

A graphic featuring a teal silhouette of the Austin skyline with various buildings. In front of the skyline are icons for a guitar, two forks, a bottle, a knife, a spoon, and a bottle opener. The word "AUSTIN" is written in a blue, serif, all-caps font, arched over the skyline. Below it, the word "Entertaining" is written in a large, dark blue, cursive script font.

# AUSTIN Entertaining

PRESENTED BY  
THE JUNIOR LEAGUE  
OF AUSTIN

**SPONSORSHIP  
OPPORTUNITIES  
AND  
BENEFITS PACKAGES**



THE STRENGTH *of* WOMEN  
THE POWER *of* COMMUNITY

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This spring, The Junior League of Austin is thrilled to present Austin Entertains, the newest addition to our fund development program. This fundraiser will enable us to continue fulfilling our mission of promoting voluntarism and developing the potential of women while making a positive impact in our local community.

We kick-off this two day event on April 30 with Macaron & Merlot, where ten pastry chefs compete for the best macaron while some of Austin's most experienced Sommeliers pair these delicious creations with delightful sips of their favorite merlot.

Then on May 4 make plans to join us at Austin Entertains Grand Tasting for a true Austin-style culinary experience featuring tastings from the most creative female chefs of Central Texas. Come indulge in some of Austin's best culinary artists and beverage purveyors as they showcase exquisite bites, flavorful wines, top craft brews, and cocktail tastings to our exclusive guests.

With an expected attendance of over 700, this two day event will be one to remember. Tickets will be offered and publicized to The Junior League of Austin membership (approximately 2,500 members) as well as the Austin community. Publicity and circulation for the event will include but is not limited to The Junior League of Austin Facebook page (4,500 followers), Twitter (2,600 followers), membership e-list and newsletters, Capitalines magazine (circulation 3,000) and A Christmas Affair Shopping Guide (20,000 distributed). All guests attending the event will receive an Austin Entertains program book, which will feature showcased chefs' profiles, recipes, and list all event sponsors.

## **Macaron & Merlot**

April 30, 2017

Juliet Ristorante

1500 Barton Springs Rd Austin, TX 78704

## **Austin Entertains - Grand Tasting**

May 4, 2017

Brazos Hall

204 E 4th St Austin, TX 78701

\*All Branded Material is subject to final approval by The Junior League of Austin.

# Austin Entertains Sponsorship Opportunities and 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 (Date TBD).

## **EXECUTIVE CHEF - \$25,000 GRAND TASTING ROOM SPONSOR**

- Prominent signage at Austin Entertains in the Grand Tasting room
- Sponsor will be featured in pre- and post-event press releases and provided special recognition through JLA social media platforms (Facebook, Twitter, LinkedIn, and Instagram; schedule and text to be determined in coordination with PR team)
- One six foot table for sponsor presence in the Grand Tasting Room\*
- Opportunity for branded material to be distributed at designated foot-print\*
- Full-page congratulatory notice/ad on back outside cover of the Austin Entertains program book; sponsor has opportunity to design the ad\*
- Special recognition from the stage during the Live Music Lounge program
- Sponsor Logo recognition in two issues of Capitalines Magazine including the A Christmas Affair Shopping Guide\* and on the JLA website with live link to sponsor's website
- Congratulatory note on dedicated Austin Entertains E-blast sent to JLA members
- Pre-event promotion opportunities to include name recognition at JLA Bunny Brunch
- Twenty tickets to the Macaron & Merlot event held on April 30
- Twenty tickets to the Grand Tasting including exclusive early access to VIP event
- Ten complimentary valet parking passes for the Grand Tasting event May 4

## **CHEF DE CUISINE - \$15,000 MACARON & MERLOT SPONSOR**

- Prominent signage at Macaron & Merlot event
- One six foot table for sponsor presence at Macaron & Merlot event\*
- Sponsor will be featured in pre- and post-event press releases and provided special recognition through JLA social media platforms (Facebook, Twitter, LinkedIn, and Instagram; schedule and text to be determined in coordination with PR team)
- Opportunities for branded material to be distributed at designated foot-print\*
- Full-page congratulatory notice/ad on back inside cover of the Austin Entertains program book; sponsor has opportunity to design the ad\*
- Special recognition from the stage during the Live Music Lounge program
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Congratulatory note on dedicated Austin Entertains E-blast sent to JLA members
- Pre-event promotion opportunities to include name recognition at JLA Bunny Brunch
- Twenty tickets to the Macaron & Merlot event held on April 30
- Ten tickets to the Grand Tasting including exclusive early access to VIP event
- Five complimentary valet parking passes for the Grand Tasting event May 4

