

# SPONSORSHIP & IN-KIND OPPORTUNITIES



A CHRISTMAS AFFAIR 2019

— THE —  
**JUNIOR LEAGUE**  
OF AUSTIN  
— ★ —

**NOVEMBER 20-24, 2019**  
**PALMER EVENTS CENTER**  
*Austin, Texas*

THROUGHOUT ITS 44-YEAR HISTORY, A CHRISTMAS AFFAIR HAS KICKED OFF THE HOLIDAY SEASON IN AUSTIN. WHAT BEGAN AS THIRTY BOOTHS IN THE DRISKILL HOTEL HAS GROWN INTO THE LARGEST LEAGUE EVENT OF ITS KIND IN THE NATION. MORE THAN 25,000 PATRONS ATTEND ANNUALLY. THANKS TO A VARIETY OF EVENTS, FROM THE OPENING NIGHT LIGHTING OF THE CHRISTMAS TREE TO BREAKFAST WITH SANTA, AND MORE THAN 200 MERCHANTS FROM ACROSS THE COUNTRY, THIS FIVE-DAY SHOPPING EXTRAVAGANZA INVITES CENTRAL TEXANS TO JOIN US IN THE SPIRIT OF GIVING. AS THE JUNIOR LEAGUE OF AUSTIN'S LARGEST FUNDRAISER, A CHRISTMAS AFFAIR FUNDS OUR MISSION, PROGRAMS, AND OUTREACH AND ALLOWS US TO CONTINUE OUR WORK OF EMPOWERING WOMEN AND SERVING OUR COMMUNITY.

STEFANIE BERTRAM, JLA FUND DEVELOPMENT VICE PRESIDENT

c/o THE JUNIOR LEAGUE OF AUSTIN | 5416 PARKCREST DRIVE, SUITE 100, AUSTIN, TX 78731

— THE —  
**JUNIOR LEAGUE**  
**OF AUSTIN**  
— ★ —

Dear JLA Supporter,

On behalf of The Junior League of Austin, we would like to invite you to participate in our 2019-2020 sponsorship program and help us improve the lives of thousands of children and families throughout our local community. By joining with us you not only increase your company/organization's brand visibility to thousands of potential customers, your organization also receives the benefit of participating in impactful corporate citizenship initiatives.

With your sponsorship, The Junior League of Austin is able to fulfill its mission of promoting voluntarism and developing the potential of women while also supporting the League's signature impact programs Coats for Kids, KICS - Kids In Cool Shoes and FIT - Food In Tummies. Through these programs your sponsorship helps us provide over 30,000 warm winter coats to qualifying children throughout Central Texas and supply weekend nourishment to over 1,000 elementary children in the Del Valle Independent School District.

Sponsorship benefits include logo recognition at events and in printed materials, and access to some of Austin's most fabulous events. Sponsors are also actively promoted year round on our website, through social media posts, in our publications, and through our 2,500 plus members. Please contact us for more information on program benefits. We look forward to partnering with you in 2019!

