

THERE ARE **REAL PEOPLE**

WITH **REAL NEEDS**

AND WE NEED **REAL HELP...**

to make

REAL CHANGE

Please join us to make real change in the Lowcountry.



JUNIOR LEAGUE OF
CHARLESTON

PARTNER WITH US

First, we train women personally and professionally. Then, we provide opportunities for them to roll up their sleeves and use that training. Next, we raise money to tackle the challenges facing those less fortunate in the Lowcountry.

We may be a non-profit, but we think in business terms!

Like you, we want to recruit and retain the best workers. Our workers are 1,000+ trained volunteers. Our volunteers are parents, teachers, doctors, CEOs, bankers, business owners and more. Many of our volunteers serve additional community boards, and we are proud of the ripple effect our organization has created.

Like you, we are concerned with our return on investment. We want every dollar invested in our organization to produce results with real impact. The Junior League pairs its donations to our fellow non-profit community partners, with trained volunteers. Our volunteer hours double the rate of return.

And like you, we want to see our local community grow and flourish. Last year, our volunteers spent 3,500 hours working in our community, and we invested tens of thousands of dollars into our community partners. We've worked in Charleston for more than 90 years, and we will continue to work to build a better community.

Please join our team and partner with us! Make your annual sponsorship gift to the Junior League of Charleston today. We look forward to collaborating with you and celebrating your gift throughout the year.

Since we are a 501c3 non-profit organization, your contributions are tax deductible. We will gladly provide a receipt for your contribution.

Sincerely,

Junior League of Charleston, Inc.



The Junior League of Charleston, Inc.
51 Folly Road
Charleston, SC 29407

Ph: 843.763.5284
Fx: 843.763.1626

www.jlcharleston.org

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WHO?

Since 1923, the Junior League of Charleston, Inc. (JLC) has served as an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. We have more than 1,000 members committed to this mission. Our value lies in the synergy these women create when working together to make a difference.

WHAT?

For more than 90 years, with the support of our corporate sponsors, the JLC has made an immense impact! Together we have contributed more than \$2.5 million to the greater Charleston community. We have a long history of identifying unmet community needs and creating projects to address them: Dee Norton Lowcountry Children's Center, Junior League School of Speech & Hearing Center, Kids in the Kitchen, Child Advocate Task Force, and Roper Hospital Auxiliary. In addition, we team up annually with non-profits to support and staff their signature projects.

HOW?

The success of our organization depends most heavily on its members' commitment to voluntarism. We also host two major fundraisers. **Whale of a Sale**, now in its fifth decade, is Charleston's largest indoor garage sale where thousands of shoppers can purchase gently used necessities. **Night at the Races**, Charleston's premier Kentucky Derby Gala, takes place in May and features live race coverage, live music, and a silent and live auction. Your support through sponsorship and attendance will help us reach our fundraising goals and further invest in our community.



we are **women building better communities.**

Wells Fargo is pleased to partner with and support the Junior League of Charleston because of not only its current programs to combat hunger and homelessness, but its history of leadership in our community. The League provides excellent leadership training to women who seek to excel in the business or not-for-profit community. We are proud to have many of our teammates at Wells Fargo involved in the League in various leadership and volunteer positions.

Len Hutchison, Charleston Market President

WHY?

To make a difference. It takes a smart idea and a community of people to get behind it. That community is the JLC! We invite you to join us in the fight to help those in need in the Lowcountry. Please take a moment to review the sponsor level outline and decide your level of commitment. With your support, we can strengthen our dedication to our community.

The Facts: Real People with Real Needs.

*Do you know where you will rest
your head at night?*

**6,035 PEOPLE IN SC
ARE HOMELESS**

1026
are children

405
are under the
age of 5



27%



1 IN 5

people in Charleston County are at or below
the national poverty level
(1 in 7 for Berkeley County and 1 in 8 for
Dorchester County)



of SC homeless
population are
families

*Do you know where your next
meal is coming from?*

807, 960

people in SC are Food Insecure



**28% are
children**

*Are you safe?
Are your children safe?*

3,116 people
are living in places
not suitable for
habitation






SOCIAL MEDIA


let's get social **to help make** **real change** in the lowcountry

Word spreads quickly. Photos are shared and commented on. Experiences are tweeted and retweeted. Stories touch the community of the good and necessary work, that your investment helps to fund!

