





#### SPONSORSHIP OPPORTUNITIES & BENEFITS PACKAGES

A Christmas Affair

NOVEMBER 14 – NOVEMBER 18, 2018
PALMER EVENTS CENTER

A CHRISTMAS AFFAIR IS THE LARGEST FUNDRAISER FOR THE JUNIOR LEAGUE OF AUSTIN, AN ORGANIZATION OF WOMEN COMMITTED TO PROMOTING VOLUNTARISM, DEVELOPING THE POTENTIAL OF WOMEN AND IMPROVING THE COMMUNITY THROUGH THE EFFECTIVE ACTION AND LEADERSHIP OF TRAINED VOLUNTEERS. THE MONEY RAISED THROUGH THIS FOUR-DAY SHOPPING EXPERIENCE ALLOWS US TO FURTHER OUR MISSION AND HELPS OUR 2,500 MEMBERS:



1,400 Bags

FEED I,400 CHILDREN
SUFFERING FROM FOOD
INSECURITY EACH WEEK
DURING THE SCHOOL YEAR
THROUGH OUR SIGNATURE
PROGRAM, FIT - FOOD IN
TUMMIES

30 Partners
SUPPORT OVER 30
COMMUNITY NONPROFITS
WITH VOLUNTEERS AND
GRANT FUNDING



PROVIDE APPROXIMATELY
35,000 COATS ANNUALLY
TO CHILDREN WHO DON'T
OTHERWISE HAVE A WARM
WINTER COAT THROUGH
COATS FOR KIDS

A CHRISTMAS AFFAIR HOSTS
APPROXIMATELY 200 VENDORS
IN A THEMED SHOPPING
EXTRAVAGANZA WHICH INCLUDES
PARTIES, CHILDREN'S EVENTS,
A PRIVATE SHOPPING BRUNCH,
AND THE SEASON'S BIGGEST
CELEBRITY, SANTA!









THE JUNIOR LEAGUE OF AUSTIN (JLA) IS A REGISTERED 50 I (C)(3) ORGANIZATION. GIFTS ARE TAX-DEDUCTIBLE TO THE EXTENT ALLOWED BY LAW. NAMING OPPORTUNITIES ARE NEGOTIABLE. AT THE JUNIOR LEAGUE OF AUSTIN'S DISCRETION, AND DEPEND UPON AVAILABILITY. WHERE APPLICABLE, GIFTS MUST BE RECEIVED PRIOR TO PRINT AND PUBLICATION DEADLINES (AUGUST 1, 2018).

#### BENEFITS FOR PREMIER SPONORS INCLUDE:

- SPONSOR LOGO RECOGNITION IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A CHRISTMAS AFFAIR SHOPPING GUIDE
- SPONSOR LOGO RECOGNITION ON THE JLA WEBSITE AND IN AN E-BLAST TO 2,500 JLA MEMBERS
- SOCIAL MEDIA RECOGNITION DURING A CHRISTMAS AFFAIR

## Market Days Sponsoz - \$30,000 (Benefactor)

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION\*
- PROMINENT SIGNAGE AND RECOGNITION AT A CHRISTMAS AFFAIR IN THE MAIN LOBBY DURING MARKET DAY HOURS AND MAIN AISLE SIGNAGE DURING MARKET
- SPONSOR LOGO PRINTED ON MARKET DAY SHOPPING BAGS, BRANDED A CHRISTMAS AFFAIR T-SHIRT AND MARKET DAY PASSES
- LOGO ON BRANDED A CHRISTMAS AFFAIR T-SHIRT\*
- \*\*Spot for for recention in two issues of JLA Capitalines magazine, including the A CHRISTMAS ATTAIN SHOLL PLUG GUIDE
- \*\*Sponsor logo recognition on the JLA website and in an E-blast to JLA members
- \*\*Social media recognition during A Christmas Affair
- 20 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- 100 Market Day Passes
- 4 ALL ACCESS WRIST BANDS (GOOD FOR ANY PARTY AND MARKET ACCESS AT A CHRISTMAS AFFAIR, EXCLUDES CHILDREN'S PARTIES AND TEAROOM)

