



**CORPORATE SPONSOR
OPPORTUNITIES**
2021-2022

A LETTER FROM THE PRESIDENT



KATHARINE LIGHTSEY BROWNING
2021-2022 President

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MR. NEDDIE WINTERS Mission Mississippi

Since our founding in 1941, the Junior League of Jackson has been committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

With more than 2,300 members, we are the 6th largest Junior League in the world, and although our members represent a diverse set of experiences and backgrounds, what unites us is a shared **COMMITMENT TO COMMUNITY** - a commitment that enables us to provide an average of 55,000 volunteer hours to the Jackson area each year.

When COVID-19 disrupted our world in the months leading up to the past League year, JLJ was forced to completely rethink how to serve our community. Although we could not always be together, thanks to the incredible effort put forth by League volunteers, we stretched our creativity and flexibility. Still, we met community needs during a year in which community volunteering initially seemed impossible.

As we begin the new League year, we renew our commitment to our members and community, holding fast to our values and furthering our mission through effective service. Whether in person, virtual, or hybrid, we are currently planning our community activities and are ready to serve. We have been working with partners to identify needs, and realize now more than ever, just how much our efforts in the areas of children's health, early literacy, and social development matter.

We are so grateful to each of our members for sharing their time and talents with the Junior League of Jackson. It is a true honor to stand amongst such a strong group of dedicated women who have worked diligently to strengthen our community and develop our organization.

I invite you to explore our website to learn more about JLJ's impact in the Jackson area and how you can support the League's mission. Whether you choose to make a financial donation, participate in one of our three fund development businesses, become a community partner, or express interest in joining, your support is paramount to our success. Thank you for helping us remain committed to our community.

Much appreciation,
Katharine Lightsey Browning
2021-2022 President

JUNIOR LEAGUE OF JACKSON

WHO WE ARE

The Junior League of Jackson is a volunteer organization consisting of women committed to improving and enriching the community by supporting projects and opportunities that provide better health, education, welfare, and safety for children and youth. We do this by building partnerships with community organizations and working together to develop solutions and concepts to improve the quality of life of those in our community.

The hard work of our League members, coupled with the generosity of our corporate sponsors, means that the League devotes approximately \$800,000 annually toward specific support of more than 30 select community projects and initiatives and—through other gifts and pledges—toward general support of the metro Jackson community. The League annually directs approximately \$400,000 in further support of its mission to promote volunteerism, develop the potential of women, and improve communities through the effective action and leadership of trained volunteers.

MISSION STATEMENT

The Junior League of Jackson is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

VISION STATEMENT

The Junior League of Jackson will make a measurable impact by enriching our community through building partnerships and inspiring shared solutions.

PURPOSE STATEMENT

The Junior League of Jackson is a charitable organization whose purpose is to improve the quality of life of those in our community.

COMMUNITY *AT A GLANCE*

We want our efforts to have measurable impacts and to make a true difference. To do that we have focused on an **ISSUE-BASED COMMUNITY IMPACT MODEL** for the selection and evaluation of all community projects.

THE ULTIMATE GOAL OF THE ISSUE-BASED COMMUNITY IMPACT MODEL IS TO IMPROVE THE HIGH SCHOOL GRADUATION RATE IN OUR COMMUNITY.

To do this, the Junior League of Jackson has identified the following three community areas that need our support:

- ▶ **CHILDREN'S HEALTH**
- ▶ **EARLY LITERACY**
- ▶ **SOCIAL DEVELOPMENT**

CHILDREN'S HEALTH

The Children's Health impact area uses strategies that provide access to nutritional foods and increase knowledge on the benefits of healthy eating and being physically active. Efforts in this area include a pantry program, education series, and activities that promote movement and physical fitness.

EARLY LITERACY

Early Literacy volunteers work primarily with elementary school students, exposing them to language and print resources to help students read at grade level. We also provide support to teachers, which ranges from tutoring students to awarding grants for classroom needs.

