



Dear Community Partner:

The Junior League of Saint Louis (JLSL) is thrilled to announce our upcoming Cinnamon Roll 5k fundraiser, scheduled for Saturday, November 1, 2025, at Tower Grove Park. We invite your partnership in sponsoring this race.

Since 1914, JLSL has been a cornerstone of community service in St. Louis, empowering women through leadership development and volunteerism. Having just celebrated our 110th anniversary, we are one of the oldest women's volunteer organizations in the area and our initiatives support vital community projects and programs. Our Mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. Our current area of focus is on enhancing childhood education and our most recent collaborations to this effect include Girls, Inc., Operation Food Search, LifeWiseSTL and KidSmart. In fact we donate more than 10,000 volunteer hours to the Saint Louis community per year.

Your donation to the 5k race is tax-exempt (Tax ID: 43-0666754), and it will directly impact our ability to serve the community effectively. Enclosed is information about sponsorship levels. We would be grateful for your partnership and would welcome the opportunity to discuss how your support can align with our mission. Additionally, we welcome any runners or walkers you know to register for this event at www.jlsl.org.

Thank you for considering this request. Together, we can be catalysts for lasting community change in St. Louis!

Warm regards,

Stacy Deichmann

Fund Development Director

Sue Felling

Race Director



Sponsorship Reply Form

Yes, we would like to sponsor you!

Sponsorship Level: _____

Company Name: _____

- Check is enclosed (payable to "Junior League of Saint Louis")
- Payment completed on Junior League of Saint Louis website (www.jlsl.org)
- Please charge my credit card *This will incur a 3% processing fee

Please charge the following card: MasterCard Visa Discover AMEX

Amount: \$ _____

Card #: _____

Name on Card: _____

Expiration Date : ____ / ____ Security Code: _____

Billing Address: _____

Phone: _____

Please attach a copy of your logo

Thank you for your support of the Junior League of St. Louis!

5K SPONSORSHIP LEVELS

TITLE SPONSOR

Underwrite event costs of \$5000 and be listed right next to the Junior League on all 5k material

BRONZE

\$250

- Name presence on JLSL website through 2025
- Logo on mile-marker signs
- Name on back of race shirt

SILVER

\$500

- Bronze benefits, Plus
- Logo on signage at pre-race area/finish line
- Inclusion of sponsor provided marketing material in race packets
- One mention on social media

GOLD

\$1000

- Silver benefits, Plus
- Logo/name included in Start2Finish event email (100,000 recipients)
- Covered, 10x10 engagement space at race
- Two social media mentions

IN-KIND DONATION (Market Value)

Donations of food, drinks, printing, participation gifts, etc

Sponsor Hospitality Finish Line Tent or Water Station (4 available) : \$750

Special Signage at finish line or water station (provided by sponsor) plus Silver Sponsor benefits

PATRON (\$100+)

Event supporters that do not want to participate in the race yet still help financially can donate \$100 or more and will be recognized on JLSL website.

Cinnamon Roll 5k

**November 1, 2025
Tower Grove Park
St. Louis, MO**

Sponsor benefits are
contingent upon
commitment by
September 25, 2025