



**THE JUNIOR LEAGUE**

# **SPONSORSHIP GUIDE**

**2024 - 2025**

**PARTNERSHIPS | EVENTS | MARKETING**

**THE ASSOCIATION OF JUNIOR  
LEAGUES INTERNATIONAL, INC.**

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# INTRODUCTION

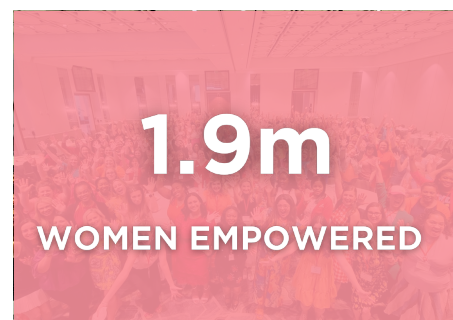
Welcome to the annual sponsorship guide of the Association of Junior Leagues International (AJLI). Our organization comprises dedicated women who are committed to advancing women's leadership for meaningful community impact through volunteer action, collaboration, and training. With a rich history spanning over a century, The Junior League has left an indelible legacy, with women around the world serving as catalysts for enduring community change.

Today, our League members continue this legacy by actively addressing society's most challenging and critical issues. We are at the forefront of creating positive transformations that enhance our civil society's social, cultural, and political fabric.

Through our collective efforts, the Junior League has achieved tangible results, comprising over **113,000 women across 298 communities** in the United States, the United Kingdom, Canada, London, Kenya, and Mexico. We have built a repository of successful initiatives and earned a reputation as thoughtful and influential change agents dedicated to the public good.

If you seek opportunities to connect with Junior League members throughout the year, we invite you to explore the various sponsorship, exhibiting, and advertising options. You can gain valuable exposure and engage with our passionate and influential network of women leaders by partnering with us.

Join us in making a difference and becoming part of a community committed to creating lasting change. Together, we can shape a brighter future for all!





# LEADERSHIP PROGRAMS

## **ADVOCACY & LEADERSHIP INSTITUTE (ALI)** **November 8-11, 2024 Chicago, IL**

The Junior League, from its earliest days, has understood the importance of advocacy in its commitment to supporting women to be effective civic leaders and championing the importance of women's voices at the table. The goal of the Institute is to lay the groundwork for effective advocacy. From knowing how our systems work to building compelling public awareness campaigns to understanding effective lobbying techniques, participants will have the tools and knowledge they need to be advocates.

## **EXECUTIVE TRAINING INSTITUTE** **(formerly known as Winter Leadership Forum)** **February 21-23, 2025, in San Diego, CA**

The Executive Training Institute is a conference dedicated to personal development and organizational growth for incoming League leadership. This program provides essential training for incoming League Presidents and Executive Vice Presidents, equipping them with the knowledge and skills needed to excel in their roles. Participants will receive comprehensive training on board leadership, develop key management skills as they transition from Member to Leader, and build connections with peers in similar roles across the Association.

## **ANNUAL CONFERENCE** **May 27-29, 2025, in Orlando, FL**

The Annual Conference is the Junior League's flagship event, serving as the highlight of each year. This not-to-be-missed event brings together over 700 women and offers a blend of learning, business, enrichment, and excitement. Throughout the year, our members receive ongoing communication about the Annual Conference. By sponsoring this event, you play an essential role in creating an immersive, multi-day experience. Additionally, attendees will bring back stories, materials, and merchandise, extending the event's reach.

# SPONSORSHIP LEVELS



## SPONSORSHIP LEVELS MAY INCLUDE:

BENEFITS CONFERENCES AND PROGRAMS	PLATINUM \$15,000+	GOLD \$10,000	SILVER \$5,000	BRONZE \$1,500	SUPPORTING \$500
Stage time with attendees at specific programs at which the partnership is being recognized	●				
A complimentary table in our Conference Exhibit Showcase for the duration of the Conference (if applicable)	●	●			
VIP Seating at meal of choice (up to 8 attendees) and General Session (up to 1 row)	●				
Sponsorship of opening keynote speaker or opening reception at event	●	●			
Custom message from the sponsor in post-webinar email (subject to approval from AJLI)	●	●			
Eligibility to sponsor a major speaker at the event or speak as a featured speaker <i>Note: Featured speaker opportunity only if a speaking session needs to be filled</i>	●	●	●		
Invitation to Attend and 2 complimentary registration for event	●	●	●	●	
Opportunity for Recognition at Selected Conference/ Program (as detailed within the Programs Support section)	●	●	●	●	●
Prominent identification in all Conference materials, including the registration materials, conference program, and on-screen credit and acknowledgment as underwriter of the program	●	●	●	●	●
Inclusion of materials in the Conference tote, if desired and appropriate	●	●	●	●	●

