SPONSORSHIP PROGRAM OVERVIEW
2020-2021
DEAR COMMUNITY PARTNER,

On behalf of the Junior League of Minneapolis (JLM), we would like to thank you for considering sponsorship of our organization. Through the generous support of sponsors, we're able to drive our mission, impact, and efforts forward each year.

For 97 years and counting, the Junior League has been the driving force behind initiatives and institutions that make our community a healthier, more vital place to live. JLM is comprised of more than 500 visionary women who are agents of change within the Minneapolis community, contributing more than 20,000 hours of service each year. Our members possess a spirit of social concern and community action.

From supporting arts and education to helping at-risk children to encouraging women in leadership, the JLM has created and participated in a wide variety of projects throughout our history. Today, JLM focuses its volunteer and advocacy efforts on the opportunity gap; specifically, projects that ensure Minneapolis children have access to the support they need to thrive. Through hands-on voluntarism, members acquire new skills, serve as mentors, better understand our community’s needs, and become leaders in their workplaces and in other nonprofit organizations.

We offer unique opportunities for personal growth through leadership development and training, community service, and lifelong connections. By welcoming all women, our organization thrives through its membership’s diverse backgrounds, interests, and experiences.

In the following pages, we invite you to learn more about our members, community projects, and how to meaningfully connect with JLM members through sponsorship opportunities. **Did you know that 91% of global consumers are likely to switch brands to one associated with a good cause? Let's partner to do good - together!**

Junior League of Minneapolis
4500 Park Glen RoadSuite 180Minneapolis, MN 55416
corporatesponsorship@jlminneapolis.org
THE LEAGUE AT A GLANCE

THE JUNIOR LEAGUE OF MINNEAPOLIS

The mission of the Junior League of Minneapolis (JLM) is to promote voluntarism and develop the potential of women. Established in 1923, the JLM provides its members with opportunities to acquire new skills, better understand our community’s needs, and become leaders in their workplaces and in other nonprofit organizations. The JLM is a 501(c)(3) nonprofit organization.

OUR MEMBERS

Our members represent a wide range of backgrounds, interests, and professional pursuits. Our 500+ members are connected influencers in the Twin Cities.

- 82% Work full time
- 98% Have a bachelor’s degree
- 40% Have a master’s or doctorate degree
- 57% Are married
- 67% Own a home
WHO WE ARE

OUR MISSION

The Junior League of Minneapolis 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


OUR COMMUNITY IMPACT

Since our inception in 1923, the Junior League of Minneapolis has worked to fulfill the mission of improving the community through the actions and leadership of trained volunteers, developing the potential of women and promoting voluntarism. Junior League members, reflecting a wide range of backgrounds, interests, and professional pursuits, work together to identify unmet needs, forge effective coalitions, and work for change. It is a diverse group of dedicated women working to make Minneapolis a better place for all of its citizens.

Time and time again, the Junior League is among the first organizations to tackle a community’s biggest challenges. With more than 500 members, the Junior League of Minneapolis makes a measurable, positive impact in the community.

Through voluntarism, the Junior League of Minneapolis enables members to acquire new skills, serve as mentors, better understand our community’s needs, and become leaders in their workplaces and in other nonprofit organizations. The Junior League of Minneapolis and its highly-trained members are the cornerstones to our thriving nonprofit and professional communities.
Established in 1923 by a small group of women, the Junior League of Minneapolis is a volunteer organization committed to the philosophy of community service. This spirit of social concern and community action prevails throughout our history. While the issues and our society may have changed significantly since our inaugural year, the commitment and dedication of the women who volunteer in the Junior League of Minneapolis has remained the same.

In our more than 97 years of service, our history has remained rich and our impact in the community is meaningful. The community projects established by the Junior League of Minneapolis have been diverse and far-reaching. Please visit our historical list of projects to learn more about the breadth of our community impact.