SOCIAL DEVELOPMENT

The Social Development impact area employs strategies designed to improve problem solving skills and coping skills and to build self-esteem in children and youth. Projects provide access to information that will support positive life choices and help promote team building and socialization.

SUSTAINING MEMBER PROJECTS

With more than 1,400 Sustainers in our membership, support from our Sustaining members greatly strengthens the League's mission and meets significant needs in our community through long-standing community projects.

FUND DEVELOPMENT *AT A GLANCE*



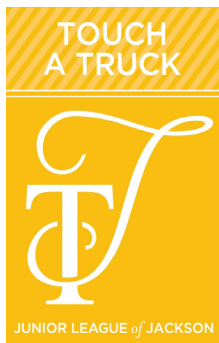
MISTLETOE MARKETPLACE *NOVEMBER 3-6, 2021*

Mistletoe Marketplace is the Junior League of Jackson's largest fund development business and the South's premier annual holiday shopping experience. Since the first Mistletoe Marketplace in 1981, the event has raised more than \$20 million which has been used to sustain the Junior League in its mission and in its support of Jackson area community projects. More than 150 retailers offer unique and often exclusive products, while 30,000 shoppers and special event attendees spend almost \$7 million at Mistletoe Marketplace each year. The event kicks off each November with a Preview Gala and special events follow each day including parties, brunches, children's events, and fashion shows.



JUNIOR LEAGUE JUMBLE *JANUARY 27 & 29, 2022*

Junior League Jumble is the ULTIMATE rummage sale that acts as both a community project and fund development opportunity. Junior League Jumble serves the Jackson metro community through targeted community donations as well as through the massive rummage sale. Proceeds from the event support the mission of the Junior League of Jackson, which includes more than 30 community projects and initiatives. The JL Jumble also enhances our community by offering a wide variety of high quality goods at very affordable prices. All unsold merchandise is donated to the League's community partners at the end of the event!



TOUCH A TRUCK® JACKSON *MARCH 25 & 26, 2022*

Touch A Truck® Jackson is a family-friendly, hands-on event that offers opportunities for children to EXPLORE, CLIMB and TOUCH trucks, emergency response vehicles, heavy machinery and other equipment. Children also get to meet the personnel who protect, serve, and build our community. TAT also offers FIELD TRIP FRIDAY, an opportunity for students from select public schools in the Jackson metro area to attend the event at no cost, as well as new SENSORY FRIENDLY hours for children with sensitivities and their families. In addition to the hands-on learning and exploration of exhibits, students attending Touch A Truck® Jackson will enjoy S.T.R.E.A.M. interactive booths that support science, technology, reading, engineering, art, and mathematics education.



THE KEYSTONE FUND

The Keystone Fund serves as the keystone for JLJ projects yet to come, and is literally something to build upon for the future – not only for the future of the Junior League of Jackson, but for the future of each life the League will touch. It ensures that permanent funding exists to support the League's work. The ultimate objective is to grow a fund that will be substantial enough to help support the League in the event of a decline in sponsorships or a shortfall in the League's fund development businesses. The Junior League of Jackson hopes to steadily grow the Keystone Fund through tax-deductible donations and tax-wise planned giving, including gifts made to the Keystone Fund through wills and estate planning. While certain giving levels have been designated for special recognition, there is no minimum donation.



NOVEMBER 2-5, 2022
AT THE MISSISSIPPI TRADE MART

COMMUNITY IMPACT

Mistletoe Marketplace is the Junior League of Jackson's largest fund development business and the south's premier annual holiday shopping experience. For the last 42 years, shoppers at Mistletoe Marketplace have helped the Junior League of Jackson raise over \$21 million to support the mission of the League and fund community projects. Over 150 merchants from all across the country come together to showcase their unique and exclusive products to over 30,000 shoppers that attend each year. Mistletoe Marketplace draws a captive and loyal base of attendees who spend millions of dollars each year. In addition to the shopping, Mistletoe Marketplace provides fun and exciting special events for all ages! Mistletoe Marketplace is vital to the League fulfilling their mission.

