



March 2018

Dear Sir or Madam:

Saturday, April 14, 2018, marks Junior League of St. Louis' 8th-annual *Home Design Tour*, a self-guided tour showcasing beautifully designed homes in St. Louis. Each home features fine spaces including living, dining, outdoor, sleeping, and bathing rooms, in addition to kitchens. This event promises to be spectacular and is our most high-profile fundraising event of 2018.

We ask for your support as an Event Sponsor of the *Home Design Tour*. Your participation not only exposes your brand to a multitude of potential new consumers, but also demonstrates your commitment to the greater St. Louis community. Proceeds from the *Home Design Tour* will benefit the Junior League of St. Louis' training and community programs, including Day 366, our initiative aimed at dramatically reducing the infant mortality rate in the greater St. Louis area.

With nearly 600 members, sponsoring JLSL offers our sponsors exposure to a cross-section of educated, community-minded women. *Home Design Tour* sponsors gain corporate name recognition to guests at the *Home Design Tour*, potential recognition on social media, program advertisements, and more. Benefits describing how you may gain exposure for your company, a charitable deduction, tickets to the Tour and more are highlighted within this *Sponsorship Packet*.

Since 1914, the Junior League of St. Louis has been committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable, and our members devote more than 10,000 volunteer hours each year to our community initiatives focused on women and children. The Junior League of St. Louis is registered with the IRS as a 501(c)(3) organization, and your donation may be tax-exempt. Our Tax ID is 43-0666754.

Our contact information is below in case you should have any questions or need any additional information. We look forward to working with you and thank you for your consideration to support the Junior League of St. Louis and make the *Home Design Tour* a success.

Sincerely,

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Cara Bast  
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## About the Junior League of St. Louis

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### **Our Mission**

Junior League of St. Louis is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

### **Our Vision**

Women around the world as catalysts for lasting community change.

### **Our Focus: *Infant Mortality***

In 2016, Junior League of St. Louis launched **Day 366**, our initiative aimed at dramatically reducing the number of St. Louis-area babies dying in their first 365 days of life from 11.8 deaths per 1,000 babies. Infant mortality is a complex issue that impacts everyone in St. Louis, from doctors and teachers to families and politicians. It is linked to the overall health of our society; when babies aren't healthy, neither is the community. Statistics show the greatest cause of a baby dying prior to her first birthday is preterm birth. Every week in St. Louis City and St. Louis County, 46 babies are born too early, 32 babies are born too small and five babies die before their first birthdays. JLSL members are making a difference through **Day 366**, contributing their time to volunteer work, community partnerships, and advocacy.

### **Our Membership**

JLSL has nearly 600 members. Our diverse group of women is committed to making a difference in the communities where we work and live throughout the Greater St. Louis area. We have membership and volunteer service requirements and pay annual dues.

### **Our Use of Funds Raised**

The funds raised through the *Home Design Tour* will be used to support the JLSL's training and community programs, as well as our **Day 366** efforts to reduce infant mortality in the greater St. Louis area.



## Sponsorship Levels and Benefits

|   | Platinum Sponsor                     | Diamond Sponsor                                  | Gold Sponsor                         | Pearl Sponsor                            |
|---|--------------------------------------|--|--------------------------------------|--|
|   | \$2,500                              | \$1,000  | \$500                                | \$250                                    |
| Recognition on JLSL Website Home Page through April 2018  | ✓                                    |  |                                      |  |
| Inclusion in ALL Media Recognition - <i>Including: event-related social media, weekly E-blasts, advertisements and promotional materials.</i> | ✓                                    |  |                                      |  |
| Invitation Recognition  | ✓                                    |  |                                      |  |
| Logo/Name Recognition on <i>Home Design Tour</i> Guidebook  | ✓                                    | ✓  |                                      |  |
| General Media Recognition   | ✓                                    | ✓  |                                      |  |
| Company Representative In-Home on Tour  | ✓                                    | ✓<br>(only if representing work or sale of home) |                                      |  |
| Company Representative at VIP Party   | ✓                                    | ✓  | ✓                                    |  |
| VIP Tickets to <i>Home Design Tour</i>  | 4 VIP Party Tickets and Tour Tickets | 4 VIP Party Tickets and Tour Tickets             | 2 VIP Party Tickets and Tour Tickets | 2 VIP Party Tickets and VIP Tour Tickets |
| Program Advertisements  | Full Page Ad                         | Half Page Ad                                     | Quarter Page Ad                      | Business Card Ad                         |
| Tiered Event Signage Recognition  | Logo                                 | Logo   | Logo                                 | Listing                                  |
| Recognition in <i>LeagueLetter</i> (bimonthly newsletter)   | Logo & Vendor Profile                | Logo   | Logo                                 | Listing                                  |
| Tiered Event Website Recognition  | Logo and Link                        | Logo and Link                                    | Logo and Link                        | Listing                                  |
| Tiered Program Recognition  | Logo                                 | Logo   | Logo                                 | Listing                                  |
| Recognition in Annual Report  | ✓                                    | ✓  | ✓                                    | ✓  |



## Sponsorship Form

Sponsorship requests must be submitted with this form no later than **March 31, 2018**. Please mail or deliver your completed application to Junior League of St. Louis, 106 North Kirkwood Road, St. Louis, MO 63122 or submit electronically to [funddevelopment@jls.org](mailto:funddevelopment@jls.org) with subject line: *Home Design Tour Sponsorship*.

You will be contacted to construct your ad and arrange payment within 24 hours (1 business day).

**Contact Name & Title:**

**Company Name:** \_\_\_\_\_

**Company Description:** \_\_\_\_\_

\_\_\_\_\_

**Address:** \_\_\_\_\_

**Email Address & Telephone Number:** \_\_\_\_\_

**Sponsor Level: (Circle)**    Platinum    Diamond    Pearl    Patron

**Method of Payment:**

Check Enclosed (Payable to Junior League of St. Louis)

Visa     MasterCard     Discover     American Express

**Card Number:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_    **Security Code:** \_\_\_\_\_

**Amount:** \_\_\_\_\_

**Signature:** \_\_\_\_\_    **Date:** \_\_\_\_\_