Fundraising events are promoted heavily through these same channels, ensuring we'll draw support, as well as new and varied audiences.

Every day the JLC gains more attention on social media, affirming the value of our involvement and your investment!

 [juniorleaguechs](#)

 [juniorleagueofcharleston](#)

 [jlcharleston](#)

Instagram

500+
followers



Twitter
600+
followers



Facebook
1,800+
"likes"



SPONSOR LEVELS & BENEFITS

Thank you for your support of the Junior League of Charleston! As our way of thanking you for your generous support, we would like to celebrate you throughout the year.



PRESENTING PARTNER (\$20,000)

Event Benefits

- + 16 Night at the Races tickets
- + 16 Whale of Sale Sponsor Splash tickets
- + 2 reserved tables at Night at the Races
- + Sponsor swag bag at Night at the Races

Recognition

- + TV/Radio Spots
- + Ad space in *Cobblestones* (JLC magazine)
- + Announcement at all JLC events
- + Logo/Name recognition at all JLC events
- + Logo/Name in event press releases
- + Logo/Name in event promotional materials
- + Logo/Name in end-of-the-year thank you ad in newspaper and *Cobblestones*
- + JLC Social Media/Website/League Notes (JLC e-newsletter)

DIAMOND SPONSOR (\$15,000-\$19,999)

Event Benefits

- + 16 Night at the Races tickets
- + 16 Whale of Sale Sponsor Splash tickets
- + 2 reserved tables at Night at the Races
- + Sponsor swag bag at Night at the Races

Recognition

- + Ad space in *Cobblestones* (JLC magazine)
- + Announcement at all JLC events
- + Logo/Name recognition at all JLC events
- + Logo/Name in event press releases
- + Logo/Name in event promotional materials
- + Logo/Name in end-of-the-year thank you ad in newspaper and *Cobblestones*
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JUNIOR LEAGUE OF CHARLESTON

PLATINUM SPONSOR (\$10,000-\$14,999)

Event Benefits

- + 8 Night at the Races tickets
- + 10 Whale of Sale Sponsor Splash tickets
- + 1 reserved table at Night at the Races
- + Sponsor swag bag at Night at the Races

Recognition

- + Announcement at all JLC events
- + Logo/Name recognition at all JLC events
- + Logo/Name in event press releases
- + Logo/Name in event promotional materials
- + Logo/Name in end-of-the-year thank you ad in newspaper and *Cobblestones*
- + JLC Social Media/Website/League Notes (JLC e-newsletter)

GOLD SPONSOR (\$5,000-\$9,999)

Event Benefits

- + 8 Night at the Races tickets
- + 10 Whale of Sale Sponsor Splash tickets
- + 1 reserved table at Night at the Races
- + Sponsor swag bag at Night at the Races

Recognition

- + Logo/Name recognition at all JLC events
- + Logo/Name in event press releases
- + Logo/Name in event promotional materials
- + Logo/Name in end-of-the-year thank you ad in newspaper and *Cobblestones*
- + JLC Social Media/Website/League Notes (JLC e-newsletter)



Tracy Blanchard
Big T Coastal Provisions, Owner;
Junior League of Charleston Past President

"The League helped me to discover and develop skills that I never knew I had. These skills have helped in every aspect of my life. The Junior League of Charleston is a positive experience for women on so many levels. The result is a group of highly trained volunteers who make our community even stronger."

SILVER SPONSOR (\$2,500-\$4,999)

Event Benefits

- + 8 Night at the Races tickets
- + 8 Whale of Sale Sponsor Splash tickets
- + 1 reserved table at Night at the Races
- + Sponsor swag bag at Night at the Races

Recognition

- + Logo/Name recognition at all JLC events
- + Logo/Name in event press releases
- + Logo/Name in event promotional materials
- + Logo/Name in end-of-the-year thank you ad in newspaper and *Cobblestones*
- + JLC Social Media/Website/League Notes (JLC e-newsletter)

BRONZE SPONSOR (\$1,000-\$2,499)

Event Benefits

- + 4 Night at the Races tickets
- + 4 Whale of Sale Sponsor Splash tickets
- + Available seating at Night at Races
- + Sponsor swag bag at Night at the Races

