



PURPOSEFUL
Passion
★
Passionate
PURPOSE

SPONSORSHIP OPPORTUNITIES

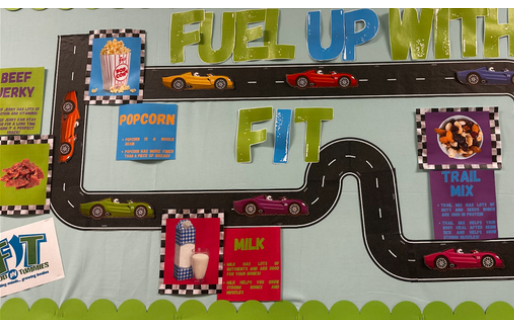
We invite you to become a sponsor of The Junior League of Austin and take advantage of the opportunity to promote your brand among dynamic and influential women. You'll not only have the opportunity to gain exposure at events attended by over 25,000 guests but also demonstrate your commitment to the Austin community. Partnering with the largest women's service organization in Austin means investing in the development of women, aligning your brand with values of empowerment and service.

The Junior League of Austin (JLA) is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. JLA is committed to strengthening our community by creating solutions to current and future challenges.



For more information about sponsorship opportunities,
contact the Fund Development Vice President at funddevelopmentvp@jlaustin.org | (512) 467-8982

— THE — JUNIOR LEAGUE OF AUSTIN — ★ —



2,300
women are members
of The Junior League
of Austin, making
it one of the
largest of
the 298 Leagues
worldwide.



JLA volunteer power
and funding have
supported
200+
community project
partners and
nonprofit agencies.



For the 2025–26 year,
JLA will partner with
20+ nonprofits and
provide them with
300+
community volunteers.



JLA volunteers provide
more than
123,000
service hours annually
to nonprofit agencies
and programs
throughout the
community.



Coats for Kids
provides
30,000+
winter coats to
Central Texas
children each year.



FIT - Food In Tummies
provides weekend
nourishment to
nearly
1100
students during the
school year (~36
weeks).



KICS - Kids In Cool
Shoes supplies over
2,000
students with new
athletic shoes to
promote physical
activity.



JLA aims to raise
\$8 Mil
each year to invest in
the local Austin
community.



PARTNERSHIP RECOGNITION

	JLA Website	JLA Member Newsletter	JLA Social Media	Capitalines Magazine	JLA Event/Program Sponsor	Donor Event
LEGACY \$50,000+	✓	✓	✓	✓	✓	✓
BENEFACTOR \$35,000+	✓	✓	✓	✓	✓	✓
CHAMPION \$25,000+	✓	✓	✓	✓	✓	✓
GRAND \$15,000+	✓	✓	✓	✓	✓	✓
PATRON \$10,000+	✓	✓	✓	✓	✓	✓
SIGNATURE \$7,500+	✓	✓	✓	✓		
TRIBUTE \$5,000+	✓	✓	✓	✓		
DEVELOPMENT \$2,500+	✓	✓	✓	✓		
LEADERSHIP \$1,500+	✓	✓	✓			
CONTRIBUTOR \$1,000+	✓	✓				
SUPPORTER \$500+	✓					
FRIEND OF THE LEAGUE \$250+	✓					
IN-KIND DONATIONS	Donors will be recognized at and receive program benefits from the partnership level equal to half the cash value of donation.					

*All donors receive a one-time, 10% discount on a Community Impact Center (CIC) rental.

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Signature Events

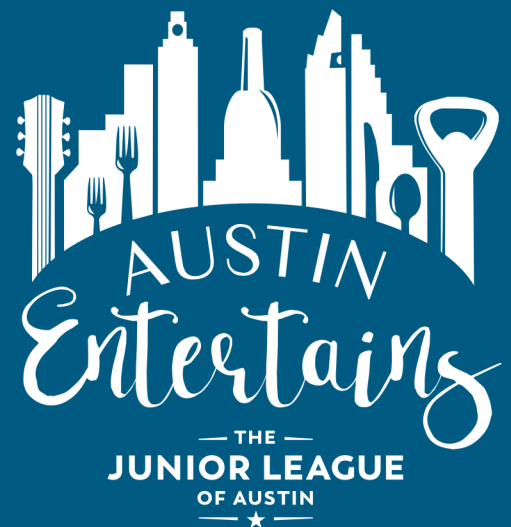


A Christmas Affair®

- Nov. 14–16, 2025 at The Junior League of Austin's Community Impact Center (Children's Events)
- Nov. 19–23, 2025 at Palmer Events Center (Market Day & other parties)
- An Austin tradition now in its 50th year
- The League's premiere fundraiser with 25,000+ attendees
- A multi-day holiday gift market with 200+ vendors from across the country
- Includes children's events, private shopping opportunities, and fabulous parties!