Here are a few of our many projects within the Minneapolis community over the years:
OUR CURRENT COMMUNITY PROJECTS

Our community projects are focused on addressing the underlying issues that contribute to the Twin Cities opportunity gap, one of the worst in the nation. Specifically, we address the literacy gap with our Between the Lines and 30 Million Words projects and reduce the STEM (Science, Technology, Engineering, Mathematics) literacy gap with our H.O.M.E.S. (Hands-on Math, Engineering and Science) project. We support non-profit partners & past projects in our local community who are also working to narrow the opportunity gap with our Helping Hands service.

30 Million Words
Close the gap in number of words (30 million words, by age 4) heard by low-income children, increase the presence of books in the children’s lives (0.4 in low-income homes vs 199 in affluent homes), and create a positive experience related to reading.

Between the Lines
Increase learning and literacy for children of an incarcerated female parent/caregiver while strengthening the bond between child and parent/caretaker during a potentially lengthy separation.

H.O.M.E.S. (Hands on Math Engineering and Science)
Narrow the gap in STEM (Science Technology, Engineering, Math) competency by strengthening children and caregivers’ ability to apply STEM skills to daily & real-life situations.

Helping Hands
Support local non-profit partners, with a like-minded mission of closing the opportunity gap, to meet discrete and short-term needs.
Given the unique year 2020 has been, we are constantly finding new and creative ways to engage with our community partners as traditional, in-person involvement has transformed in the era of COVID-19. As conditions continue to evolve, we are committed to our partners and continuing our support and action in addressing the literacy and opportunity gaps.

**30 Million Words**

30 Million Words: our in-person events have transitioned virtually!

People Serving People is not currently open for in-person volunteer opportunities, but the committee is still putting together events that the PSP staff is helping to execute (kids still get to take their own book with them and complete the activities).

**Wallin Education Partners**

JLM has supported scholarships for 16 Wallin Scholars through Wallin Education Partners. A portion of the 2020-21 community budget will go towards this scholarship. In talks with Wallin about how we can participate in the virtual Wallin Wisdom Project.

**H.O.M.E.S.**

For the past couple years, we have partnered with the 3rd grade class at Partnership Academy. This grade level is virtual (and assuming they go back to in-person learning at some point this year, in person volunteer opportunities will be limited), so the H.O.M.E.S. committee is organizing at-home science kits (think a project in a box) and activities for this grade level, in partnership with their teachers.

**Helping Hands**

Exploring take-home activities for members to participate in. Most of this committee’s budget goes towards purchasing food for Crisis Nursery meal shifts, so exploring how we can continue that during this time!
SPONSORSHIP OVERVIEW

SPONSOR BENEFITS

As a sponsor, you gain visibility for your business among our membership.

- Position your business as a preferred partner for the JLM
- Create meaningful engagement with our members through digital, social, and event integration
- Enjoy opportunities only available to participating sponsors

SPONSORSHIP OPPORTUNITIES

There are various sponsorship levels that offer a wide range of recognition and engagement opportunities. We offer standard sponsorship packages, or we can work with you to customize an agreement that delivers the right value to both parties.
SPONSORSHIP OPPORTUNITIES

SIGNATURE EVENTS
Throughout the year, the JLM hosts signature fundraising events for members and the community at large. Sponsors are highlighted in a variety of ways - logo inclusion in promotional materials, custom event signage, giveaways, and more!

GENERAL MEMBERSHIP MEETINGS
The JLM hosts a monthly members-only business meeting to share news and provide education and information. Sponsors are recognized throughout the meeting and custom sponsor activation opportunities exist, such as tabling, hosting pre-meeting happy hour, and a sponsor spotlight.

TRAINING AND LEADERSHIP DEVELOPMENT (TLD)
Training is core to our mission. Training events for members are scheduled throughout the year and provide opportunities for sponsor integration in small, meaningful settings.

