



**Junior League of Winston-Salem Centennial Sponsorship
Opportunities**

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2022-23 JLWS Sponsorship Packages

JLWS Mission

Founded in 1923, the Junior League of Winston-Salem (JLWS) 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. The JLWS reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism. Our centennial celebration has three main components, which provide opportunities for every member to participate.

Centennial Celebrations

To celebrate 100 years of service, the League is planning three events: an exhibition at Reynolda House Museum of American Art, a community gift, and the Centennial Gala. Each event aims to celebrate our accomplished past, toast our vibrant membership, and fundraise for our future. We will honor the women of our league who have made outstanding contributions to our community over the past 100 years, all while looking ahead to an exciting future.

JLWS Exhibition

In **February of 2023**, Reynolda House will open an exhibition that will highlight the JLWS's milestones and contributions to the city and surrounding area. The exhibition will be open to the public and will educate museum-goers on the JLWS and its role in the history of the Reynolda estate and Winston-Salem.

Community Gift

The JLWS plans to create a new endowment at The Winston-Salem Foundation that will support local schools within the Winston-Salem/Forsyth County School (WSFCS) system. This gift aligns with the League's mission of improving the lives of children in our community. The League has set a goal to raise \$100,000 for the endowment.

Centennial Gala

The JLWS Centennial Gala will take place on **Saturday, March 25, 2023** at Forsyth Country Club. The theme is "Fire & Ice". There will be a VIP Past President's Champagne Toast beginning at 5 pm, followed by the Centennial Gala at 6 pm. You will not want to miss this festive evening celebrating the Junior League of Winston Salem's Centennial Year! The event will include dinner, drinks, and passed hors d'oeuvres, as well as music by The Voltage Brothers. Gala Sponsorship opportunities are available now. Proceeds from the Centennial Gala will support JLWS programs focused on women and children in Forsyth County, including Strong Women Strong Families, Puppet Show, Kids in the Kitchen, and Bookworm. We hope that you will partner with us to celebrate this milestone year!

Centennial Gala Sponsorship Levels

Corporate Sponsorship Information

By sponsoring the JLWS Centennial Gala, your organization will make a significant impact on our community by supporting programs serving the needs of at-risk women, children, and families in Forsyth County. For any questions, or to confirm your chosen sponsorship package, please contact Ellie Rahbar on the JLWS Gala Committee by email at gala@jlws.org or Morgan Bankert, JLWS Fund Development Chair at funddevelopment@jlws.org.

Platinum Exclusive Sponsor - \$10,000 (\$8,720 tax deductible)

- 2 VIP tables in a premiere seating location with 8 seats each (16 seats total)
- Admission to the Past President's Champagne Toast Reception
- Prominent sponsor/donor signage at the event
- Logo printed on gala invitation
- Logo on all event signage/materials, printed program, JLWS website, and tagged social media (e.g., Facebook, Instagram, Twitter)
- Logo on step & repeat backdrop
- Verbal recognition at the event
- WOWS (or Informer) - full page ad (with optional company message)

Diamond Sponsor - \$5,000 (\$4,360 tax deductible)

- 1 VIP table in a premiere seating location with 8 seats
- Admission to the Past President's Champagne Toast
- Logo printed on gala invitation
- Logo on all event signage/materials, printed program, JLWS website, and social media
- Logo on step & repeat backdrop
- Verbal recognition at the event
- WOWS (or Informer) - half page ad (with optional company message)

Champagne Toast Sponsor - \$3,500 (\$3,180 tax deductible)

- 4 tickets to the event
- Admission to the Past President's Champagne Toast
- Logo printed on gala invitation
- Logo on all event signage/materials, printed program, JLWS website, and social media
- Verbal recognition at the Past President's Reception
- WOWS (or Informer) - quarter page ad

Gold Sponsor - \$2,500 (\$2,180 tax deductible)

- 4 tickets to the event
- Logo printed on gala invitation
- Logo on all event signage/materials, printed program, JLWS website and social media
- Verbal recognition at the event
- WOWS (or Informer) - quarter page ad

Patron & Local Small Business Community Partner Sponsorship Levels

Designed to showcase our local small businesses and proud patrons, the League offers the following sponsorship levels. Your donation will make a difference in our local community.

