



# Haute HOLIDAY

A CHRISTMAS AFFAIR 2017

PRESENTED BY  
THE JUNIOR LEAGUE OF AUSTIN

*sponsorship opportunities & benefits packages*

## **A Christmas Affair**

November 15 – November 19, 2017  
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:

- Feed 1,400 children suffering from food insecurity each week during the school year through our signature program, FIT - Food in Tummies
- Provide approximately 35,000 coats annually to children who don't otherwise have a warm winter coat through Coats for Kids
- Support over 35 community nonprofits with volunteers and grant funding

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!

## 2017 A Christmas Affair

# *sponsorship opportunities & benefits packages*



The Junior League of Austin (JLA) is a registered 501(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, 2017).

### **Market Days Sponsor - \$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
- Sponsor logo printed on Market Day Shopping Bags and Market Day tickets
- 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 JLA members
- Social media recognition during A Christmas Affair
- 20 tickets to the exclusive VIP Preview Party Reception with reserved seating on Wednesday evening
- 100 market day passes

### **Preview Party Sponsor - \$15,000 (Champion)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair in the main lobby during Preview Party on Wednesday and main aisle signage
- Sponsor logo printed on Preview Party tickets\*
- Recognition during Preview Party
- 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
- 18 tickets to the exclusive VIP Preview Party Reception with reserved seating on Wednesday evening
- 30 market day passes

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

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair in the main lobby during Brunch and main aisle signage
- Sponsor logo printed on Brunch e-tickets\*
- Recognition during Brunch event
- 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
- 10 tickets with reserved elite table seating during the Brunch event
- 8 tickets to the exclusive VIP Preview Party Reception on Wednesday evening
- 30 market day passes

### **Girls Night Out Sponsor - \$10,000 (Grand)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair in the main lobby during Girls Night Out hours and main aisle signage
- Sponsor Logo printed on Girls Night Out e-tickets\*
- Opportunity to provide company branded party favors\*\*
- Recognition during Girls Night Out event
- 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
- 10 tickets for Girls Night Out on Thursday night and entrance to market after 12 noon
- 8 tickets to the exclusive VIP Preview Party Reception on Wednesday evening
- 30 market day passes

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

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair in the main lobby during Friday Night Cocktail Party & main aisle signage
- Sponsor logo printed on Cocktail Party e-tickets\*
- Opportunity to provide company branded party favors\*\*
- Recognition during the Friday Night Cocktail Party
- 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
- 10 tickets to the Cocktail Night Party event on Friday Night and entrance to the market all day Friday
- 8 tickets to the exclusive VIP Preview Party Reception on Wednesday evening
- 30 market day passes



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

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair in the main lobby during Children's Event & main aisle signage
- Sponsor logo printed on Children's Parties e-tickets\*
- Recognition during the event
- 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
- 10 tickets with reserved table seating during Children's Party event(s) of your choice
- 8 tickets to the exclusive VIP Preview Party Reception on Wednesday evening
- 30 market day passes

### **Photo Booth Sponsor - \$10,000 (Grand)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage positioned on the inside of the photo booth used during four ticketed events & main aisle signage
- 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
- 5 tickets Girls Night Out on Thursday night and entrance to the market after 12 noon
- 5 tickets to the Cocktail Party event on Friday night and entrance to the market all day Friday
- 8 tickets to the exclusive VIP Preview Party Reception on Wednesday evening
- 30 market day passes

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

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair at all bars & main aisle signage
- Opportunity to provide branded cocktail napkins and/or cups/glasses with name or logo (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 exclusive VIP Preview Party Reception on Wednesday evening
- 20 market day passes

### **Tearoom Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair in the Tearoom during Tearoom hours & main aisle signage
- Sponsor logo printed on Tearoom tickets\*
- Recognition during Tearoom service
- 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 exclusive VIP Preview Party Reception on Wednesday evening
- 10 tearoom tickets each for a one time use on the day of your choice (Thursday, Friday, or Saturday)
- 20 market day passes

