



Dear Community Partner,

The Junior League of St. Louis (JLSL) is excited to invite you to partner with us for our 3rd Annual Cinnamon Roll 5K fundraiser scheduled for Saturday, November 7th, 2026, at Tower Grove Park. With 200-250 participants expected, this growing community event offers excellent visibility for your business while supporting our vital mission.

Since 1914, JLSL has been a cornerstone of community service in St. Louis, empowering women through leadership development and volunteerism. 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 enhancing childhood education, and our most recent collaborations toward this goal include Girls Inc., Operation Food Search, LifeWiseSTL, and KidsSmart, Strong Women & Families, and Kids in the Kitchen. We donate more than 10,000 volunteer hours to the Saint Louis community each year.

This year, our **fundraising goal is \$15,000**, which will directly support these vital community programs and partnerships.

Your sponsorship will reach our expected **200-250 participants** plus their families and supporters at the event. Additionally, our high-level sponsors have the unique opportunity to extend their reach through our race promoter's **email marketing to over 100,000 recipients** – providing exceptional exposure far beyond typical community 5K events. Your donation to the 5K race is tax-deductible (Tax ID: 43-0666754), and it will directly impact our ability to serve the community effectively. Enclosed is information about our 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 a catalyst for lasting community change in Saint Louis! Please reach out with any questions or for additional information, CinnamonRoll5k@jlsl.org.

Warm regards,

Stacy Deichmann
Fund Development Director

Heidi Puls
Race Director

5K SPONSORSHIP LEVELS

TITLE SPONSOR \$3500

Underwrite event costs and be co-branded with the Junior League on all 5K materials. Includes all benefits of Gold, Silver, and Bronze levels plus 6 complimentary race entries. Logo will be prominently featured in a marketing email reaching over 100,000 people and placed first on all race bibs.

GOLD

\$1000

Silver benefits, Plus

- Logo/name included in a marketing email reaching over 100,000 recipients
- 4 complimentary race entries - *New benefit!*
- Covered, 10x10 engagement space at race
- Two social media mentions

RACE BIB & WATER STATION

\$750

New this year!! Silver benefits, Plus

- Only 2 available, act fast!
- Logo/name printed on all race bibs and the water station.
- Race bibs are often kept as souvenirs!
- 3 complimentary race entries

SILVER

\$500

Bronze benefits, Plus

- Sponsor provided marketing materials included in race packets
- One social media mention
- 2 complimentary race entries - *New benefit!*

BRONZE

\$250

- Logo/name presence on JLSL website through May 2027
- Logo/name on back of race shirt and on race day signage
- 1 complimentary race entry - *New benefit!*
- Verbal recognition by race MC on race day before the start of the race

In-Kind Donation (Market Value)

Donations of food, bananas, water, coffee, chocolate milk, sign printing, race packet gifts, medals, etc.

Supporter

Event supporters who may not be able to participate in the race yet still want to help financially can donate online and will be recognized on the Junior League Saint Louis website. Donations can be made at www.jlsl.org>Donate.

3rd Annual JLSL Cinnamon Roll 5K

November 7, 2026
Tower Grove Park
St. Louis, MO

Sponsor benefits are
contingent upon
commitment by September
15, 2026

Sponsor



Register



Cinnamon Roll 5K Sponsorship Commitment Form

Event Date: November 7, 2026 | Tower Grove Park, St. Louis, MO

Thank you for your support! Your donation is directly impacting our ability to serve the community effectively.

Complete this form online:
bit.ly/cinnamonroll5k-form



Submit your sponsor donation online:
jlsl.org > Donate



SPONSORSHIP LEVEL

- | | | |
|--|---|---|
| <input type="checkbox"/> Title Sponsor - \$3,500 | <input type="checkbox"/> Gold Sponsor - \$1,000 | <input type="checkbox"/> Race Bib Sponsor & Water Station \$750 |
| <input type="checkbox"/> Silver Sponsor - \$500 | <input type="checkbox"/> Bronze Sponsor - \$250 | <input type="checkbox"/> In-Kind Donation - MV \$_____ |

SPONSOR INFORMATION

Company/Organization Name: _____

Contact Person: _____

Email: _____

Phone: _____

Mailing Address: _____

City, State, ZIP: _____

Website (used for logo link): _____

PAYMENT METHOD

- Check enclosed (Payable to: "Junior League of Saint Louis" | Mail to: 106 N. Kirkwood Road, St. Louis, MO 63122)
- Online payment completed at www.jlsl.org > Donate

LOGO SUBMISSION REQUIREMENTS

Email logo files to: CinnamonRoll5k@jlsl.org

Required Format: High-resolution vector file (.ai, .eps, .pdf) or high-resolution PNG with transparent background

Deadline: September 15, 2026 (required for race shirt inclusion)

TAX INFORMATION

The Junior League of Saint Louis is a 501(c)(3) nonprofit organization. Tax ID: 43-0666754 Your sponsorship may be tax-deductible. Please consult your tax advisor.

QUESTIONS?

Contact: Heidi Puls. Email: CinnamonRoll5k@jlsl.org. Phone 314.822.2344