# Preview Party Sponsor - \$15,000 (Champion) Name recognition in the A Christmas Affair invitation\*

- PROMINENT SIGNAGE AND RECOGNITION AT A CHRISTMAS AFFAIR DURING PREVIEW PARTY ON WEDNESDAY AND MAIN AISLE SIGNAGE DURING MARKET
- SPONSON OCCUPRINTED ON PREVIEW PARTY TICKETS\*
- TMAS AFFAIR T-SHIRT\*
- \*\*COMPARY NAME RECOGNIZED IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A CHRISTMAS AFFAIR SHOPPING GUIDE
- \*\*SPONSOR LOGO RECOGNITION ON THE JLA WEBSITE AND IN AN E-BLAST TO JLA MEMBERS
- \*\*SOCIAL MEDIA RECOGNITION DURING A CHRISTMAS AFFAIR
- 18 TICKETS TO PREVIEW PARTY
- 20 Market Day Passes







### Brunch Sponsor - \$10,000 (Grand)

- Name recognition in the A Christmas Affair invitation\*
- PROMINENT SIGNAGE AND RECOGNITION AT A CHRISTMAS AFFAIR DURING BRUNCH AND MAIN AISLE SIGNAGE DURING MARKET
- Sponsor logo printed on Brunch E-tickets\*
- LOGO COR NO A CIRI TMAS AFFAIR T-SHIRT\*
- \*\*Compan Land ECO: N ED IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A CHRISTMAS AFFAIR SHOPPING GUIDE
- \*\*Sponsor logo recognition on the JLA website and in an E-blast to JLA members
- \*\*Social media recognition during A Christmas Affair
- I O TICKETS WITH RESERVED TABLE SEATING DURING THE BRUNCH EVENT
- 8 TICKETS TO THE PREVIEW PARTY ON WEDNESDAY EVENING
- I 4 MARKET DAY PASSES

### Girls Might Out Sponsoz - \$10,000 (Grand)

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION\*
- PROMINENT SIGNAGE AND RECOGNITION AT A CHRISTMAS AFFAIR DURING GIRLS NIGHT OUT HOURS AND MAIN AISLE SIGNAGE DURING MARKET
- SPONSOR LOGO PRINTED ON GIRLS NIGHT OUT E-TICKETS\*
- OPPORTUNITY TO PROVIDE COMPANY BRANDED PARTY FAVORS\*\*
- LOGO ON BRANDED A CHRISTMAS AFFAIR T-SHIRT\*
- \*\*COMPANY NAME RECOGNIZED IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A CHRISTMAS AFFAIR SHOPPING GUIDE
- \*\*Sponsor logo recognition on the JLA website and in an E-blast sent to JLA members
- \*\*Social media recognition during A Christmas Affair
- I O TICKETS FOR GIRLS NIGHT OUT ON THURSDAY NIGHT WITH ENTRANCE TO MARKET AFTER 12
   NOON
- 8 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- 14 Market Day Passes

## Triday Night Cocktail Party Sponsor - \$10,000 (Grand)

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION\*
- Prominent signage and recognition at A Christmas Affair during Friday Night Cocktail Party  $\delta$  main aisle signage during market
- Sponsor Logo Printed on Cocktail Party E-tickets\*
- OPPORT TO PROVILE COMPANY BRANDED PARTY FAVORS\*\*
- LOGO CRANCED A CHRISTMAS AFFAIR T-SHIRT\*
- \*\*Company name recognized in two issues of JLA Capitalines magazine, including the A Christmas Affair Shopping Guide
- \*\*Sponsor logo recognition on the JLA website and in an E-blast sent to JLA members
- \*\*Social media recognition during A Christmas Affair
- I O TICKETS TO THE COCKTAIL NIGHT PARTY EVENT ON FRIDAY NIGHT WITH ENTRANCE TO THE MAR KET ALL DAY FRIDAY
- 8 TICKETS TO THE PREVIEW PARTY ON WEDNESDAY EVENING
- 20 Market Day Passes



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### Children's Parties Sponsoz - \$10,000 (Grand)