Recognition

- + Logo/Name recognition at all JLC events
- + Logo/Name in event press releases
- + Logo/Name in event promotional materials
- + Logo/Name in end-of-the-year thank you ad in newspaper and *Cobblestones*
- + JLC Social Media/Website/League Notes (JLC e-newsletter)



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JUNIOR LEAGUE OF CHARLESTON

CONTRIBUTOR SPONSOR (\$500-\$999)

Event Benefits

- + 2 Night at the Races tickets
- + 2 Whale of Sale Sponsor Splash tickets
- + Available seating at Night at Races

Recognition

- + Logo/Name recognition at all JLC events
- + Logo/Name in event press releases
- + Logo/Name in event promotional materials
- + Logo/Name in end-of-the-year thank you ad in newspaper and *Cobblestones*
- + JLC Social Media/Website/League Notes (JLC e-newsletter)

FRIEND SPONSOR (\$250-\$499)

Event Benefits

- + Choice of 2 Night at the Races tickets or 2 Whale of Sale Sponsor Splash tickets
- + Available seating at Night at Races

Event Recognition

- + Logo/Name recognition at all JLC events
- + Logo/Name in event press releases
- + Logo/Name in event promotional materials
- + Logo/Name in end-of-the-year thank you ad in newspaper and *Cobblestones*
- + JLC Social Media/Website/League Notes (JLC e-newsletter)

Breakdown of Benefits

	PRESENTING PARTNER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	CONTRIBUTOR	FRIEND
CONTRIBUTION AMOUNT	\$20K	\$15K	\$10K	\$5K	\$2500	\$1000	\$500	\$250
ONGOING BENEFITS								
Night at the Races Tickets	16	16	8	8	8	4	2	2 OR
Whale of a Sale Tickets	16	16	10	10	8	4	2	2
Night at the Races Reserved Table	2	2	1	1	1			
Night at the Races VIP Swag Bags	☑	☑	☑	☑	☑	☑		
TV/Radio Spots	☑							
<i>Cobblestones</i> Ad (JLC Magazine)	☑	☑						
Announcement at All JLC Events	☑	☑	☑					
Logo/Name Recognition at All JLC Events	☑	☑	☑	☑	☑	☑	☑	☑
Logo/Name in Event Press Releases	☑	☑	☑	☑	☑	☑	☑	☑
Logo/Name in Event Promotional Material	☑	☑	☑	☑	☑	☑	☑	☑
End-of-the-Year Thank You in Newspaper and <i>Cobblestones</i>	☑	☑	☑	☑	☑	☑	☑	☑
JLC Social Media/Website/League Notes (JLC e-newsletter)	☑	☑	☑	☑	☑	☑	☑	☑

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JUNIOR LEAGUE OF CHARLESTON



JUNIOR LEAGUE OF
CHARLESTON

Sponsorship Investment Form

CONTACT INFORMATION

Name:

Address:

City, State, Zip

Telephone #: E-Mail:

SPONSORSHIP INVESTMENT LEVEL (CHECK ONE)

- | | |
|---|--|
| <input type="checkbox"/> Presenting Partner..... \$20,000 | <input type="checkbox"/> Bronze Sponsor \$1,000 - \$2,499 |
| <input type="checkbox"/> Diamond Sponsor \$15,000 - \$19,999 | <input type="checkbox"/> Contributor Sponsor \$500 - \$999 |
| <input type="checkbox"/> Platinum Sponsor \$10,000 - \$14,999 | <input type="checkbox"/> Friend Sponsor \$250 - \$499 |
| <input type="checkbox"/> Gold Sponsor \$5,000 - \$9,999 | <input type="checkbox"/> Other Amount: <input type="text"/> |
| <input type="checkbox"/> Silver Sponsor \$2,500 - \$4,999 | <input type="checkbox"/> In-Kind Donation
(Please specify) <input type="text"/> |

Please complete and return this form and your donation information in an enclosed envelope to the Junior League of Charleston by mail, drop off at our office, or via fax.

If you have any questions, please contact the Junior League of Charleston (843) 763-5284 or office@jlcharleston.org.

The Junior League of Charleston, Inc.

51 Folly Road
Charleston, SC 29407

Ph: 843.763.5284
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you can help.

WON'T YOU JOIN US?



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