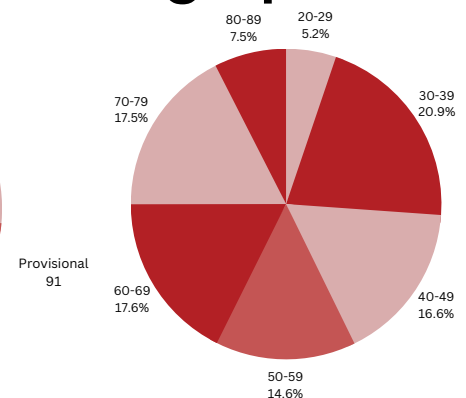


29605  
29607  
29601  
29615  
29681

## Member Demographics



Members by Type



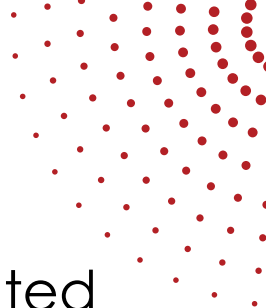
Members by Age



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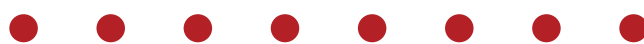
# What We Do



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



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# 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.



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# 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



## JLG Now Emails

70+%

Average open rate for our monthly member-only emails



## 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

## 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!



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# 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), fax to (864) 233-9092, or  
Scan the QR code to complete this online.**

*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

Full Page

Inside Front Cover  
Inside Back Cover  
Inside Full Page

2/3 Page

Outside Back Cover

1/2 Page  
Horizontal

1/2 Page  
Vertical

1/4 Page

## 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.



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