# SPONSORSHIP LEVELS

## CONTINUED

### PLATINUM LEVEL SUPPORT OPPORTUNITIES

- **Exclusive Sponsor of both ALI & Executive Leadership (\$20,000)**
  - You would be the named sponsor of both events for the year.
- **Opening Keynote at the Annual Conference (\$18,500)**
  - The Opening Keynote helps set the tone of the conference. Our most recent keynote speaker was Sallie Krawcheck, CEO and Co-Founder of Ellevest.
- **The Welcome Reception at the Annual Conference (\$17,000)**
  - Immediately following the opening keynote speaker, the reception welcomes all Annual Conference attendees and highlights the local city or community. The supporter of this event is able to increase branding and visibility, interact with attendees, and, most importantly, let attendees know you are there.
- **Wi-Fi for Annual Conference (\$15,000)**
  - Attendees are able to enjoy complimentary wireless internet in meeting rooms and common areas throughout the event. The sponsor brand/logo will appear on the Wi-Fi landing page, and a business-sized card with Wi-Fi login information will be provided to each attendee at registration.

### GOLD LEVEL SPONSORSHIP OPPORTUNITIES

- **AJLI Awards Dinner at Annual Conference (\$14,000)**
  - As the pinnacle event of the Annual Conference, the Awards Dinner is a highly regarded occasion where league members gather to celebrate outstanding achievements and recognize exceptional individuals. By sponsoring and hosting this memorable event, companies gain prominent visibility and recognition among league members, positioning themselves as supporters of philanthropy and community impact.
- **Exclusive Sponsor of the Marketplace at the Annual Conference (\$12,500)**
  - The Junior League Marketplace is a vibrant two-day event that serves as the buzzworthy centerpiece of the Annual Conference. League members can shop and explore diverse local and national companies while learning about exclusive member benefits from vendors. With coffee and snack breaks providing opportunities for relaxation and networking, league members can connect with one another, exchange ideas, and forge valuable relationships.
- **The Welcome Reception at both ALI & Executive Leadership (\$10,000)**
  - This fun and festive event, open to all attendees, formally welcomes our members to the event. This themed event includes hors d'oeuvres, drinks, and entertainment. Sponsorship includes a space for company materials and public recognition during the event.



# SPONSORSHIP LEVELS

CONTINUED

## SILVER LEVEL SPONSORSHIP OPPORTUNITIES

- **Leadership Recognition Breakfast at Annual Conference (\$9,000)**
  - Every year, we host a full breakfast for the Outgoing Presidents and a simultaneous breakfast for the Incoming Presidents. These breakfasts are meaningful to the League leaders, who are recognized for their contributions or saluted as they begin their year.
- **Conference Wi-Fi at ALI & Executive Leadership (\$7,500) (2 opportunities)**
  - Attendees are able to enjoy complimentary wireless internet in meeting rooms and throughout the event. Sponsor brand/logo will appear on the Wi-Fi landing page, and a business-sized card with Wi-Fi login information will be provided to each attendee at registration.
- **Annual Conference Tote Bag (\$5,000)**
  - The AJLI Tote Bag is a conference tradition. Your company will receive maximum exposure on the side of all attendee tote bags. These bags are carried and used during the conference, at home, or at the office.

## BRONZE LEVEL SPONSORSHIP OPPORTUNITIES

- **Coffee & Snack Breaks at ALI or Executive Leadership (\$3,500)**
  - Your support will provide a beverage experience in the Registration lounge. There will be delicious snacks and coffee offerings in the registration area (or the Marketplace). Creating snack stations will be an area for unscripted and informal networking conversations.
  - There are two (2) opportunities for this sponsorship, one (1) for either the Annual Conference or one (1) for ALI or Executive Leadership
- **Vendor/ Partner Spotlight at Annual Conference, ALI or Executive Leadership (\$5,000)**
  - You will have the opportunity to address the audience for 2-5 minutes and share your product or service.
- **Photobooth (\$2,000) (3 opportunities)**
  - Design your own photo template (Date of Conference & AJLI logo must be included) for the event. Your logo on a Green screen or design on the background.
- **Conference Registration Area at ALI & Executive Leadership (\$1,500)**
  - By being the exclusive registration area sponsor, all attendees will not only see your brand upon check-in (check-in flyers, signage, floor decals, etc.) they will also receive a promotional item (ex. postcard for giveaway).

