THE JOURNEY

2024 SPONSORSHIP PACKET

JUNIOR LEAGUE OF DENVER

1301 S. Washington St. Denver, CO 80210

303.692.0270

sponsors@jld.org

JLD.org
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.

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.
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 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

<table>
<thead>
<tr>
<th></th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Friend of the League</th>
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<tbody>
<tr>
<td>VIP Tickets</td>
<td>10 Tickets</td>
<td>6 Tickets</td>
<td>4 Tickets</td>
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<tr>
<td>Tickets</td>
<td></td>
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<td>4 Tickets</td>
<td>2 Tickets</td>
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<tr>
<td>Logo Placement in Event Program</td>
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<tr>
<td>Logo Recognition on Donor Board at Event</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Logo Placement on JLD.org</td>
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<tr>
<td>Verbal Acknowledgement and Visual Recognition at Event</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Social Media Posts: JLD Meta (Facebook &amp; Instagram) and LinkedIn (7,000+ combined followers)</td>
<td>Pre-Event: 3 Post-Event: 2</td>
<td>Pre-Event: 2 Post-Event: 2</td>
<td>Pre-Event: 2 Post-Event: 1</td>
<td>Pre-Event: 1 Post-Event: 1</td>
<td>Pre-Event: 1 Post-Event: 0</td>
</tr>
<tr>
<td>League-wide email: business spotlight section (approx. 1,400 members)</td>
<td>✔</td>
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## 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.

<table>
<thead>
<tr>
<th>Attendee Gift Sponsor</th>
<th>Paddle Raise &amp; Live Auction Sponsor</th>
<th>Ride Share Sponsor</th>
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<tbody>
<tr>
<td>$8,000</td>
<td>$6,000</td>
<td>$5,000</td>
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<tr>
<td>- Branded gift to go to all 300+ attendees &lt;br&gt; - Fully branded note to be given with gift</td>
<td>- Logo on all auction paddles &lt;br&gt; - Logo on silent auction bidding website &lt;br&gt; - Logo on presentation that displays live auction items &lt;br&gt; - Congratulations email sent via JLD to all auction winners</td>
<td>- Sponsor logo on sign for Ride Share &lt;br&gt; - Ride Share QR Code handed out at check-in. &lt;br&gt; Pre-event email and social media posts inviting guests to use Ride Share.</td>
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<tr>
<th>VIP Sponsor</th>
<th>Freshen-Up Sponsor</th>
<th>Photo Booth Sponsor</th>
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<tbody>
<tr>
<td>$4,000</td>
<td>$3,000</td>
<td>$2,000</td>
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<tr>
<td>- Signage at VIP Party entrance &lt;br&gt; - Logo on napkins in VIP areas &lt;br&gt; - Logo and welcome note in VIP reminder email*</td>
<td>- Custom glass clings for bathroom mirrors &lt;br&gt; - Freshen-up baskets in both male and female bathrooms</td>
<td>- Sponsor logo on sign at photo booth. &lt;br&gt; - Logo on photos from sponsor. &lt;br&gt; Pre-event email and social media posts inviting guests to make use of photobooth.</td>
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**Other opportunities can include:**

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