Ruby Patron/Sponsor - \$1,500 (\$1,180 tax deductible)

- 4 tickets to the event
- Logo printed in gala program, JLWS website, and tagged social media
- Name(s) in the printed program

Pearl Patron/Sponsor - \$500 (\$340 tax deductible)

- 2 tickets to the event
- Name(s) in the gala program and option to be listed on JLWS website

Summary of Sponsor Benefits

Incentive type		Corporate & Private Sponsor Levels				For Local Small Business Owners & Patrons	
		Platinum \$10,000	Diamond \$5,000	Champagne \$3,500	Gold \$2,500	Ruby \$1,500	Pearl \$500
Tickets to JLWS Centennial Gala	Tickets to Past President's Champagne Toast	16	8	4	-	-	-
	Tickets to Gala, at a Reserved VIP Table	16	8	4	4	-	-
	Tickets to Gala, (no reserved seating)	-	-	-	-	4	2
At the JLWS Centennial Gala	Verbal Recognition	•	•	•	•	•	-
	Company Signage on Step & Repeat Backdrop	•	•	•	•	-	-
	Logo at Reserved Table	•	•	•	•	-	-
	Logo/Name in Program	•	•	•	•	•	•
Social Media Coverage	Handles tagged in JLWS Social Media Posts	•	•	•	•	•	-
	Sponsor Curated Social Media Posts Shared on JLWS Accounts	2	1	1	1	-	-
	Recognition and Thank you Posts on Social Media	•	•	•	•	•	-
JLWS Publications	Logo on Gala Invitation	•	•	•	•	-	-
	WOWS: Full Page Ad	•					
	WOWS: Half Page Ad		•				
	WOWS: Quarter Page Ad			•	•		
JLWS Website	Logo/Name on Website	•	•	•	•	•	•



Underwriting Sponsorships

All underwriting sponsorships will include **two tickets to the Centennial Gala** and recognition in the gala program. Donors will also be recognized on the Junior League's centennial webpage, and in a special thank you post on social media. You may select from the following underwriting options:

- Photography (\$1,000)
- Printing (\$2,000)
- Live Band & Musical Entertainment (\$4,000) – includes signage near the stage/band during the Gala
- Lighting & Visual effects (\$2000)
- Bar (\$2,000) – includes signage at all bars during the Gala
- Champagne Toast Décor (\$2,000) – includes recognition at Past President's Champagne Toast Hour
- Floral Décor (\$3,500) – includes option to place small logo on centerpieces
- Photo Booth (\$1,500) – includes logo on photo printouts
- Honoree Gifts (\$1,000) – includes card w/logo in the gift bags

In Kind Sponsorships

We welcome in-kind sponsorships in support of the JLWS Centennial Gala. Some in kind sponsorships include:

- Photography
- Sweet Treat To Go - Includes option to place logo tag on treat packaging
- Printing
- Champagne Toast Live Music - Includes logo on talent
- Champagne Toast Décor - Includes recognition at cocktail hour
- Floral Décor - Includes recognition at floral arrangements
- Photo Booth – includes option to put your logo on photo printouts
- Signature Cocktail for Centennial Gala - Includes signage at cocktail hour bar and opportunity to supply cocktail napkins with logo
- Honoree Gifts - Includes card w/logo in gift bags

For additional In-Kind ideas outside of this list, please reach out to Ellie Rahbar on the JLWS Gala Committee at gala@jlws.org and/or Morgan Bankert, JLWS fund development chair, at funddevelopment@jlws.org.

Contact info

The Centennial Gala Committee can be reached at gala@jlws.org.