## SUPPORTING LEVEL OPPORTUNITIES

- **Lanyards (\$1,250)**
  - What better way to leave an impression than to see attendees wearing your name or logo? Name badge lanyards are worn around each attendee's neck to gain access to sessions.
- **Pens (\$1,000)**
  - Throughout each event, attendees will need to take notes in educational sessions and networking meetings. Provide 2,000 branded pens to be used throughout the conference season. Production & shipping are not included.
- **Program Book Ad (\$500)**
  - The program book is distributed to those attendees who request a printed copy. Based on attendee feedback and sustainability, we provide 250 printed books to our in-person attendees.

## MARKETPLACE EXHIBITION (\$1,000)

The Annual Conference is the premier annual event for League leadership to gather for education seminars, networking, product, and on-site shopping. The Marketplace is a 2-day tradeshow with networking and entertainment opportunities.

### A Booth in the Marketplace includes:

- One (1) booth staffer registration and the opportunity to purchase up to three additional registrations
- Pre- and post-event attendee email list
- Listing in Exhibitor Directory, including a 25-word description
- Ability to link to your company website off our conference website

# BUSINESS PARTNERSHIPS

## ADVERTISING

As the largest women's training organization, you will have direct access to women who are influencers in their communities. You will instantly reach thousands of potential new customers by advertising with us. Our online and social media platforms have recently been refreshed to expand our reach. Combined with our monthly emails and quarterly magazine, you can reach every member in minutes.

## MAGAZINE

The JL magazine is a digital publication distributed to all 112,000+ members and friends of the League. It features the work of Junior League members from across the association and provides articles to assist general members in their League work. The editorial topics cover personal development, marketing, advocacy, fund development, member recruitment/retention, and more. The magazine also highlights sponsors, donors, and community partners.

- \$10,000 per year- full-page ad and recurring article (occurs 3x a year)
- \$7,000 per year- full-page ad and full-page article highlight (occurs once a year)
- \$5,000 per year- full-page ad only
- \$2,500 per year- half-page ad only
- \$1,500 per year- quarter-page ad only
- Extra \$500 for internal design, to be charged each time

## MONTHLY EMAILS

AJLI's e-newsletter is an excellent way to reach our entire membership on a monthly basis. We offer advertising placement in the right-hand column and lower banner placement in our monthly newsletter.

- \$2,500 for six (6) emails in 12 months; or \$500 for each month.





# HOW TO GET INVOLVED?

## SPONSORSHIPS

Sponsorship levels range from the Platinum Level (\$20,000) to a Program Book ad (\$500). Each level includes many event-related and marketing benefits and recognition. Sponsorship opportunities may be tailored, and we are open to discussing customized packages that align with your specific needs and budget.

## IN-KIND AND UNDERWRITING OPPORTUNITIES

Donors can contribute through in-kind donations or underwriting specific costs, such as spirits, entertainment, signage, table or event décor, and more. Each in-kind and underwriting sponsor will receive benefits detailed in this brochure, including recognition in the event slideshow, logo placement on the event website and printed materials, and mentions in social media posts.

## SILENT AUCTION AND RAFFLE DONATIONS

Donations of silent auction or raffle items are greatly appreciated and may be submitted by emailing [Development@ajli.org](mailto:Development@ajli.org). All silent auction items are listed on our event website and will be made available to all event attendees and our general membership. Please note that AJLI reserves the right to bundle silent auction or raffle items under \$50 in value.

## ANNUAL CONFERENCE SWAG BAG CONTRIBUTIONS

A donor may contribute the bag itself and/or items to be included in the swag bag for the Annual Conference. Swag bags will be distributed to all 700+ attendees.

# THANK YOU TO PAST SPONSORS

We would like to thank last year's sponsors and vendors for helping to make our events a success.

**AMBA | Campus Culture | Golden Lily | Greek Yearbook | Kendra Scott | Little Green Light  
New Orleans & Co. | The Cotton Sisters | United Way of Pierce County**





# SPONSORSHIP ELIGIBILITY

AJLI seeks nonprofit and corporate support for activities related to programs and initiatives that align with AJLI's mission and strategic priorities. We reserve the right to reject any sponsorship or application that is inconsistent with our organization's mission and activities. Sponsorship will only be accepted if it does not pose a conflict of interest or impact our ethical and professional standards and mission. We further reserve the right to negotiate any aspect of a proposed sponsorship and to decline sponsorship as deemed necessary.

Please note that the prices listed in this sponsorship guide are negotiable. We understand that each sponsorship opportunity is unique, and we are open to discussing customized packages that align with your specific needs and budget. Feel free to contact us to explore mutually beneficial arrangements that can provide maximum value for your support.

If you have any questions or would like to proceed with a sponsorship opportunity, please contact

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