

**February 2025**

Dear Community Partner,

We are honored to invite you to partner with the Junior League of St. Louis (JLSL) as a sponsor for our first **Catalyst Awards Gala**, an evening dedicated to celebrating changemakers in the St. Louis region. This signature event will take place on **April 12** at the **Missouri History Museum, 5700 Lindell Blvd, St. Louis**, commemorating 110 years of JLSL's leadership and service in our community.

**As a sponsor, your support will not only amplify the impact of this event but also directly contribute to JLSL's mission of promoting voluntarism, developing the potential of women and improving the St. Louis community.**

This year is a proud milestone. For over 110 years, the JLSL has been a steadfast force for good in our community. Since our founding in 1914, JLSL has empowered generations of women leaders, supported transformative community programs and addressed some of the most pressing challenges in the St. Louis region. Our legacy of service is rooted in collaboration, innovation and an unwavering commitment to building a brighter, more equitable future. As we celebrate this milestone, we honor the incredible impact of our members—past and present—while continuing to pave the way for meaningful progress in the years to come.

Along with our gala festivities, the evening will feature our inaugural JLSL Catalyst Awards in four categories:

- Leadership Catalyst of the Year
- Community Partner Catalyst of the Year
- Non-Profit Catalyst of the Year
- Corporate Catalyst of the Year

As a valued sponsor, you will receive recognition at the event and in JLSL communications, demonstrating your commitment to community leadership and progress. The enclosed sponsorship guide outlines a variety of opportunities for you to align with this exciting event and provide much valued support for the mission and work of our non-profit organization.

We hope you will join us as a partner in this impactful celebration. Together, we can honor those who illuminate our path forward and further strengthen the legacy JLSL leaves in our community. Please feel free to contact either of us should you have any questions or to discuss sponsorship opportunities further. Thank you for your consideration and for your dedication to creating a brighter future for our region.

With gratitude,

**Crystal Allen Dallas**  
President  
Junior League of St. Louis  
[president@jlsl.org](mailto:president@jlsl.org)

**Kathryn Duffin**  
Chair, 110<sup>th</sup> Anniversary Committee  
Junior League of St. Louis  
At-Large Member, Governance Committee  
Association of Junior Leagues International





# JUNIOR LEAGUE ST. LOUIS

## Sponsorship Levels

### Presenting Sponsor

**\$15,000**

Title sponsorship of the event with prominent branding on all marketing materials

Logo on invitations and event programming

Verbal recognition at event

Digital Communications Recognition: JLSL website, event emails, social media posts (3)

Speaker opportunity

10 VIP Tickets

### Gold Sponsor

**\$7,500**

Logo on invitations and event programming

Printed recognition at the event

Digital Communications Recognition: JLSL website, event emails, social media posts (2)

4 VIP Tickets

### Silver Sponsor

**\$5,000**

Logo and recognition on event programming

Printed recognition at the event

Digital Communications Recognition: JLSL website, event emails, social media posts (1)

4 General Admission Tickets

### Table Sponsor

**\$2,500**

Logo and recognition on event programming

Digital Communications Recognition: JLSL website

10 General Admission Tickets

### Friend of the League

**\$500**

Recognition on Event Programming

Digital Communications Recognition: JLSL website

# JUNIOR LEAGUE OF ST. LOUIS

*A Catalyst for Change Since 1914*



**1914**

JLSL was active in the Woman's Suffrage movement.

**1917: OCCUPATIONAL THERAPY WORKSHOP**

This program led to the development of the Wash U School of Occupational Therapy.



**1918: NEIGHBORHOOD LUNCHROOM HOUSE**

Served Hot lunches to school children in impoverished areas of the city

**1924: OPEN DOOR SHOP**

Established to sell items produced by patients in the Occupational Therapy Workshop.



**1940s: RED CROSS WORK**

More than 500 JLSL members were active in Red Cross work at home and abroad during WWII.

**1945: FOREST PARK CHILDREN'S CENTER**

JLSL bought the building for the center. They later merged with Edgewood (today Great Circle).



**1959: "OUTSIDE IN"**

Sponsored this TV show on KETC to bring the world to the rooms of sick children.

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## 1964: JUNIOR KINDERGARTEN

A joint venture with the YMCA, the JLSL assisted children in getting prepared for public school. This program became the model for the Head Start program.

## 1980: LEAGUE LARKS AND NIGHTINGALES

This program led to the development of the Wash U School of Occupational Therapy.



## 1986: SAINT LOUIS CRISIS NURSERY

Established along with 100 Black Women and Deaconess Hospital.



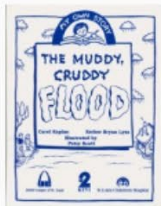
## 1989: ST. LOUIS FAMILY THEATRE

Established to sell items produced by patients in the Occupational Therapy Workshop.



## 1990s: MUDDY CRUDDY FLOOD

Developed and published a coloring book to help children cope with Mississippi River flooding.



## 1991: BEE WISE IMMUNIZE.

A collaboration with Operation ChildSave to focus on the immunization crisis.



## 1999: KOMEN RACE FOR THE CURE

Organizing Sponsor for the first St. Louis Race.

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## 2007: V.O.I.C.E.S.

Volunteer Opportunities in the Community by Exemplary Students. Provided young girls information about volunteering with hands-on experiences.



## 2018: DAY 366

Provided support and resources to several local organizations to help ensure St. Louis infants survive and thrive in their first year of life.



## 2000s: Kids in the Kitchen and Little Wishes

JLSL was an early adopter of AJLI's initiative to teach children cooking and nutritional skills. We also partnered with the Foster and Adoptive Care Coalition to provide "little wishes" to children in foster care.



## 2010s: STRONG WOMEN & FAMILIES HEALTH & RESOURCE FAIR

Developed a hands on resource fair with community partners to provide a one-stop event for community residents to receive everything from medical



## 2022: ADVANCING CHILDHOOD EDUCATION

Currently, we are working with Girls Inc and Operation Food Search to ensure children are able to learn without barriers.