COMMUNICATION CHANNELS
The JLM connects with members and the community through multiple communication channels, including our weekly member e-newsletter, social media and our annual report. Logo placement, custom content, and promotional social media posts are some of the many ways JLM sponsors are highlighted throughout the year.
OVERVIEW: SIGNATURE EVENTS

BOTTLES, BAGS, AND BINGO
FALL (SEPTEMBER/OCTOBER)
ESTIMATED ATTENDANCE: 250

Join us for a night of bingo complete with designer handbags and great bottles of liquor as prizes! All gals and guys welcome! 21+.

MEN IN THE KITCHEN
WINTER (FEBRUARY/MARCH)
ESTIMATED ATTENDANCE: 250

Fifteen amateur chefs (or teams of chefs) will compete Top Chef-style against one another with the objective of being chosen as the fan favorite. Each chef will prepare 250 tasting portions, and attendees will have the chance to sample each one and vote for their favorite.

JLM SPRING EVENT
SPRING (MARCH/APRIL)
ESTIMATED ATTENDANCE: 250+

We're creating a fun, family event for JLM members and friends. This event will be held in the spring of 2021. More details coming soon.

FITRAiser SERIES
VARIOUS DATES (4-6 THROUGHOUT YEAR)
ESTIMATED ATTENDANCE: 25 EACH

Host a JLM Fitraiser at your gym or fitness studio. You provide the space and the instructor; we'll bring health-focused, engaged members ready to trial your gym and experience a new fitness activity.
OVERVIEW: COMMUNICATIONS

SOCIAL MEDIA

Not only are JLM members active and engaged within our community, they also are incredibly engaged on social media platforms. Through our platforms, reach over 4,000 engaged users with custom content or promotions. Sponsors are regularly recognized throughout the year in order to build awareness among JLM members.

LEAGUE LINK: WEEKLY MEMBER E-BLAST

JLM regularly communicates with our members and supporters through weekly emails. We proudly include information relevant to League events, advocacy, news, and sponsors. Sponsor logos (with clickthrough to sponsor website) and custom content opportunities are placed in each e-blast.

WEBSITE

JLM's website features up-to-date event information, press releases, and more. Sponsors are featured on our "Sponsor Spotlight" page to celebrate the partnership between the League and our supporters and recognize the sponsor's financial contribution.

SPONSOR SPOTLIGHT

Sponsor Spotlight gives sponsors a customizable chance to meaningfully connect with JLM members, beyond standard logo placements. Opportunities include: addressing members at General Membership meetings, creating a Sponsor Q&A for League Links and social media, and other custom activations that allow JLM members to get to know your brand and business better.
SPONSORSHIP LEVELS

There are various sponsorship levels that offer a wide range of recognition and engagement opportunities. **We offer standard sponsorship packages, or we can work with you to customize an agreement that delivers the right value to both parties.** In-kind donations can account for a portion of the packages below. Event-based in-kind donations will be recognized separately and on an individual event basis.

**DIAMOND SPONSORSHIP - $10,000**

- Logo integration and custom activation at three signature events
- Logo recognition at all General Membership Meetings (GMM)
- Prominent display or hosted booth at two events
- "Sponsor Spotlight" feature at one GMM and in four weekly member e-newsletters
- Eight tickets to mutually-agreed upon fundraiser event(s)
- Four branded social media posts on JLM Facebook (public), JLM Connect Facebook (members only), Twitter, and Instagram pages
- Logo placement on the JLM website sponsor page
- Logo placement in the JLM weekly member e-newsletter (League Link)
- Advertisement in the JLM Annual Report

**PLATINUM SPONSORSHIP - $5,000+**

- Logo integration and custom activation at two signature events
- Logo recognition at all General Membership Meetings (GMM)
- Prominent display or hosted booth at one event
- "Sponsor Spotlight" feature at one GMM and in two weekly member e-newsletters
- Six tickets to mutually-agreed upon fundraiser event
- Two branded social media posts on JLM Facebook (public), JLM Connect Facebook (members only), Twitter, and Instagram pages
- Logo placement on the JLM website sponsor page
- Logo placement in the JLM weekly member e-newsletter (League Link)
- Advertisement in the JLM Annual Report
GOLD SPONSORSHIP - $2,500+