### **VIP Preview Party Reception Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage recognition at A Christmas Affair in the main lobby during VIP Preview Party Reception and prominent aisle signage
- Sponsor logo printed on Preview Party e-tickets
- Recognition during Preview Party
- 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
- 10 tickets to the exclusive VIP Preview Party Reception on Wednesday evening
- 20 market day passes

### **Saturday Morning Sip & Shop Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair in the main lobby during Early Private Shopping (held before the market opens to the public on Saturday) and prominent aisle signage
- Recognition during the event
- Opportunity to provide company branded party favors
- Sponsor logo printed on 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
- 10 tickets to Early Private Shopping on Saturday morning includes one champagne cocktail (or drink of your choice) and entrance to the market all day Saturday
- 4 tickets to the exclusive VIP Preview Party Reception on Wednesday evening
- 10 market day tickets



### **Teen & Tween Party Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage recognition at A Christmas Affair in the main lobby during Teen & Tween Party and prominent aisle signage
- Sponsor logo printed on Teen & Tween Party e-tickets\*
- Recognition during the event
- 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 exclusive VIP Preview Party Reception on Wednesday evening
- 10 market day passes
- 10 Teen & Tween Party tickets

### **Coat and Bag Check Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair Coat and Bag Check and prominent aisle signage
- 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 exclusive VIP Preview Party Reception on Wednesday evening
- 20 market day passes

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

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair in Santa's Corner and prominent aisle signage
- Opportunity to provide company branded take-a-ways\*\*
- 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 exclusive VIP Preview Party Reception on Wednesday evening
- 20 market day passes

### **Merchant Hospitality Lounge Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage in the Merchant Hospitality Lounge & prominent aisle signage
- Opportunity to provide company branded take-a-ways\*\*
- Name recognition in print communication to approximately 200 merchants & an opportunity to speak at the merchant meetings
- 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 exclusive VIP Preview Party Reception on Wednesday evening
- 20 market day passes

### **Merchant Loading Dock Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage at Merchant Loading Dock & prominent aisle signage
- Opportunity to provide company branded take-a-ways\*\*
- Name recognition in print communication to approximately 200 merchants & an opportunity to speak at the merchant meetings
- 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 exclusive VIP Preview Party Reception on Wednesday evening
- 20 market day passes

### **Brunch Parking Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair by the parking garage during Brunch on Thursday morning and prominent aisle signage
- Prominent signage at A Christmas Affair prominent aisle signage
- 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 exclusive VIP Preview Party Reception on Wednesday evening
- 10 tickets with reserved table seating during the Brunch event on Thursday morning
- 10 market day passes

### **Preview Party Parking Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair by the parking garage during Preview Party on Wednesday evening and prominent aisle signage
- 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 the exclusive VIP Preview Party Reception on Wednesday evening
- 15 market day passes

### **Shuttle Sponsor - \$5,000 (Patron)**

- Name recognition in the A Christmas Affair invitation\*
- Prominent signage and recognition at A Christmas Affair on Shuttles and prominent aisle signage
- 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 exclusive VIP Preview Party Reception on Wednesday evening
- 20 market day passes



### **Tribute Sponsor - \$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 the exclusive VIP Preview Party Reception on Wednesday evening
- 10 Market Day Passes

### **Preview Party Reserve Seating Sponsor - \$3,000**

- Name recognition at the Preview Party
- 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
- 10 tickets to the exclusive VIP Preview Party Reception on Wednesday evening

### **Brunch Table Sponsor - \$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
- 10 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 the exclusive VIP Preview Party Reception on Wednesday evening
- 6 market day passes

### **Supporter - \$500**

- Name recognition in two issues of JLA Capitalines magazine including the A Christmas Affair Shopping Guide
- 2 tickets to the Friday night Cocktail Party
- 4 market day passes

### **Friend - \$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, 2017).

\*\*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:

Shannon Creekmur  
Fund Development VP  
[funddevelopmentvp@jlaustin.org](mailto:funddevelopmentvp@jlaustin.org)

To complete your sponsorship, visit:  
<https://members.jlaustin.org/ACASponsorship2017>

or

Mail your payment to the address below indicating your sponsorship level.

Shannon Creekmur, FDC VP  
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