We estimate that in recent years over 5,000 out-of-town shoppers spent close to \$5 million at each Mistletoe Marketplace, and the event had an additional \$6 million annual ripple effect on the economy of the City of Jackson. We further estimate that out-of-state visitors and vendors added more than \$700,000 yearly to the state's economy and more than \$30,000 annually in state tax revenue. The goal of Mistletoe Marketplace is to provide funding to support the mission of the Junior League of Jackson and its 30+ community projects and initiatives for children and youth in service areas focused on children's health, early literacy, and social development.



Mistletoe Marketplace offers unique and often exclusive products for every shopper in a variety of categories including:

- Women's, men's, & children's apparel
- Home décor
- Health and beauty products
- Specialty foods
- Children's toys and educational items
- Holiday ornaments and décor
- Jewelry
- Art

SCHEDULE OF EVENTS

WEDNESDAY, NOVEMBER 2

Preview Gala

7:00 p.m. - 11:00 p.m.

THURSDAY, NOVEMBER 3

Mistletoe Morning

8:00 a.m. - 11:00 a.m.

Girls' Night Out

6:00 p.m. - 8:00 p.m.

FRIDAY, NOVEMBER 4

Marketplace Brunch

8:00 a.m. - 11:00 a.m.

Fashion Show Luncheon

11:30 a.m. - 1:30 p.m.

Tween Event

4:30 p.m. - 6:00 p.m.

Friday Night Event

8:00 p.m. - 11:00 p.m.

SATURDAY, NOVEMBER 5

Children's Event

9:30 a.m. - 11:00 a.m.

GENERAL SHOPPING HOURS

Thursday, November 3

11:00 a.m. - 9:00 p.m.

Friday, November 4

11:00 a.m. - 8:00 p.m.

Saturday, November 5

9:00 a.m. - 5:00 p.m.



