



JUNIOR LEAGUE OF

MINNEAPOLIS

SPONSORSHIP PROGRAM OVERVIEW
2024-25





DEAR COMMUNITY PARTNER,

On behalf of The Junior League of Minneapolis, 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 100 years and counting, JLM has been the driving force behind initiatives and institutions that make our community a healthier, more vital place to live. JLM is comprised of visionary women who are agents of change within the Minneapolis community, contributing over 20,000 hours of service each year.

From supporting arts and education to helping at-risk children to encouraging women in leadership, 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 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 91% of global consumers are likely to switch brands to one associated with a good cause? Let's partner to do good – together!

THE LEAGUE AT A GLANCE

THE JUNIOR LEAGUE OF MINNEAPOLIS

The Junior League of Minneapolis is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

Established in 1923, 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 members are connected influencers in the Twin Cities.



Work full time



Have a bachelor's degree



Have a master's or doctorate degree



Are married



Single Family Residence

WHO WE ARE

OUR MISSION

The Junior League of Minneapolis is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

OUR VISION

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

OUR COMMUNITY IMPACT

In our more than 100 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.

Today, The Junior League of Minneapolis focuses its volunteer and advocacy efforts on the opportunity gap. The Junior League of Minneapolis' projects are aimed at addressing the underlying causes of the opportunity gap that hinder the learning process for students.

In addition to improving our community, the League's advancement of women's leadership through volunteer action, collaboration and training has created a lasting legacy. The impact of the training and leadership experiences offered by The Junior League of Minneapolis are visible in nonprofit organizations, businesses, and nonprofit and for-profit boards.



A LEGACY OF LEADERSHIP

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.

Here are a few of our projects within the Minneapolis community over the years:





OVERVIEW: **SPONSORSHIP**

SPONSOR BENEFITS

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

- Position your business as a preferred partner for 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, 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 ways JLM sponsors are highlighted throughout the year.

OVERVIEW: SIGNATURE EVENTS

BOTTLES, BAGS, AND BINGO

FALL // ESTIMATED ATTENDANCE: 250

Join us for a night of bingo complete with designer handbags and great bottles of liquor as prizes! All are welcome at the 21+ event.



JLM SPRING EVENT

SPRING // ESTIMATED ATTENDANCE: 250+

We're creating a fun event for JLM members and friends. This event will be held in the spring of 2025.



FITRAISER SERIES

VARIOUS DATES // ESTIMATED ATTENDANCE: 25

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, we are able to reach thousands of followers and social media users. Sponsors are recognized in posts throughout the year to build awareness among JLM members.

LEAGUE LINK: WEEKLY MEMBER E-BLAST

JLM regularly communicates with our members 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 email.

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.

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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), LinkedIn, 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), LinkedIn, and Instagram pages
- Logo placement on the JLM website sponsor page
- Logo placement in the JLM weekly member e-newsletter (League Link)
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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), LinkedIn, 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), LinkedIn, 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

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		DIAMOND \$10,000+	PLATINUM \$5,000+	GOLD \$2,500+	SILVER \$1,000+	BRONZE \$500+
COMMUNICATIONS EVENTS & MEETINGS	Activation at signature events	3 events	2 events	1 event		
	Logo at all GMMs	✓	✓	✓	✓	✓
	Booth at GMM or other event	2	1			
	Sponsor Spotlight: GMM	1	1			
	Tickets	8	6	4		
	Social media posts	4	2	2	1	
	Logo on website	✓	✓	✓	✓	✓
	Logo in League Link	✓	✓	✓	✓	✓
	Sponsor Spotlight: League Link	4 weeks	2 weeks			
	Logo in Annual Report	✓	✓	✓	✓	✓



SPONSORSHIP TERMS & CONDITIONS

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 with 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 an 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

Sponsorship Commitment	Value
Cash Sponsorship	\$
In-Kind/A La Carte Sponsorship	
•	\$
•	\$
•	\$
•	\$
•	\$
•	\$
•	\$
•	\$
•	\$
Total	\$