



# **JUNIOR LEAGUE** RICHMOND

# **SPONSORSHIP GUIDE 2026-2027**



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# ABOUT THE JLR

## OUR MISSION

The Junior League of Richmond is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

## OUR VISION

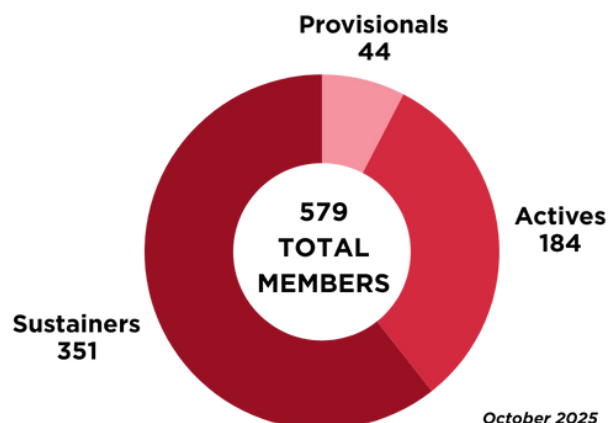
The Junior League of Richmond is an inclusive group of informed thought leaders intentionally serving and empowering women, youth, and families, striving for collective impact through collaboration and advocacy.

## COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, & BELONGING

The Junior League of Richmond actively embraces women of various backgrounds through acceptance of individual experiences and encourages growth through our mission.

## JLR BY THE NUMBERS

Established in 1926, the Junior League of Richmond has provided a supportive environment for women in the Greater Richmond area to come together and promote volunteerism in the community. The League provides its members with the opportunity to be a part of something greater than themselves as well as encouraging personal growth and leadership skills.



# COMMUNITY IMPACT

## OUR PARTNERS



For a complete list of partners, please visit [www.jlrichmond.org/partners/](http://www.jlrichmond.org/partners/)

## 2024-2025 PROJECTS & INVOLVEMENTS

- Partnered with **18** organizations which helped over **860** individuals for over **785** volunteer hours
- Collected over **3,235** diapers and pull ups for Little Hands Virginia
- Assembled **150** swag bags for Worthdays Foster Parents' Conference
- The Clothes Rack donated over **\$2,000** in clothes to community partners
- Celebrating **100 years** of service in the community in 2026!

# SPONSORSHIP OPPORTUNITIES

## TOUCH A TRUCK



Touch a Truck is an annual family-friendly event hosted by the Junior League of Richmond. This event brings together businesses, nonprofit organizations, and government agencies to collaborate in a unique and engaging way. These groups actively participate by showcasing vehicles and providing team representatives, creating an interactive experience where children and families from the Greater Richmond area can explore, learn, and have fun. Thanks to the support of these community partners, Touch a Truck offers an exciting event that delights kids and kids at heart alike.

## GIVING DAY



The Junior League of Richmond's Giving Day supports our community programming and continued service to the greater Richmond area. This is a day of fundraising where sponsors, individual donors, and League members come together to show their financial support. Giving Day brings together supporters of the League and helps to ensure the continued growth and success of the Junior League of Richmond.

## BOOK & AUTHOR



First started in 1947, the Junior League of Richmond's Book & Author event celebrates the love of reading and the tradition of writing through the longest running event of its kind in the country. Bringing the best and brightest of the literary world to Richmond every year, Book & Author draws a crowd both near and far from Richmond to learn about authors' creative processes, inspirations, and their latest bestsellers. Hosted with both in-person and virtual attendee options, this event invites the entire Richmond community and beyond to gather together through their love of reading, all while supporting the League's work through community programs addressing housing insecurity, food insecurity, access to affordable clothing, literacy, and professional development.

# SPONSORSHIP OVERVIEW

## SPONSOR BENEFITS

As a sponsor of your selected event, you:

- Gain visibility for your business among our membership
- Position your business as a preferred partner for the Junior League of Richmond
- Create meaningful engagement with our members through digital, social, and event integration
- Enjoy opportunities only available to participating sponsors

## SPONSORSHIP TIERS

There are various sponsorship levels that offer a wide range of recognition and engagement opportunities. Along with the general benefits outlined below, sponsors will also enjoy event-specific perks tailored to the event their company selects to support.

*Please note that providing event tickets and/or books as part of sponsorship benefits affects the tax deductibility of your contribution. Sponsors may waive event tickets and books if they wish for their full donation to remain tax deductible.*

## GENERAL SPONSOR DETAILS

- To guarantee listing in pre-event marketing materials, please return the Commitment Form and full payment one month prior to the selected event. Sponsors will not receive full sponsorship benefits until after payment has been received by the JLR.
- If applicable to your sponsorship package, tickets to the event will be held at will call for your guests.
- Additional details will be communicated directly with sponsors.
- Sponsors grant permission to the Junior League of Richmond to take photographs or record videos of vendor and/or display during the event for the strict purpose of promotion and publicity of the event and/or the Junior League of Richmond.