Austin Entertains

- March 5, 2026 at The Junior League of Austin's Community Impact Center
- 10th Anniversary of the League's Grand Tasting event with 500 attendees
- Showcases a selection of Austin's most talented female chefs and culinary artisans
- Sample tastings paired with sips from local winemakers, distilleries and breweries
- Private VIP reception and lounge area
- Live music, auction, and more fun surprises!
- Three Culinary Fellowships are presented annually to local, female culinary industry leaders



Opportunities vary at each event. All money raised allows JLA to further its mission.

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Signature Impact Programs

2025-26 Community Partners



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\$5 = one bag full of nutritious food for the weekend

Food In Tummies

The Food In Tummies (FIT) program provides weekend nourishment to children in economically disadvantaged communities. JLA supports almost 1000 students in the Del Valle Independent School District. FIT's weekly food bags also include nutrition education and recipes in both English and Spanish.

Coats for Kids

Coats for Kids is an annual community project that collects and distributes more than 30,000 coats to eligible children and teenagers in Central Texas. Each year, The Junior League of Austin, Jack Brown Cleaners, iHeartRadio and KVUE partner to bring the community together to ensure the children of Central Texas stay warm.



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JACK BROWN
 CLEANERS
KVUE abc

iHeart
 RADIO
 AUSTIN



\$20 = 1 warm coat for a child



KIDS
IN COOL
SHOES

— THE —
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\$22 = one pair of new athletic shoes and two pair socks for a child

Kids In Cool Shoes

The Kids In Cool Shoes (KICS) program provides a new pair of well-fitting, athletic shoes and socks to local children allowing them to be healthy, comfortable and participate in physical activity. KICS serves high-needs elementary students in Austin ISD.

Austin Creative Reuse
 Austin Habitat for Humanity
 Austin Humane Society
 Austin Zoo
 Ballet Austin
 Burke Center for Youth
 Dress for Success Austin
 Foster Angels of Central Texas
 Foundation Communities
 Girls Empowerment Network
 Mothers' Milk Bank at Austin
 Pop-Up Birthday
 Ronald McDonald House
 Charities of Central Texas
 Sustainable Food Center
 Texas Performing Arts
 Texas School for the Blind and Visually Impaired
 The Austin Symphony Orchestra Society, Inc.
 The Settlement Home
 Westcave Outdoor Discovery Center
 Williamson County Regional Animal Shelter
 Women's Storybook Project
 ZACH Theatre



All donors receive JLA Partnership Recognition as listed on page 3, in addition to the benefits listed below

LEGACY - \$50,000

Options: Presenting Partner

- Custom A Christmas Affair® logo
- Recognition in the A Christmas Affair® invitation & Shopping Guide
- Recognition at Palmer Events Center throughout the event
- Recognition on A Christmas Affair® Market Day shopping bags
- Logo on Market Day tickets
- Opportunity to place promotional materials or products in the A Christmas Affair® shopping bags received by 25,000+ shoppers
- 16 Preview Party tickets & 30 Market Day passes

CHAMPION - \$25,000

Options: Preview Party

- Recognition in the A Christmas Affair® invitation & Shopping Guide
- Recognition at Palmer Events Center throughout the event
- Logo on Preview Party tickets
- Opportunity to place promotional materials or products in the A Christmas Affair® shopping bags received by 25,000+ shoppers
- 10 Preview Party tickets & 10 Market Day passes

GRAND - \$15,000

Options: Grand Aisle Tree

- Recognition in the A Christmas Affair® invitation & Shopping Guide
- Recognition at Palmer Events Center throughout the event
- Opportunity to place promotional materials or products in the A Christmas Affair® shopping bags received by 25,000+ shoppers
- **Grand Aisle Tree** - Logo will be featured on the Grand Aisle Tree (aligned with the A Christmas Affair® theme), 6 Preview Party tickets & 6 Market Day passes