- Logo integration and custom activation at one signature event
- Logo recognition at all General Membership Meetings (GMM)
- Four tickets to mutually-agreed upon fundraiser event
- Two branded social media posts on JLM Facebook (public), JLM Connect Facebook (members only), Twitter, and Instagram pages
- Logo placement on the JLM website sponsor page
- Logo placement in the JLM weekly member e-newsletter (League Link)
- Advertisement in the JLM Annual Report

SILVER SPONSORSHIP - $1,000+

- Logo recognition at all General Membership Meetings (GMM)
- One branded social media post on JLM Facebook (public), JLM Connect Facebook (members only), Twitter, and Instagram pages
- Logo placement on the JLM website sponsor page
- Logo placement in the JLM weekly member e-newsletter (League Link)
- Advertisement in the JLM Annual Report

BRONZE SPONSORSHIP - $500+

- Logo recognition at all General Membership Meetings (GMM)
- Logo placement on the JLM website sponsor page
- Logo placement in the JLM weekly member e-newsletter (League Link)
- Advertisement in the JLM Annual Report
SPONSORSHIP LEVELS

There are various sponsorship levels that offer a wide range of recognition and engagement opportunities. We offer standard sponsorship packages, or we can work with you to customize an agreement that delivers the right value to both parties.

<table>
<thead>
<tr>
<th>EVENTS &amp; MEETINGS</th>
<th>DIAMOND $10,000+</th>
<th>PLATINUM $5,000+</th>
<th>GOLD $2,500+</th>
<th>SILVER $1,000+</th>
<th>BRONZE $500+</th>
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Sponsorship program opportunities are based on availability and will not be processed without a signed sponsorship form and payment in full ("Payment"). Upon receipt and acceptance of Payment by JLM, Sponsor is entitled to the sponsorship benefits identified in the sponsorship packet ("Benefits"). This agreement represents the full and complete agreement between the parties. There are no other agreements or representations between the parties regarding sponsorship. No partnership, joint venture, or principal/agent relationship is created by this agreement.

The term of the sponsorship is for one year from the date the sponsorship form is signed. This agreement shall be executed in accordance to the laws of the State of Minnesota. Any dispute regarding this relationship shall be venued in Hennepin County (Minn.) District Court for resolution. If any part of the Payment or Benefits contemplated herein constitute a gift, this agreement constitutes the entire gift instrument under Minn. Stat. §§ 309.73-309.77.

With prior consent and design approval, JLM and Sponsor may use each other’s name and logo on their respective website and in marketing materials or other publications for the limited purpose of indicating that Sponsor is a corporate sponsor of JLM or that Sponsor provides financial support to JLM.

JLM has the right to terminate its obligations under this agreement upon written notice to Sponsor if JLM determines in its sole discretion that it is not in JLM's best interest to continue being associated with or sponsored by Sponsor due to a negative situation involving Sponsor or any of its owners or executives that could disparage or impair the reputation of JLM. Such termination is agreed to occur when written notice is deposited with USPS. Upon such event, JLM will not refund Payment or continue Benefits.

Sponsor shall indemnify and hold harmless JLM, its affiliates, officers, directors, members, employees, and agents from and against any and all loss, damage, liability, cost, or expense (including reasonable attorneys’ fees and expenses) asserted against or incurred by JLM, its affiliates, officers, directors, members, employees, and agents, arising out of the negligence or intentional misconduct of Sponsor or breach or alleged breach of this agreement. This section shall survive the termination or expiration of this agreement.
SPONSORSHIP ENROLLMENT FORM

Name

Organization

Address

Mobile Phone          Email

We hereby agree to become a sponsor of the Junior League of Minneapolis. We agree to abide by the terms and conditions outlined.

Signature/Date

JLM President Signature/Date

Sponsorship Level

☐ Diamond ($10,000)       ☐ Silver ($1,000)
☐ Platinum ($5,000)       ☐ Bronze ($500)
☐ Gold ($2,500)

Term

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