



## THE JUNIOR LEAGUE OF HAMPTON ROADS

*Women building better communities®*

### Our Mission

The Junior League of Hampton Roads, Inc. is 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. Its purpose is exclusively educational and charitable.

### Our Vision

The Junior League: Women Around the World as Catalysts for Lasting Community Change.

The Junior League of Hampton Roads, Inc. is a 501(c)(3) nonprofit organization.



## 2020-2021

## Sponsorship Opportunities

Learn More

[www.jlhr.org](http://www.jlhr.org)



For Inquiries

[volunteer@jlhr.org](mailto:volunteer@jlhr.org)  
(757) 873-0281



# Leadership + Service

For over 65 years, the Junior League of Hampton Roads has been training our members to become community leaders.

Today, we have 80 members who are selflessly committed to our mission-based programs.

The JLHR is a 501(c)(3) nonprofit organization.



"VOLUNTEERS ARE  
*love*  
*in motion.*"

- unknown

## Triple Your Impact

The Junior League's unique model allows us to continuously train volunteers and woman leaders to triple the impact our donors' dollars make in the community.

**Your sponsorship dollars  
train leaders, contribute to the future  
success of our community, and make  
real-time improvements to  
Hampton Roads.**

The JLHR's partnerships with high-quality nonprofit organizations, such as the Virginia Peninsula Foodbank and the Housing Development Corporation of Hampton Roads, allow us to maximize our volunteers' community work.





WE CAN DO  
*Virtually*  
ANYTHING!

## What is a virtual race?

A virtual race is a race you can run at any location, at your pace, outside or on a treadmill, alone or with a group of friends. Participants run their own race, supporting a great cause and receiving a finisher medal and awesome swag!

## Why sponsor the JLHR Jingle Jog?

Aside from the excellent reasons to support the work of the JLHR, sponsors can expect promotion through event posts, social media, our website, race packets, and swag!

# JLHR JINGLE JOG

**5K RACE**

**DEC 5 - 12, 2020**







## Platinum | \$1,000

- Listing as Presenting Sponsor of 5k & largest sponsor logo on race t-shirt (limit of 1 sponsor)
- Premier logo placement on digital & print materials, including race t-shirt
- Social media spotlighting
- Promo materials in race packets
- 10 complimentary race entries

## Silver | \$500

- 3rd most prominent logo placement on some digital and print materials
- Logo on race t-shirt
- Social media recognition
- Promo materials in race packets
- 3 complimentary race entries

## Gold | \$750

- Listing as Presenting Sponsor of 1mi Fun Run
- 2nd most prominent logo placement on most digital and print materials
- Logo on race t-shirt
- Social media spotlighting
- Promo materials in race packets
- 5 complimentary race entries

## Bronze | \$250

- Logo on race t-shirt
- Sponsor name listed on website and digital materials
- Social media recognition
- Promo materials in race packets
- 1 complimentary race entry

\*\*Sponsor logos on race t-shirt is limited to first 12 sponsors \*\*

"THE GREATNESS  
OF A  
*community*  
IS MOST  
ACCURATELY  
MEASURED BY THE  
COMPASSIONATE  
*action*  
OF ITS MEMBERS."

- Coretta Scott King



# TICKET TO *Tour!*

## What is a Tour of Trucks?

Tour of Trucks is an inaugural event, drawing on the JLHR's 8 years of experience hosting Touch a Truck. Held at Langley Speedway, attendees will drive through an interactive tour of various trucks, racecars, heavy equipment and other massive mobile machines that will delight the young and the young at heart!

## Why sponsor the JLHR Tour of Trucks?

Aside from the excellent reasons to support the JLHR, sponsors can expect promotion through social media posts, our website, event program ads, banners, and more!



# *Tour of Trucks*

**PRESENTED BY JLHR AND LANGLEY SPEEDWAY**  
**APRIL 18, 2021**





## Platinum

\$2,500 or Vehicle + \$1,000

- Premier logo placement on digital & print materials
- Social media spotlighting
- Full page ad on event program
- Display banner at event
- 4 complimentary vehicle admission tickets

## Gold

\$1,000 or Vehicle + \$500

- 2nd most prominent logo placement on most digital and print materials
- Social media spotlighting
- 1/2 page ad on event program
- Display banner at event
- 3 complimentary vehicle admission tickets

## Silver

\$500 or Vehicle + \$250

- 3rd most prominent logo placement on some digital and print materials
- Social media recognition
- 1/4 page ad on event program
- 2 complimentary vehicle admission tickets

## Bronze

\$250 or Vehicle + \$100

- Sponsor name listed on website and digital materials
- Social media recognition
- 1/8 page ad on event program
- 1 complimentary vehicle admission ticket

\*\*Nonprofit or government agencies providing a vehicle without a monetary donation will be listed as Bronze level sponsors. \*\*

"WHAT YOU DO  
MAKES A  
*difference*  
AND YOU HAVE  
TO DECIDE  
WHAT  
DIFFERENCE  
*you*  
WANT TO MAKE.

*- Jane Goodall*



TO THE  
*Max!*

## Why choose an annual sponsorship?

Maximize your sponsorship dollars by becoming an annual sponsor!

Annual sponsors can enjoy benefits from both large JLHR fundraisers, as well as other opportunities with JLHR members.

## Who will my sponsorship reach?

The JLHR has over 80 members who actively participate in JLHR events, meetings, and community work. We also have over 250 sustaining members who receive frequent communication.



**JLHR**  
**ANNUAL SPONSORSHIP**  
**THRU MAY 31, 2021**





## Platinum | \$5,000

- All Jingle Jog Platinum benefits
- All Tour of Trucks Platinum benefits
- Sponsor mention in all press releases
- Sponsor spotlighting on JLHR website and monthly membership emails
- Opportunity to reach over 300 members through video and other digital media
- 10 complimentary JLHR cookbooks
- Opportunity to collaborate to create JLHR/sponsor community project
- Opportunity to provide training or speak at a membership meeting

## Gold | \$3,000

- All Jingle Jog Gold benefits
- All Tour of Trucks Gold benefits
- Sponsor mention in press releases
- Sponsor spotlighting on monthly membership emails and JLHR website
- Opportunity to reach over 300 members digitally
- 5 complimentary JLHR cookbooks
- Opportunity to collaborate on employee volunteering with the JLHR
- Opportunity to collaborate on short training for JLHR members

## Silver | \$2,000

- All Jingle Jog Silver benefits
- All Tour of Trucks Silver benefits
- Sponsor spotlighting on JLHR internal communications and recognition on website
- Opportunity to reach over 300 members digitally
- 3 complimentary JLHR cookbooks

## Bronze | \$1,000

- All Jingle Jog Bronze benefits
- All Tour of Trucks Bronze benefits
- Recognition on JLHR website
- 1 complimentary JLHR cookbook

"ACT AS IF WHAT  
YOU DO MAKES A  
*difference.*  
IT DOES."

*- William James*