## **CHEF DE CUISINE - \$15,000**

### **VIP LOUNGE SPONSOR**

- Prominent signage & naming of the VIP Lounge during entire event
- Opportunity to provide branded gift bags for all VIP attendees\*
- Full-page congratulatory notice/ad with prominent placement in the Austin Entertains program book
- Name recognition on cocktail tables in the VIP Lounge
- Special Recognition from the stage during the Live Music Lounge program
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Special recognition through JLA social media platforms (Facebook, Twitter, and Instagram, schedule and text to be determined in coordination with PR team)
- Pre-event promotion opportunities to include name recognition at JLA Bunny Brunch
- Ten tickets to the Macaron & Merlot event held on April 30
- Ten tickets to the Grand Tasting including exclusive early access to VIP event
- Five complimentary valet parking passes for the Grand Tasting event

## **PATISSIER - \$10,000**

### **MAIN STAGE SPONSOR**

- Sponsor's name and logo prominently displayed on Main Stage during entire event
- Opportunities for branded material to be distributed during music program\*
- Half page congratulatory notice/ad with prominent placement in the Austin Entertains program book
- Pre-event promotion opportunities to include name recognition at JLA Bunny Brunch
- Special Recognition from the stage during the Live Music Lounge program
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Special recognition through JLA social media platforms (Facebook, Twitter)
- Eight tickets to the Macaron & Merlot event held on April 30
- Eight tickets to the Grand Tasting including exclusive early access to VIP event
- Four complimentary valet parking passes for the Grand Tasting event

## **PATISSIER- \$10,000**

### **ICE BAR SPONSOR**

- Sponsor logo engraved into custom ice bar in the VIP lounge
- Half page congratulatory notice/ad with prominent placement in the Austin Entertains program book
- Pre-event promotion opportunities to include name recognition at JLA Bunny Brunch
- Special Recognition from the stage during the Live Music Lounge program
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Special recognition through JLA social media platforms (Facebook, Twitter)
- Eight tickets to the Macaron & Merlot event held on April 30
- Eight tickets to the Grand Tasting including exclusive early access to VIP event
- Four complimentary valet parking passes for the Grand Tasting event

## **SOUS CHEF - \$5,000**

### **RED CARPET SPONSOR**

- Company logo prominently displayed at registration table
- Opportunity to provide branded material\* (pens, notepads, etc.) at registration table
- Logo photo backdrop for red carpet photos\*
- Quarter page congratulatory notice/ad with prominent placement in the Austin Entertains program book
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Special recognition through JLA social media platforms (Facebook, Twitter)
- Six tickets to the Macaron & Merlot event held on April 30
- Six tickets to the Grand Tasting including exclusive early access to VIP event
- Three complimentary valet parking passes for the Grand Tasting event

## **SOUS CHEF- \$5,000**

### **BAR SPONSOR (two available)**

- Prominent signage at bar in Grand Tasting room or at Macaron & Merlot venue
- Quarter page congratulatory notice/ad with prominent placement in the Austin Entertains program book
- Opportunity to provide branded glassware for the event\*
- Name recognition on cocktail napkins
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Special recognition through JLA social media platforms (Facebook, Twitter)
- Six tickets to the Macaron & Merlot event held on April 30
- Six tickets to the Grand Tasting including exclusive early access to VIP event
- Three complimentary valet parking passes for the Grand Tasting event

## **SOUS CHEF - \$5,000**

### **BUBBLES BAR SPONSOR**

- Prominent signage at Bubbles Bar in the VIP lounge at Grand Tasting
- Quarter page congratulatory notice/ad with prominent placement in the Austin Entertains program book
- Opportunity to provide branded glassware for the VIP event\*
- Name recognition on cocktail napkins
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Special recognition through JLA social media platforms (Facebook, Twitter)
- Six tickets to the Macaron & Merlot event held on April 30
- Six tickets to the Grand Tasting including exclusive early access to VIP event
- Three complimentary valet parking passes for the Grand Tasting event