Sincerely,

*Stefanie Bertram*

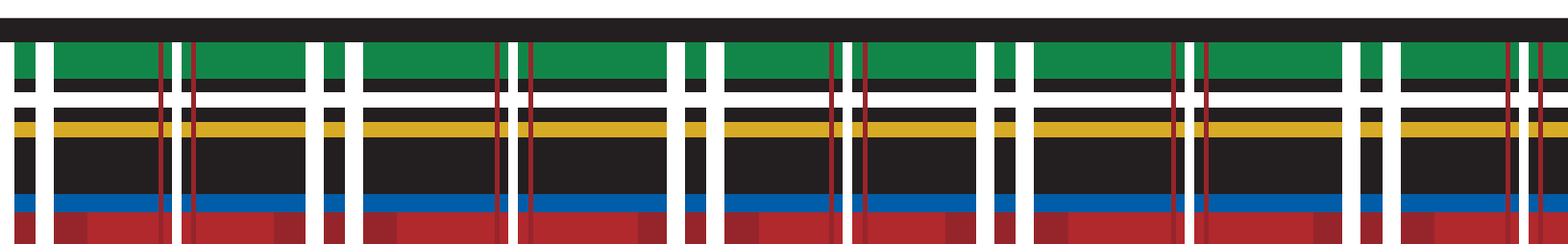
**Stefanie Bertram**

Fund Development Vice President, 2019-2020  
funddevelopmentvp@jlaustin.org

*Courtney Dickey*

**Courtney Dickey**

A Christmas Affair Chair, 2019  
aca@jlaustin.org



# BENEFITS FOR SPONSORSHIP

## *A Christmas Affair 2019*

NOTE THAT WE ARE ONLY ABLE TO HONOR PUBLICATION BENEFITS IF GIFTS ARE RECEIVED BY THE AUGUST 1ST PRINTING DEADLINE

### BENEFACTOR SPONSOR \$35,000

#### MARKET DAY SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- SPONSOR LOGO PRINTED ON MARKET DAY SHOPPING BAGS DISTRIBUTED TO ALL SHOPPERS.
- SPONSOR LOGO WILL APPEAR ON MARKET DAY PASSES.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TWENTY (20) TICKETS TO OPENING NIGHT ON NOVEMBER 20, 2019.
- TEN (10) TICKETS TO BITES & BUBBLES ON NOVEMBER 21, 2019.
- TWENTY-FIVE (25) FOUR-DAY MARKET DAY PASSES.

### CHAMPION SPONSOR \$20,000

#### CHRISTMAS TREE SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE NEAR THE A CHRISTMAS AFFAIR CHRISTMAS TREE ON THE MAIN AISLE FOR ALL FIVE (5) DAYS OF A CHRISTMAS AFFAIR STARTING NOVEMBER 20, 2019 THROUGH NOVEMBER 24, 2019.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TWENTY (20) TICKETS TO OPENING NIGHT ON NOVEMBER 20, 2019.
- TWENTY (20) MARKET DAY PASSES.



# GRAND SPONSOR \$12,500

## OPENING NIGHT SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT THE A CHRISTMAS AFFAIR OPENING NIGHT ON NOVEMBER 20, 2019.
- SPONSOR LOGO WILL APPEAR ON THE OPENING NIGHT TICKETS.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO WILL APPEAR ON PHOTOS TAKEN WITH THE A CHRISTMAS AFFAIR HALO DURING OPENING NIGHT.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- OPPORTUNITY TO PROVIDE COMPANY-BRANDED PARTY FAVORS.
- TEN (10) TICKETS TO OPENING NIGHT.
- TWENTY (20) MARKET DAY PASSES.

## BITES & BUBBLES SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT BITES & BUBBLES ON NOVEMBER 21, 2019.
- SPONSOR LOGO WILL APPEAR ON THE BITES & BUBBLES TICKETS.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO WILL APPEAR ON PHOTOS TAKEN WITH THE A CHRISTMAS AFFAIR HALO DURING BITES & BUBBLES.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- OPPORTUNITY TO PROVIDE COMPANY-BRANDED PARTY FAVORS.
- TEN (10) TICKETS TO BITES & BUBBLES WITH ONE RESERVED OUTDOOR TABLE.
- TWENTY (20) MARKET DAY PASSES.

## GIRLS NIGHT OUT SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT GIRLS NIGHT OUT ON NOVEMBER 21, 2019.
- SPONSOR LOGO WILL APPEAR ON THE GIRLS NIGHT OUT TICKETS.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO WILL APPEAR ON PHOTOS TAKEN WITH THE A CHRISTMAS AFFAIR HALO DURING GIRLS NIGHT OUT.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- OPPORTUNITY TO PROVIDE COMPANY-BRANDED PARTY FAVORS.
- TEN (10) TICKETS TO GIRLS NIGHT OUT.
- TWENTY (20) MARKET DAY PASSES.



A CHRISTMAS AFFAIR 2019

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## CHRISTMAS COCKTAIL SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT CHRISTMAS COCKTAIL ON NOVEMBER 23, 2019.
- SPONSOR LOGO WILL APPEAR ON THE CHRISTMAS COCKTAIL TICKETS.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO WILL APPEAR ON PHOTOS TAKEN WITH THE A CHRISTMAS AFFAIR HALO DURING CHRISTMAS COCKTAIL.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- OPPORTUNITY TO PROVIDE COMPANY-BRANDED PARTY FAVORS.
- TEN (10) TICKETS TO CHRISTMAS COCKTAIL.
- TWENTY (20) MARKET DAY PASSES.

## SUNRISE SIP & SHOP SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT SIP & SHOP ON NOVEMBER 23, 2019.
- SPONSOR LOGO WILL APPEAR ON THE SIP & SHOP TICKETS.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO WILL APPEAR ON PHOTOS TAKEN WITH THE A CHRISTMAS AFFAIR HALO DURING SIP & SHOP.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- OPPORTUNITY TO PROVIDE COMPANY-BRANDED PARTY FAVORS.
- TEN (10) TICKETS TO SIP & SHOP.
- TWENTY (20) MARKET DAY PASSES.

## CHILDREN'S EVENTS SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT ALL FOUR (4) CHILDREN'S EVENTS NOVEMBER 23 - 24, 2019.
- SPONSOR LOGO WILL APPEAR ON THE CHILDREN'S EVENTS TICKETS.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TEN (10) TOTAL TICKETS TO THE CHILDREN'S EVENTS OF YOUR CHOICE.
- TWENTY (20) MARKET DAY PASSES.