STEERING COMMITTEE

CHAIR Kristen Lowry Blackard

CO-CHAIR Adriane LaVern Louie

CORPORATE SPONSOR CHAIR Hannah Foreman Ivson

DECORATIONS CHAIR Avery Buffington Truitt

FINANCE CHAIR Elizabeth Sudduth Eveland

FOOD AND BEVERAGE CHAIR Melanie Christopher Schade

FRIENDS OF MISTLETOE CHAIR Mallory Meyers Hemphill

MERCHANT CHAIR Kelli Young Hart

PLACEMENT CHAIR Rashida Redmond Warren

PROMOTIONS CHAIR Anna Crousillac Crawford

SPECIAL EVENTS CHAIR Kelly Walker Vanderver

STAGING CHAIR Jessica Jones Woods

SUSTAINING ADVISORS Lorraine Walters Boykin,

Melissa Myers Duncan, Lindsey Dugas Thoms



SPONSOR BENEFIT	PATRON \$5,000 - \$7,499		GRAND PATRON \$7,500 - \$9,999		GRAND BENEFACTOR \$10,000 - \$14,999		PRESENTER \$15,000 - \$24,999	
Exposure in 2022 Mistletoe Marketplace invitations, merchant guides, website, and <i>Mistletoe Marketplace Magazine</i>	✓		✓		✓		✓	
Inclusion in a special focus section of <i>Mistletoe Marketplace Magazine</i> in print and in digital format	✓		✓		✓		✓	
Opportunity to advertise in <i>Mistletoe Marketplace Magazine</i>	✓		✓		✓		✓	
Spotlight coverage in Mistletoe Marketplace 2022 Specialty Advertising	✓		✓		✓		✓	
Invitation to the Corporate Sponsor Party in fall 2022	✓		✓		✓		✓	
Invitation to private reception honoring Corporate Sponsors immediately prior to Preview Gala	✓		✓		✓		✓	
Access to the private Corporate Sponsor Lounge at Mistletoe Marketplace	✓		✓		✓		✓	
Listing of the Corporate Sponsor name on 20,000 shopping bags provided to Mistletoe Marketplace shoppers	✓		✓		✓		✓	
Corporate Sponsor Designated Parking	✓		✓		✓		✓	
Complimentary Package Check	✓		✓		✓		✓	
Special signage recognizing the Corporate Sponsor on a shopping aisle or designated area during Mistletoe Marketplace 2022							✓	
Promotional items may be provided by the Corporate Sponsor, subject to approval by the 2022 Mistletoe Marketplace Steering Committee. <i>(Advertising/sale of products at Mistletoe Marketplace 2022 by a Corporate Sponsor is prohibited.)</i>								
Recognition as a sponsor of one Mistletoe Marketplace 2022 Special Event along with recognition on tickets for the Special Event								
	<i>CASH</i>	<i>IN-KIND</i>	<i>CASH</i>	<i>IN-KIND</i>	<i>CASH</i>	<i>IN-KIND</i>	<i>CASH</i>	<i>IN-KIND</i>
Complimentary tickets to Special Events	value of \$1,200	value of \$600	value of \$1,600	value of \$800	value of \$2,500	value of \$1,300	value of \$3,000	value of \$1,500
Complimentary tickets to General Admission	40 value of \$600	15 value of \$225	45 value of \$675	20 value of \$300	50 value of \$750	25 value of \$375	60 value of \$900	30 value of \$450
Corporate Sponsor Lounge Passes	20		25		30		35	

SPONSORSHIP DEADLINES

APRIL 30, 2022

Signed contact and promotional materials

AUGUST 15, 2022

Ticket request form

AUGUST 31, 2022

Financial contribution or in-kind details

SPONSOR BENEFIT	LEAD PRESENTER \$25,000 - \$39,999		GRAND PRESENTER \$40,000 - \$54,999		TITLE \$55,000 - \$79,999		GRAND TITLE \$80,000+	
Exposure in 2022 Mistletoe Marketplace invitations, merchant guides, website, and <i>Mistletoe Marketplace Magazine</i>	✓		✓		✓		✓	
Inclusion in a special focus section of <i>Mistletoe Marketplace Magazine</i> in print and in digital format	✓		✓		✓		✓	
Opportunity to advertise in <i>Mistletoe Marketplace Magazine</i>	✓		✓		✓		✓	
Spotlight coverage in Mistletoe Marketplace 2022 Specialty Advertising	✓		✓		✓		✓	
Invitation to the Corporate Sponsor Party in fall 2022	✓		✓		✓		✓	
Invitation to private reception honoring Corporate Sponsors immediately prior to Preview Gala	✓		✓		✓		✓	
Access to the private Corporate Sponsor Lounge at Mistletoe Marketplace	✓		✓		✓		✓	
Listing of the Corporate Sponsor name on 20,000 shopping bags provided to Mistletoe Marketplace shoppers	✓		✓		✓		✓	
Corporate Sponsor Designated Parking	✓		✓		✓		✓	
Complimentary Package Check	✓		✓		✓		✓	
Special signage recognizing the Corporate Sponsor on a shopping aisle or designated area during Mistletoe Marketplace 2022	✓		✓		✓		✓	
Promotional items may be provided by the Corporate Sponsor, subject to approval by the 2022 Mistletoe Marketplace Steering Committee. <i>(Advertising/sale of products at Mistletoe Marketplace 2022 by a Corporate Sponsor is prohibited.)</i>	✓		✓		✓		✓	
Recognition as a sponsor of one Mistletoe Marketplace 2022 Special Event along with recognition on tickets for the Special Event	✓		✓		✓		✓	
	CASH	IN-KIND	CASH	IN-KIND	CASH	IN-KIND	CASH	IN-KIND
Complimentary tickets to Special Events	value of \$5,000	value of \$2,500	value of \$7,000	value of \$4,000	value of \$9,000	value of \$4,500	value of 10,000	value of \$5,000
Complimentary tickets to General Admission	75 value of \$1,125	35 value of \$525	80 value of \$1,200	40 value of \$600	90 value of \$1,350	45 value of \$675	100 value of \$1,500	50 value of \$750
Corporate Sponsor Lounge Passes	45		50		55		60	

