

THE JOURNEY

2024 SPONSORSHIP PACKET



JUNIOR LEAGUE OF
DENVER

1301 S. Washington St.
Denver, CO 80210

303.692.0270
sponsors@jld.org



JUNIOR LEAGUE OF DENVER

2023-2024 FACT SHEET

WHO WE ARE

Junior League of Denver (JLD) is a women's training organization that develops civic leaders committed to improving our community. We are currently working to disrupt the cycle of systemic poverty for women and families in Denver. Founded in 1918, the League started, and aided in starting, many well-known Denver institutions including Children's Museum of Denver, Mile High Transplant Bank, Red Rocks concerts, and many others.

LIVE THE LEGACY: GIVE, GROW, GET CONNECTED

JLD is an organization where women Give back to their community, Grow professionally and personally, and Get Connected to other women. The work we do would not be possible without the support of our nearly 1,400 members. JLD members receive both formal and experiential training opportunities throughout each League year.

CURRENT COMMUNITY PROGRAMS

JLD GRANTS

JLD provides both grants and volunteers for We Don't Waste, delivering nutritious food directly to residents of Denver's food deserts, and Colorado Village Collaborative, creating and operating transformational housing communities in partnership with people experiencing homelessness.

LEADERS UNITED IN VOLUNTEER SERVICE (L.U.V.S.)

JLD's annual day of service focused on a specific theme or neighborhood, in partnership with fellow nonprofits. Seventh annual event held September 23, 2023.

DONE IN A DAY

JLD provides volunteers to Denver metro nonprofits for short-term projects throughout the year. Applications at [JLD.org](https://www.jld.org).

READ2KIDS

JLD signature event-based program promoting literacy through access to books, healthy food, fun activities, and parental/caregiver involvement. Currently held at a variety of Denver metro elementary schools.

KIDS CONNECT

JLD signature bimonthly family literacy-based program centered on early childhood brain development, currently held at DCIS at Fairmont.

THE GATHERING PLACE

JLD serves meals and provides monetary support for Denver's only daytime drop-in shelter for women, their children, and transgender individuals experiencing poverty or homelessness.



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PUBLIC POLICY & ADVOCACY

JLD has a proud history of public policy and advocacy. In 1987, we were the first League in the United States to hire a government affairs specialist. Since then, the Public Policy Council has worked closely with the specialist to monitor, advocate, and support various important pieces of legislation at the Colorado State Capitol. In recent years, the League has supported legislation addressing literacy, children's health, women's health and women's self-sufficiency issues.

FUNDRAISING

MILE HIGH HOLIDAY MART

Annual boutique shopping event featuring a variety of unique local and national retailers. First "Christmas Mart" was held in 1980. Our 44th annual event was held on November 10-12, 2023.

THE JOURNEY

Evening fundraising event featuring an inspirational speaker and dinner. Now in its 12th year, past speakers include Sarah, Duchess of York, Jenna Bush Hager, Terrell Davis and Carli Lloyd.

COOKBOOKS

JLD currently sells six award-winning cookbooks. The newest book, *Centennial Celebrations*, was released in July 2019. Since 1978, JLD has sold more than 2.1 million cookbooks, raising about \$7 million.

JLD FOUNDATION

In 1992, JLD created the first ever Junior League Foundation to guarantee the long-term sustainability of the mission. The Foundation provides about 30% of JLD's operating budget each year.

PARTNER PROJECTS

JLD partners with local businesses for special events or promotions. Events include an annual Drive for Change Golf Tournament, shopping events and many more.

HOW TO GET INVOLVED

**If you wish to become a member, lend support
or become a sponsor, please visit
JLD.org for more information.**

1301 S. Washington St. Denver, CO 80210 | 303.692.0270 | info@jld.org | JLD.org

THE JOURNEY

Bubbles & Bow Ties

Friday, March 8, 2024 @ 6 pm
Mile High Station | 2027 W. Colfax Ave. Denver, CO 80204
Attire is Black Tie Optional

The Journey is a celebration of our League's impact on the community and the dedicated women who make us so successful. This event is one of the largest annual fundraisers for the Junior League of Denver. The Journey is a fun evening out complete with dinner, drinks, live and silent auctions and an impactful program aligned with our Mission and focus.

Additional Information available at [JLD The Journey](#)

If you're interested in The Journey Sponsorship, please email sponsors@jld.org

PURCHASE TICKETS



The Journey Gala Sponsors	Platinum Sponsor \$10,000	Gold Sponsor \$7,500	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Friend of the League \$1,000
	VIP Tickets (<i>Each table holds 10 tickets, individual ticket value \$215 /each</i>)	10 Tickets	6 Tickets	4 Tickets	
	Tickets (<i>Each table holds 10 tickets, individual ticket value \$190 /each. Preferred Seating</i>)			4 Tickets	2 Tickets
	Logo Placement in Event Program (<i>Visible to approx. 300+ guests</i>)	✓	✓	✓	✓
	Logo Recognition on Donor Board at Event (<i>Visible to approx. 300+ guests</i>)	✓	✓	✓	✓
	Logo Placement on JLD.org	✓	✓	✓	✓
	Verbal Acknowledgement and Visual Recognition at Event (<i>visible to approx. 300+ guests</i>)	✓	✓	✓	✓
	Social Media Posts: JLD Meta (<i>Facebook & Instagram</i>)and LinkedIn (<i>7,000+ combined followers</i>)	Pre-Event: 3 Post-Event: 2	Pre-Event: 2 Post-Event: 2	Pre-Event: 2 Post-Event: 1	Pre-Event: 1 Post-Event: 1
League-wide email: business spotlight section (<i>approx. 1,400 members</i>)	✓	✓			

Additional Sponsorship Opportunities for The Journey Gala

Additional sponsorship opportunities include 2-6 general admission tickets based on sponsorship level, 2 VIP tickets, ¼ page ad, wine at table, logo recognition during event and social media appreciation posts.

Attendees Gift Sponsor \$8,000	Paddle Raise & Live Auction Sponsor \$6,000	Ride Share Sponsor \$5,000
<ul style="list-style-type: none"> • Branded gift to go to all 300+ attendees • Fully branded note to be given with gift <p>*Gift will be selected by The Journey Operations Committee</p>	<ul style="list-style-type: none"> • Logo on all auction paddles • Logo on silent auction bidding website • Logo on presentation that displays live auction items • Congratulations email sent via JLD to all auction winners 	<ul style="list-style-type: none"> • Sponsor logo on sign for Ride Share • Ride Share QR Code handed out at check-in. • Pre-event email and social media posts inviting guests to use Ride Share.
VIP Sponsor \$4,000	Freshen-Up Sponsor \$3,000	Photo Booth Sponsor \$2,000
<ul style="list-style-type: none"> • Signage at VIP Party entrance • Logo on napkins in VIP areas • Logo and welcome note in VIP reminder email* 	<ul style="list-style-type: none"> • Custom glass clings for bathroom mirrors • Freshen-up baskets in both male and female bathrooms 	<ul style="list-style-type: none"> • Sponsor logo on sign at photo booth. • Logo on photos from sponsor. • Pre-event email and social media posts inviting guests to make use of photobooth.

Other opportunities can include:

- Bar Sponsorship
- Champagne Toast Sponsorship
- Coat Check Sponsorship
- Red Carpet Sponsorship
- Photography Sponsorship
- ...and many more.