All donors receive JLA Partnership Recognition as listed on page 3, in addition to the benefits listed below

PATRON - \$10,000+

Options: \$10,000 Level - Brunch, Girls Night Out, North Lobby Bar, Shopping Guide Underwriter, Sip & Shop, or Santa's Corner

- Recognition in the A Christmas Affair® invitation & Shopping Guide
- Recognition at Palmer Events Center throughout the event
- Opportunity to place promotional materials or products in the A Christmas Affair® 2024 Market Day shopping bags received by 25,000+ shoppers
- **Brunch** - Premier recognition during Brunch, logo on Brunch tickets, 10 VIP Brunch tickets
- **Girls Night Out** - Premier recognition during Girls Night Out, logo on Girls Night Out tickets, opportunity to provide sponsor-branded party favors, 10 VIP Girls Night Out tickets
- **North Lobby Bar** - Opportunity to provide branded barware, disposable drinkware and napkins, 4 Preview Party tickets, 5 Brunch tickets, & 10 Market Day passes
- **Shopping Guide Underwriter** - Premier recognition on the A Christmas Affair® Shopping Guide, 4 Preview Party tickets & 10 Market Day passes
- **Sip & Shop** - Premier recognition during Sip & Shop, logo on Sip & Shop tickets, 10 Sip & Shop tickets
- **Santa's Corner (CIC)** - Premier recognition at Santa's Corner at the Community Impact Center, opportunity to provide branded favors for children visiting Santa's Corner, 4 Preview Party tickets (OR 4 tickets to sponsor's preferred Children's Party) & 10 Market Day passes

TRIBUTE - \$5,000

Options: Children's Parties, North Lobby, Santa's Corner, West Lobby, West Tent

- Recognition in the A Christmas Affair® invitation & Shopping Guide
- Recognition at Palmer Events Center throughout the event
- **Children's Parties** - Premier recognition inside the Community Impact Center during all five children's parties, opportunity to provide branded favors for children, 4 Preview Party tickets (OR 4 tickets to sponsor's preferred Children's Party) & 6 Market Day passes
- **North Lobby** - Opportunity to provide marketing materials on coffee tables and in seating areas of the North Lobby, 4 Preview Party tickets & 6 Market Day passes
- **Santa's Corner (PEC)** - Premier recognition at Santa's Corner at Palmer Events Center, 4 Preview Party tickets & 6 Market Day passes
- **West Lobby** - Opportunity to provide marketing materials on coffee tables and in seating areas of the West Lobby, 4 Preview Party tickets & 6 Market Day passes
- **West Tent** - Premier recognition at the outdoor food and beverage tent, 4 Preview Party tickets & 6 Market Day passes



All donors receive JLA Partnership Recognition as listed on page 3, in addition to the benefits listed below

DEVELOPMENT - \$2,500

Options: ~~Coat & Bag Check~~, Merchant, ~~Merchant Dock~~, or Merchant Hospitality Lounge

- Recognition in the A Christmas Affair® invitation & Shopping Guide
- Recognition at Palmer Events Center throughout the event
- **~~Coat & Bag Check~~** - ~~Premier recognition at the coat & bag check booth, 4 Preview Party tickets & 4 Market Day passes~~
- **Merchant** - Exclusive recognition on merchant lanyards (at the expense of the sponsor), recognition in communications to merchant representatives, 4 Preview Party tickets & 4 Market Day passes
- **~~Merchant Dock~~** - ~~Exclusive recognition on the merchant loading dock, recognition in communications to merchant representatives, 4 Preview Party tickets & 4 Market Day passes~~
- **Merchant Hospitality Lounge** - Exclusive recognition in the merchant lounge, recognition in communications to merchant representatives, 4 Preview Party tickets & 4 Market Day passes



All donors receive JLA Partnership Recognition as listed on page 3, in addition to the benefits listed below

GRAND - \$15,000

Options: Presenting Partner

- Full-page recognition in the Austin Entertains program
- Premier recognition throughout the event
- Logo on Austin Entertains tickets
- Logo on all promotional materials in advance of the event
- Opportunity to present first place fellowship award to the winner at the event
- Opportunity to place promotional materials or products in the VIP bags
- 6 VIP tickets & complimentary VIP valet parking