# EVENT-SPECIFIC BENEFITS

## JR. BOOK & AUTHOR SPONSOR BENEFITS

Below is a complete list of all the benefits for each sponsorship level for Jr. Book & Author.

### ***\$50 JR. FRIEND***

- Recognition in the League Annual Report
- Logo on event emails
- Day-of event publicity

### ***\$100 JR. CHAMPION***

- All Jr. Friend benefits, plus:
- Custom social media post
- 2 event tickets

### ***\$250 JR. ADVOCATE***

- All Jr. Champion benefits, plus:
- 4 event tickets

### ***\$500 JR. BENEFACTOR***

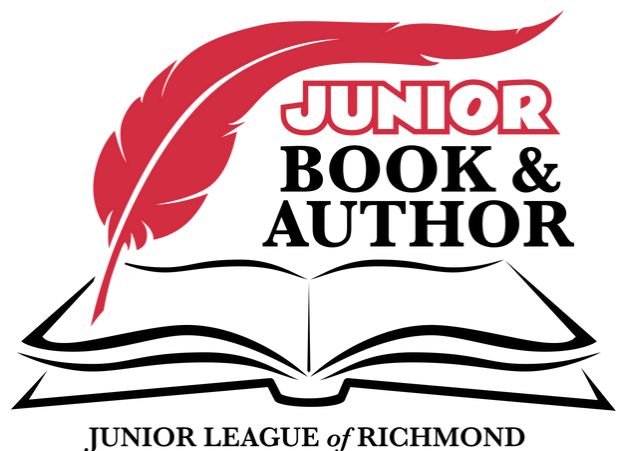
- All Jr. Champion benefits, plus:
- 6 event tickets

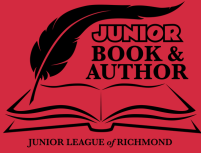
### ***\$1,000 JR. PREMIERE***

- All Jr. Champion benefits, plus:
- Invitation to event specific reception
- 8 event tickets

### ***\$1,200 JR. PRESENTING***

- All Jr. Champion benefits, plus:
- Invitation to event specific reception
- Premium feature during event
- Presenting designation on all materials
- 10 event tickets





# JR. BOOK & AUTHOR COMMITMENT FORM



## Sponsorship Levels

## Tickets to Jr. Book & Author

## Ad Size

\$50 Junior Friend

\$10 Quarter Page

\$100 Junior Champion *Includes 2 Tickets*

\$20 Half Page

\$250 Junior Advocate *Includes 4 Tickets*

\$35 Full Page

\$500 Junior Benefactor *Includes 6 Tickets*

**Attach your ad here:**

\$1,000 Junior Premiere *Includes 8 Tickets*

\$1,200 Junior Presenting *Includes 10 Tickets*

*Please note that revisions may be requested.*

Other (please specify amount) \_\_\_\_\_

## Sponsor Information

Sponsor Recognition Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Contact Title \_\_\_\_\_

Address Line 1 \_\_\_\_\_

Billing Address \_\_\_\_\_

Address Line 2 \_\_\_\_\_

Billing Line 2 \_\_\_\_\_

City, State, Zip \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Phone Number \_\_\_\_\_

Contact Email \_\_\_\_\_

Billing Email \_\_\_\_\_

Website \_\_\_\_\_

Instagram \_\_\_\_\_

Facebook \_\_\_\_\_

Additional Details \_\_\_\_\_

**If completing form online, please attach logos here:** \_\_\_\_\_

**Otherwise, email completed form and logo to: [hq@jrichmond.org](mailto:hq@jrichmond.org)**

**Please check this box if you would like to waive receiving event tickets, allowing your full donation to remain tax-deductible.**

Please note: Sponsors will receive full benefits once payment is received.

**Once your Commitment Form is received, the Billing Contact listed above will be sent a follow-up email for the selected sponsorship amount. Thank you!**

# CONTACT US



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Richmond, VA 23230



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[www.jlrichmond.org](http://www.jlrichmond.org)



*For individual event inquiries, please email:*  
[touchatruck@jlrichmond.org](mailto:touchatruck@jlrichmond.org)  
[bookandauthor@jlrichmond.org](mailto:bookandauthor@jlrichmond.org)  
[annualfund@jlrichmond.org](mailto:annualfund@jlrichmond.org)

*For general inquiries, please email:*  
[funddevelopment@jlrichmond.org](mailto:funddevelopment@jlrichmond.org)