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION\*
- Prominent signage and recognition at A Christmas Affair during Children's Event & main aisle signage during market
- Sponsor logo printed on Children's Parties E-tickets\*
- OPPORTUNITY TO PROVIDE COMPANY BRANDED PARTY FAVORS\*
- LOGO ON RANDED A CHRIS MAS AFFAIR T-SHIRT\*
- \*\*COMPART NAME RECOGNIZED IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A CHRISTMAS AFFAIR SHOPPING GUIDE
- \*\*Sponsor logo recognition on the JLA website and in an E-blast sent to JLA members
- \*\*Social media recognition during A Christmas Affair
- I O TICKETS WITH RESERVED TABLE SEATING DURING CHILDREN'S PARTY EVENT(S) ON SUNDAY,
  NOVEMBER 18
- 8 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- 30 Market Day Passes

## NOTE: THE FOLLOWING DO NOT HAVE LOGO RECOGNITION, BUT SOLELY NAME RECOGNITION, ON PRINT MATERIALS.

#### Photo Booth Sponsoz - \$5,000 (Patzon)

- Name recognition in the A Christmas Affair invitation\*
- Inclusion of sponsor logo on photos taken during market and event hours on Thursday
- PROMINENT AISLE SIGNAGE DURING MARKET
- \*\*COMPANY NAME RECOGNIZED IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A CHRISTM SA FAIL THOPTING GUIDE
- \*\*SPONOFILE I FOR MON ON THE JLA WEBSITE AND IN AN E-BLAST TO JLA MEMBERS
- \*\*Social media recognition during A Christmas Affair
- 5 TICKETS GIRLS NIGHT OUT ON THURSDAY NIGHT AND ENTRANCE TO THE MARKET AFTER I 2 NOON
- 4 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- I O Market Day Passes

#### A Christmas Affair Bar and Lounge Sponsor - \$5,000 (Patron)

- Name recognition in the A Christmas Affair invitation\*
- RECOGNITION AT A CHRISTMAS AFFAIR AT BARS AND PROMINENT AISLE SIGNAGE DURING MARKET
- OPPORTUNITY TO PROVIDE BRANDED COCKTAIL NAPKINS AND/OR CUPS/GLASSES WITH NAME OR LOGO AT THEME BAR DURING MARKET HOURS (AT SPONSOR'S EXPENSE)\*\*
- \*\*COMPANY NAME RECOGNIZED IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A CHRISTMAS AFFAIR SHOPPING GUIDE
- \*\*Sponsor logo recognition on the JLA website and in an E-blast to JLA members
- \*\*Social media recognition during A Christmas Affair
- 4 TICKETS TO THE PREVIEW PARTY ON WEDNESDAY EVENING
- 26 Market Day Passes

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### Teazoom Sponsoz - \$5,000 (Patzon)

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION\*
- PROMINENT SIGNAGE AND RECOGNITION AT A CHRISTMAS AFFAIR IN THE TEAROOM DURING TEA ROOM HOURS
- PROMINENT AISLE SIGNAGE DURING MARKET
- OPPORT NITY TO PEDVID : OMPANY BRANDED PARTY FAVORS IN
  TEAROOM
- SPONSOR LOGO PRINTED ON TEAROOM TICKETS\*
- \*\*COMPANY NAME RECOGNIZED IN TWO ISSUES OF JLA CAPITALINES
   MAGAZINE, INCLUDING THE A CHRISTMAS AFFAIR SHOPPING GUIDE
- \*\*Sponsor logo recognition on the JLA website and E-blast
- \*\*Social media recognition during A Christmas Affair
- 4 TICKETS TO THE PREVIEW PARTY ON WEDNESDAY EVENING
- I O TEAROOM TICKETS EACH FOR A ONE TIME USE ON THE DAY OF YOUR CHOICE (THURSDAY, FRIDAY, OR SATURDAY)
- I 5 MARKET DAY PASSES

#### Preview Party Valet Sponsoz - \$5,000 (Patron)

- Name recognition in the A Christmas Affair invitation\*
- PROMINENT SIGNAGE AT A CHRISTMAS AFFAIR DURING PREVIEW PARTY AND PROMINENT AISLE SIGNAGE DURING MARKET
- Sponsor logo printed on Preview Party E-tickets\*
- \*\*Company name recognized in two issues of JLA Capitalines magazine, including the A Christmas Affair Shopping Guide
- \*\*Sponsor logo recognition on the JLA website and in an E-blast to JLA members
- \*\*Social media recognition during A Christmas Affair
- 4 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- 26 Market Day Passes