## PATRON SPONSOR \$5,000

### MERCHANT LANYARDS SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- LOGO NAME ON ALL LANYARDS WORN BY APPROXIMATELY 500 MERCHANT REPRESENTATIVES THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TWENTY (20) MARKET DAY PASSES *ℳ* THREE (3) OPENING NIGHT TICKETS *ℳ* FOUR (4) BITES & BUBBLES TICKETS.

### BAR SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT ALL BARS (AT LEAST THREE) IN PALMER EVENTS CENTER THE WEEK OF A CHRISTMAS AFFAIR.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- OPPORTUNITY TO PROVIDE COMPANY-BRANDED NAPKINS, MIXERS, AND/OR CUPS AT THE LIBRARY BAR.
- TWENTY (20) MARKET DAY PASSES *ℳ* THREE (3) OPENING NIGHT TICKETS *ℳ* FOUR (4) BITES & BUBBLES TICKETS.

### MERCHANT HOSPITALITY LOUNGE SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT THE MERCHANT HOSPITALITY LOUNGE.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- OPPORTUNITY TO PROVIDE COMPANY-BRANDED NAPKINS AND/OR CUPS IN THE HOSPITALITY LOUNGE.
- TWENTY (20) MARKET DAY PASSES *ℳ* THREE (3) OPENING NIGHT TICKETS *ℳ* FOUR (4) BITES & BUBBLES TICKETS.

### HOMETOWN FOOD COURT SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE IN THE HOMETOWN FOOD COURT LOCATED ON THE WEST PATIO OF PALMER EVENTS CENTER.
- SPONSOR LOGO WILL APPEAR ON THE HOMETOWN FOOD COURT MEAL TICKETS.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TWENTY (20) MARKET DAY PASSES *ℳ* THREE (3) OPENING NIGHT TICKETS OR FOUR (4) BITES & BUBBLES TICKETS.

## COAT & BAG CHECK SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT THE COAT & BAG CHECK LOCATED IN THE FRONT LOBBY OF PALMER EVENTS CENTER.
- SPONSOR LOGO WILL APPEAR ON THE COAT & BAG CHECK TICKETS.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TWENTY (20) MARKET DAY PASSES & THREE (3) OPENING NIGHT TICKETS & FOUR (4) BITES & BUBBLES TICKETS.

## SANTA'S CORNER SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE AT SANTA'S CORNER.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- OPPORTUNITY TO PROVIDE COMPANY-BRANDED FAVORS FOR THE CHILDREN VISITING SANTA.
- TWENTY (20) MARKET DAY PASSES & THREE (3) OPENING NIGHT TICKETS & FOUR (4) BITES & BUBBLES TICKETS.

## SHUTTLE SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- PROMINENT SIGNAGE ON SHUTTLES THAT TRANSPORT SHOPPERS BACK AND FORTH BETWEEN DESIGNATED REMOTE PARKING LOTS TO PALMER EVENTS CENTER.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TWENTY (20) MARKET DAY PASSES & THREE (3) OPENING NIGHT TICKETS & FOUR (4) BITES & BUBBLES TICKETS.

## POSTCARD FROM HOME PHOTO BOOTH SPONSOR

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- MERCHANT LOGO NAME TO APPEAR ON THE INSTAGRAM WALL IN THE BACK LOBBY OF PALMER EVENTS CENTER THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNT WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS.
- TWENTY (20) MARKET DAY PASSES & THREE (3) OPENING NIGHT TICKETS & FOUR (4) BITES & BUBBLES TICKETS.



## PREMIER SPONSOR \$2,500

### MARKET AISLE SPONSOR

- THE OPPORTUNITY TO NAME ONE OF THE SIX AISLES (EXCLUDING THE MAIN AISLE) ON THE MARKET FLOOR AT A CHRISTMAS AFFAIR WITH YOUR CHOSEN HOMETOWN.
- THE HOMETOWN AISLE NAME WILL APPEAR ON THE MARKET MAP IN THE SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG AS WELL AS ON A MARKER ON THE RESPECTIVE AISLE.
- SPONSOR NAME WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR NAME RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- FIFTEEN (15) MARKET DAY PASSES & TWO (2) OPENING NIGHT TICKETS & THREE (3) BITES & BUBBLES TICKETS.

## TRIBUTE SPONSOR \$1,000

### BITES & BUBBLES TABLE SPONSOR

- RESERVED SEATING AT AN OUTSIDE TABLE AT BITES & BUBBLES WITH NAME RECOGNITION.
- SPONSOR NAME WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR NAME RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TEN (10) BITES & BUBBLES TICKETS OR SEVEN (7) OPENING NIGHT TICKETS.