PATRON - \$10,000

Options: Fellowship Partner

- Full-page recognition in the Austin Entertains program
- Premier recognition throughout the event
- Opportunity to present professional services fellowship award to the winner at the event
- Opportunity to place promotional materials or products in the VIP bags
- 4 VIP tickets & complimentary VIP valet parking

TRIBUTE - \$5,000

Options: VIP Lounge or Culinary Ambassador

- Half-page recognition in the Austin Entertains program
- Recognition throughout the event
- 4 VIP tickets & complimentary VIP valet parking
- **VIP Lounge** - Premier recognition in VIP lounge, opportunity to place promotional materials or products in VIP bags, opportunity to provide branded napkins at VIP bar
- **Culinary Ambassador** - Opportunity to present the runner-up fellowship award to the winner at the event

DEVELOPMENT - \$2,500

Options: Game or Photo Booth

- Quarter-page recognition in the Austin Entertains program
- Recognition throughout the event
- 2 VIP ticket & complimentary VIP valet parking
- **Game** - Premier recognition at wine toss game station
- **Photo Booth** - Logo on the photo backdrop or on photos taken

All donors receive JLA Partnership Recognition as listed on page 3, in addition to the benefits listed below.
There can be **multiple program sponsors** for Food in Tummies (FIT) and Kids In Cool Shoes (KICS).



PATRON - \$10,000

Sponsor Benefits

- Logo recognition on all FIT educational flyers provided to children/families each week
- Logo recognition on any other FIT materials (summer Back-to-School supply drive, or anything else we do related to FIT throughout the year)
- Opportunity to participate at fall FIT Pep Rallies (Aug. 15, 2025; 9–10 a.m. at Baty Elementary & 1–2 p.m. at Hillcrest Elementary)
- Opportunity to participate at spring FIT Pep Rallies (Jan. 2026 date is TBD)



PATRON - \$10,000

Sponsor Benefits

- Logo recognition on all KICS printed materials
- Opportunity to volunteer at the KICS fall shoe Distribution Day (date TBD)
- Opportunity to volunteer at the KICS spring shoe Distribution Day (date TBD)

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Community Impact Center (CIC)



JLA is excited to welcome you to our headquarters and event space. Nestled in a lovely wooded area centrally located at the intersection of Loop 360 and Bluffstone, the building serves our members, our community partners, and the Austin community as we work together to meet the growing needs in Austin.



Booking an event with us means more children can receive warm winter coats, more food can be sent home in more backpacks, more organizations can benefit from increased grant making opportunities, and more women can be trained to identify problems in the community and emerge armed with the know-how to solve them.

*All donors receive a one-time, 10% discount on a Community Impact Center (CIC) rental.



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For event space rental and more information, please visit:
jlaustin.org/book-our-space

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BUILDING NAMING OPPORTUNITIES

The Junior League of Austin is pleased to offer a variety of naming opportunities throughout the Community Impact Center, many of which are featured spaces that can be named in recognition of individual donors, companies or in honor of friends, family members, or mentors. Your naming gift makes an impactful philanthropic contribution and lasting legacy bearing your name in perpetuity.

JLA Community Impact Center

\$5,000,000

Community Ballroom

\$2,000,000

Parking Garage

\$1,000,000

Signature Programs: FIT Pantry, CFK, KICS

\$1,000,000

Community Impact Wall

\$750,000

Sustainer Lounge

\$500,000

Fundraising Studio

\$500,000

Communications Studio

\$500,000

Event Prep Area (Catering)

\$500,000

Balcony

\$500,000



Breakout Room: Coats for Kids

\$500,000

Fundraising Event Production

\$150,000

Elevator 1

\$100,000

Elevator 2

\$100,000

Event Planning

\$100,000

Junior League Storage (Visible from Ballroom)

\$75,000

Furniture Storage (Visible from Ballroom)

\$25,000

Audio/ Video Room

\$25,000

Server Room

\$25,000

Office (2nd Floor)

\$25,000



For more information about building naming opportunities,
contact the Fund Development Vice President at funddevelopmentvp@jlaustin.org | (512) 467-8982