



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.

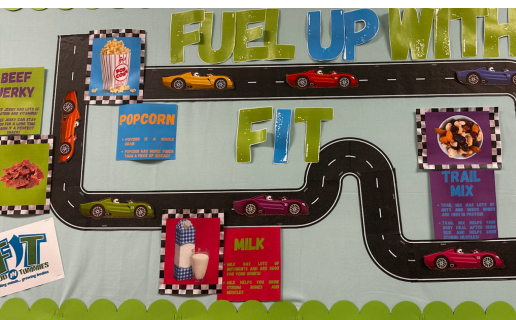
The Junior League of Austin (JLA) is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. JLA is committed to strengthening our community by creating solutions to current and future challenges.



For more information about sponsorship opportunities,  
contact the Fund Development Vice President at [funddevelopmentvp@jlaustin.org](mailto: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
<b>LEGACY</b> \$50,000+	✓	✓	✓	✓	✓	✓
<b>BENEFACTOR</b> \$35,000+	✓	✓	✓	✓	✓	✓
<b>CHAMPION</b> \$25,000+	✓	✓	✓	✓	✓	✓
<b>GRAND</b> \$15,000+	✓	✓	✓	✓	✓	✓
<b>PATRON</b> \$10,000+	✓	✓	✓	✓	✓	✓
<b>SIGNATURE</b> \$7,500+	✓	✓	✓	✓		
<b>TRIBUTE</b> \$5,000+	✓	✓	✓	✓		
<b>DEVELOPMENT</b> \$2,500+	✓	✓	✓	✓		
<b>LEADERSHIP</b> \$1,500+	✓	✓	✓			
<b>CONTRIBUTOR</b> \$1,000+	✓	✓				
<b>SUPPORTER</b> \$500+	✓					
<b>FRIEND OF THE LEAGUE</b> \$250+	✓					
<b>IN-KIND DONATIONS</b>	Donors will be recognized at and receive program benefits from the partnership level equal to half the cash value of donation.					

\*All donors giving \$2,500 or more receive a one-time 10% discount on a Community Impact Center (CIC) rental. This discount cannot be combined with any other discounts; the highest applicable discount will be honored.

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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**

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 OF AUSTIN  
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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: Brunch, Girls Night Out, North Lobby Bar, Shopping Guide Underwriter, or Sip & Shop***

- 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





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

## TRIBUTE - \$5,000

### ***Options: Children's Parties, North Lobby, Santa's Corner (PEC) & (CIC), West Lobby, VIP Bags, West Tent, Merchant Hospitality Lounge***

- 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, opportunity to provide branded favors for children visiting Santa's Corner, 4 Preview Party tickets & 6 Market Day passes
- **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) & 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
- **VIP Bags** - Opportunity to place promotional materials or products in the A Christmas Affair® VIP bags, logo will be featured on an ornament attached to the VIP bags, 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
- **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

## DEVELOPMENT - \$2,500

***Options: ~~Coat & Bag Check~~, Merchant, Merchant Dock***

- 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



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 place promotional materials or products in the VIP bags
- 6 VIP tickets

## PATRON - \$10,000

### ***Options: Fellowship Partner***

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

## TRIBUTE - \$5,000

### ***Options: VIP Lounge, Bar, Cigar Rolling***

- Half-page recognition in the Austin Entertains program
- Recognition throughout the event
- 4 VIP tickets
- **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
- **Bar** - Premier recognition at the main bar, Opportunity to provide branded barware, disposable drinkware and napkins
- **Cigar Rolling** - Premier recognition at the cigar rolling station, opportunity to provide branded lighter or matches

## DEVELOPMENT - \$2,500

### ***Options: Game, Photo Booth, and Culinary Ambassador***

- Quarter-page recognition in the Austin Entertains program
- Recognition throughout the event
- 2 VIP ticket
- **Culinary Ambassador** - Opportunity to present the runner-up fellowship and professional services award to the winner at the event
- **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)~~



## **GRAND - \$15,000**

### ***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)~~

# 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](http://jlaustin.org/book-our-space)





## 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](mailto:funddevelopmentvp@jlaustin.org) | (512) 467-8982