## PARTNER SPONSOR - \$500

### SIP & SHOP TABLE SPONSOR

- RESERVED INDOOR COCKTAIL TABLE AT SUNRISE SIP & SHOP.
- SPONSOR NAME WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR NAME RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- EIGHT (8) FOUR-DAY MARKET DAY PASSES OR THREE (3) SUNRISE SIP & SHOP TICKETS.





## FRIENDS OF A CHRISTMAS AFFAIR \$250

### HOMETOWN FOOD COURT TABLE SPONSOR

- YOUR NAME OF CHOICE ON A MAILBOX CENTERPIECE ON AN OUTSIDE TABLE IN THE HOMETOWN FOOD COURT DURING FOOD COURT HOURS.
- SPONSOR NAME WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR NAME RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- FIVE (5) MARKET DAY PASSES.

*If you have questions about any of the sponsorship opportunities and the benefits, please contact:*

**STEFANIE BERTRAM**, JLA FUND DEVELOPMENT VICE PRESIDENT  
FUNDDEVELOPMENTVP@JLAUSTIN.ORG OR (512) 517-9801

*To complete your sponsorship, visit:*

[HTTP://WWW.JLAUSTIN.ORG/ACASponsorForm](http://www.jlaustin.org/ACASponsorForm)  
OR MAIL YOUR PAYMENT TO THE ADDRESS BELOW  
INDICATING YOUR SPONSORSHIP LEVEL



# BENEFITS FOR IN-KIND SPONSORSHIP

## *A Christmas Affair 2019*

### **TITLE SPONSOR - \$50,000** *of In-Kind Services or Goods*

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- ONE-HUNDRED (100) MARKET DAY PASSES.

### **BENEFACTOR SPONSOR - \$35,000** *of In-Kind Services or Goods*

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- FIFTY (50) MARKET DAY PASSES.

### **CHAMPION SPONSOR - \$20,000** *of In-Kind Services or Goods*

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TWENTY (20) FOUR-DAY MARKET DAY PASSES.

### **GRAND SPONSOR - \$12,500** *of In-Kind Services or Goods*

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- FIFTEEN (15) FOUR-DAY MARKET DAY PASSES.

**PATRON SPONSOR - \$5,000** *of In-Kind Services or Goods*

- NAME RECOGNITION IN THE A CHRISTMAS AFFAIR INVITATION.
- PROMINENT HANGING SIGNAGE INSIDE THE MARKET DURING THE ENTIRE WEEK OF A CHRISTMAS AFFAIR.
- SPONSOR LOGO WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR LOGO RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TWELVE (12) FOUR-DAY MARKET DAY PASSES.

**PREMIER SPONSOR - \$2,500** *of In-Kind Services or Goods*

- SPONSOR NAME WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR NAME RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- TEN (10) FOUR-DAY MARKET DAY PASSES & TWO (2) OPENING NIGHT TICKETS & THREE (3) BITES & BUBBLES TICKETS.

**TRIBUTE SPONSOR - \$1,000** *of In-Kind Services or Goods*

- SPONSOR NAME WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR NAME RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- EIGHT (8) FOUR-DAY MARKET DAY PASSES.

**PARTNER SPONSOR - \$500** *of In-Kind Services or Goods*

- SPONSOR NAME WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR NAME RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- SOCIAL MEDIA RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN FACEBOOK AND INSTAGRAM ACCOUNTS WHICH HAVE APPROXIMATELY 6,300 AND 3,600 FOLLOWERS RESPECTIVELY.
- FIVE (5) FOUR-DAY MARKET DAY PASSES.

**FRIEND OF ACA SPONSOR - \$250** *of In-Kind Services or Goods*

- SPONSOR NAME WILL APPEAR ON THE A CHRISTMAS AFFAIR SHOPPING GUIDE PLACED IN EVERY MARKET DAY SHOPPING BAG.
- SPONSOR NAME RECOGNITION ON THE JUNIOR LEAGUE OF AUSTIN WEBSITE AND IN THE JUNIOR LEAGUE OF AUSTIN'S ELECTRONIC NEWSLETTER SENT TO OVER 2,500 THE JUNIOR LEAGUE OF AUSTIN MEMBERS.
- THREE (3) FOUR-DAY MARKET DAY PASSES.



STEFANIE BERTRAM, JLA FUND DEVELOPMENT VICE PRESIDENT

C/O THE JUNIOR LEAGUE OF AUSTIN | 5416 PARKCREST DRIVE, SUITE 100, AUSTIN, TX 78731