## **SAUCIER - \$2,500**

### **MYSTERY WINE GRAB SPONSOR**

- Sponsor logo branded on wine tote bags distributed at mystery wine grab table
- Company logo prominently displayed at mystery wine grab table
- Opportunity to provide branded bags with company logo\*
- Prominent name recognition in the Austin Entertains program book
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Four tickets to the Macaron & Merlot event held on April 30
- Four tickets to the Grand Tasting including exclusive early access to VIP event
- Two complimentary valet parking passes for the Grand Tasting event

## **SAUCIER - \$2,500**

### **VALET SPONSOR**

- Company logo prominently displayed at Valet Station
- Opportunity to provide branded material at the valet station following the event\*
- Prominent name recognition in the Austin Entertains program book
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Four tickets to the Macaron & Merlot event held on April 30
- Four tickets to the Grand Tasting including exclusive early access to VIP event
- Two complimentary valet parking passes for the Grand Tasting event

## **SAUCIER- \$2,500**

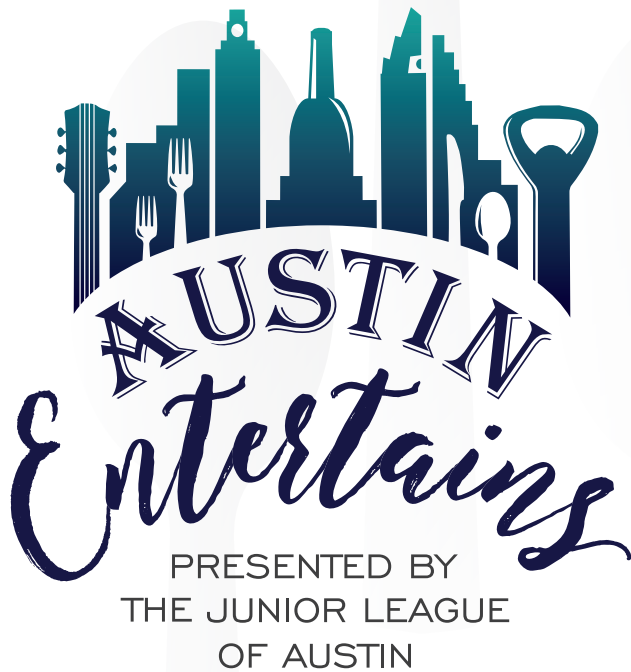
### **PHOTO BOOTH SPONSOR**

- Company logo prominently displayed at the photo booth
- Opportunity to watermark all photos which can be shared real time via social media
- Sponsor logo recognition at Selfie photo station
- Prominent name recognition in the Austin Entertains program book
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website with live link to sponsor's website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Four tickets to the Macaron & Merlot event held on April 30
- Four tickets to the Grand Tasting including exclusive early access to VIP event
- Two complimentary valet parking passes for the Grand Tasting event

## **COMMIS - \$1,500**

### **CHEF STATION SPONSOR**

- Name prominently displayed on a chef's station
- Prominent name recognition in the Austin Entertains program book
- Sponsor name recognition in two issues of Capitalines Magazine, including the A Christmas Affair Shopping Guide and on the JLA website
- Sponsor logo on dedicated Austin Entertains E-blast sent to JLA members
- Two tickets to the Macaron & Merlot event held on April 30
- Two tickets to the Grand Tasting including exclusive early access to VIP event
- One complimentary valet parking pass for the Grand Tasting event



To complete your sponsorship  
visit:

[http://www.jlaustin.org/  
AESponsorForm](http://www.jlaustin.org/AESponsorForm)

or mail in your payment to the  
address below indicating your  
sponsorship level

Lorena Legarreta, FDC VP  
c/o The Junior League of Austin  
5416 Parkcrest Drive, Suite 100  
Austin, TX 78731

If you have questions about any of the sponsorship  
opportunities and the benefits, please contact one of our  
members below:

Lorena Legarreta  
Fund Development VP  
funddevelopmentvp@jlaustin.org  
512.888.9044

Mary Grace Mooney  
Spring Events Chair 2016-2017  
springevents@jlaustin.org

Courtney DeBower  
Fund Development Support Team Chair  
fdcsupportteam@jlaustin.org



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