### Saturday Morning Sip & Shop Sponsoz - \$5,000 (Patzon)

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION\*
- PROMINENT SIGNAGE AT A CHRISTMAS AFFAIR DURING EARLY PRIVATE SHOPPING (HELD BEFORE THE MARKET OPENS TO THE PUBLIC ON SATURDAY)
- PROMINENT AISLE SIGNAGE DURING
- OPPORT NITY TO PE OVID TO MPANY BRANDED PARTY FAVORS
- SPONSOR LOO RATED OF SATURDAY MORNING SIP & SHOP E-TICKETS
- \*\*Company name recognized in two issues of JLA Capitalines magazine, including the A Christmas Affair Shopping Guide
- \*\*Sponsor logo recognition on the JLA website and in an E-blast to JLA members
- \*\*Social media recognition during A Christmas Affair
- 6 TICKETS TO SIP & SHOP PRIVATE SHOPPING ON SATURDAY MORNING WITH ENTRANCE TO THE MARKET ALL DAY SATURDAY
- 4 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- I 2 Market Day Passes









# Coats for Kids Kick-Off Party Sponsor - \$5,000 (Patron) NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION\*

- PROMINENT SIGNAGE RECOGNITION AT A CHRISTMAS AFFAIR DURING COATS FOR KIDS KICK-OFF PARTY AND PROMINENT AISLE SIGNAGE
- SPONSOR LOGO PRINTED ON KICK-OFF PARTY E-TICKETS\*
- \*\*COMPANY NAME RECOGNIZED IN TWO ISSUES OF JLA CAPITALINES MAGAZINE INCLUDING THE A CHRISTMAS AFFAIR SHOPPING GUIDE
- \*\*Sponsor logo recognition on the JLA website and in an E-blast to JLA members
- \*\*SOCIAL MEDIA RECOGNITION DURING A CHRISTMAS AFFAIR
- 4 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- IO MARKET DAY PASSES
- IO COATS FOR KIDS KICK-OFF PARTY TICKETS

#### Coot and Bag Check Sponsoz - \$5,000 (Patzon)

- Name recognition in the A Christmas Affair invitation\*
- PROMINENT SIGNAGE AT A CHRISTMAS AFFAIR COAT AND BAG CHECK AND PROMINENT AISLE SIGNAGE
- \*\*COMPARY ME RECOG IZED IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A GUIDE
- \*\*Sponsor logo recognition on the JLA website and in an E-blast to JLA members
- \*\*SOCIAL MEDIA RECOGNITION DURING A CHRISTMAS AFFAIR
- 4 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- 26 MARKET DAY PASSES

#### Santa's Corner Sponsor - \$5,000 (Patron)

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION\*
- PROMINENT SIGNAGE AT A CHRISTMAS AFFAIR IN SANTA'S CORNER AND PROMINENT AISLE SIGNAGE
- OPPORTUNITY TO PROVIDE COMPANY BRANDED TAKE-AWAYS\*\*
- \*\*Company Mays Reporting In two issues of JLA Capitalines magazine, including the A CHRISTMAS GUIDE
- \*\*Sponsor Logo RECOGNITION ON THE JLA WEBSITE AND IN AN E-BLAST TO JLA MEMBERS
- \*\*Social media recognition during A Christmas Affair
- 4 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- 26 MARKET DAY PASSES

#### Brunch Parking Sponsoz - \$5,000 (Patzon)

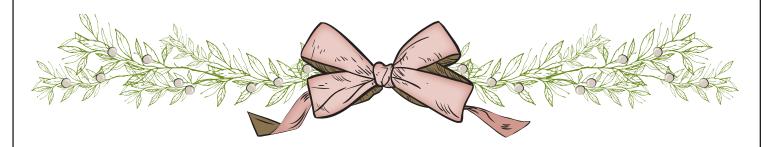
- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION\*
- PROMINENT SIGNAGE AT A CHRISTMAS AFFAIR BY THE PARKING GARAGE DURING BRUNCH ON THURSDAY MORNING
- PROMINENT AISLE SIGNAGE DURING MARKET
- \*\*COMPA WIN ME RE COG IZED IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A AIF S TORF NO GUIDE
- \*\*Sponsor logo recognition on the JLA website and in an E-blast to JLA members
- \*\*SOCIAL MEDIA RECOGNITION DURING A CHRISTMAS AFFAIR
- 2 TICKETS TO THE PREVIEW PARTY ON WEDNESDAY EVENING
- I O TICKETS WITH RESERVED TABLE SEATING DURING THE BRUNCH EVENT ON THURSDAY MORNING WITH MARKET ACCESS
- 18 MARKET DAY PASSES





### Shuttle Sponsoz - \$5,000 (Patzon)

- Name recognition in the A Christmas Affair invitation\*
- PROMINENT SIGNAGE AND LOGO RECOGNITION AT A CHRISTMAS AFFAIR ON SHUTTLES
- PROMINENT AISLE SIGNAGE DURING MARKET
- \*\*COMPATINATE COG EXT IN TWO ISSUES OF JLA CAPITALINES MAGAZINE, INCLUDING THE A
- \*\*Sponsor logo recognition on the JLA website and in an E-blast to JLA members
- \*\*Social media recognition during A Christmas Affair
- 4 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- 26 MARKET DAY PASSES



#### OTHER SPONSORSHIP OPPORTUNITIES:

#### Tebute Sponsoz - \$2,500

- Name recognition in the A Christmas Affair invitation\*
- PROMINENT SIGNAGE AT A CHRISTMAS AFFAIR
- Name recognition in two issues of JLA Capitalines magazine including the A Christmas Affair Shopping Guide
- Name recognition on the JLA website and in an e-blast to JLA members
- 2 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING
- I 4 Market Day Passes

#### Brunch Table Sponsoz - \$1,500

- NAME RECOGNITION ON TABLE AT BRUNCH
- Name recognition in two issues of JLA Capitalines magazine including the A Christmas Affair Shopping Guide
- Name recognition on the JLA website and in an e-blast sent to the JLA members
- I O TICKETS WITH RESERVED TABLE SEATING DURING THE BRUNCH PRIVATE SHOPPING EVENT ON THURSDAY MORNING AND ACCESS TO THE MARKET ALL DAY THURSDAY

#### Contributor - \$1,000

- Name recognition in two issues of JLA Capitalines magazine including the A
   Christmas Affair Shopping Guide
- NAME RECOGNITION ON THE JLA WEBSITE AND IN AN E-BLAST SENT TO THE JLA MEMBERS
- 2 TICKETS TO PREVIEW PARTY ON WEDNESDAY EVENING OR 14 MARKET DAY PASSES

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Supportez - \$500

- Name recognition in two issues of JLA Capitalines magazine including the A Christmas Affair Shopping Guide
- 8 Market Day Passes

Fziend - \$250

- Name recognition in two issues of JLA Capitalines magazine including the A Christmas Affair Shopping Guide
- 4 MARKET DAY PASSES

\*WHERE APPLICABLE, GIFTS MUST BE RECEIVED PRIOR TO PRINT AND PUBLICATION DEADLINES (AUGUST 1, 2018)

\*\*ALL BRANDED MATERIAL IS SUBJECT TO FINAL APPROVAL BY THE JUNIOR LEAGUE OF AUSTIN.

IF YOU HAVE QUESTIONS ABOUT ANY OF THE SPONSORSHIP OPPORTUNITIES AND THE BENEFITS, PLEASE

CONTACT:

KERI BELLACOSA WALLING
FUND DEVELOPMENT VP
FUNDDEVELOPMENTVP@JLAUSTIN.ORG
C:5 | 2-5 | 7-980 |

TO COMPLETE YOUR SPONSORSHIP, VISIT: HTTP://www.jlaustin.org/ACASponsorForm or

MAIL YOUR PAYMENT TO THE ADDRESS BELOW INDICATING YOUR SPONSORSHIP LEVEL

KERI BELLACOSA WALLING, FDC VP

c/o The Junior League of Austin

5416 Parkcrest Drive, Suite 100

Austin, TX 78731





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