FOR MORE INFORMATION, CONTACT:
Hannah Foreman Ivison, Corporate Sponsor Chair
E: mistletoecorporatesponsors@jljackson.org
T: 601-624-8553



JANUARY 27 & 29, 2022

The Junior League of Jackson is proud to present our seventh annual Junior League Jumble, the ULTIMATE rummage sale. League volunteers collect, sort, and stage thousands of items donated to the two-day sale. The Junior League Jumble includes furniture, appliances, home decor, children's clothing, and so much more! Sponsorship of this event provides a unique opportunity to partner with the Junior League of Jackson and to see first-hand the impact on our community.

TARGET DEMOGRAPHIC

The Junior League Jumble provides the chance for sponsors to showcase their brand to Junior League of Jackson members and the Jackson metro community at large. The 2021 Junior League Jumble was held virtually for the first time through an online shopping platform, where 254 shoppers bid on a chance to win 468 items that were sold. We are looking forward to holding our 2022 event in-person and offering our great special events, including the ticketed Reveal Party and Peek and Purchase, as well as general shopping hours.

COMMUNITY IMPACT

Proceeds from the event support the mission of the Junior League of Jackson, which includes more than 30 community projects and initiatives. The Junior League Jumble also reinforces our community by offering a wide variety of high quality goods at very affordable prices. All unsold merchandise is donated to the League's community partners. The 2021 Junior League Jumble collected and donated 961 school uniforms for Jackson Public School students and provided remaining merchandise to 13 community partners and local nonprofit organizations.



"[JL] Jumble provided us a great foundation of items for the babies of our program. These new moms, who didn't have a single baby item, will have such a blessed start as they begin caring for their infants. Cribs, mattresses, rocking chairs, you name it, they donated it, and we could not be more thankful to partner with the Junior League."

- Jenna Bailey, Embrace Grace



"The ladies of Junior League worked with us to get affordable prices to outfit an entirely empty office building. They allowed us to stay in budget, which ultimately means we can serve more kids! Thank you, JLI!"

*- Mandy Bufkin,
Methodist Children's Homes
of Mississippi*



SPONSORSHIP DEADLINE: January 10, 2022

Signed contract, high resolution logo, and financial contribution

SPONSOR BENEFITS <i>subject to availability</i>	HIDDEN TREASURE \$500	STEAL OF A DEAL \$1,000	FIRE SALE \$1,500	BARGAIN HUNTER \$2,500	BLACK FRIDAY \$5,000+
Complimentary tickets to Reveal Party and VIP Hour	2	4	6	10 - Cash 8 - In Kind	20 - Cash 10 - In Kind
Complimentary tickets to Peek & Purchase	5	10	15	20	25
Complimentary tickets to General Admission	5	10	20	25	40
Social Media Recognition (Facebook and Instagram)	✓	✓	✓	✓	✓
Business name displayed at event and on event website	✓	✓	✓	✓	✓
Opportunity to include promotional materials in bags		✓	✓	✓	✓
Logo displayed at event and on event website			✓	✓	✓
Naming opportunity <i>Available to cash sponsors only</i>				Stage, Check Out, or Premier Corner	Reveal Party

SCHEDULE OF EVENTS

THURSDAY, JANUARY 27, 2022

VIP Hour

6:00-7:00 p.m.

Silent Auction

6:00-9:00 p.m.

Reveal Party

7:00-10:00 p.m.

SATURDAY, JANUARY 29, 2022

Peek & Purchase

6:00-8:00 a.m.

General Shopping

8:00 a.m.-12:00 p.m.

Half Price Sale

1:00-3:00 p.m.



STEERING COMMITTEE

CHAIR Malinda Brown

CO-CHAIR Mallory Hemphill

CHAIR-ELECT Melissa McCoy

ACQUISITIONS/INVENTORY CHAIR Kutenia Good

CORPORATE SPONSOR CHAIR Stacia Dunson

FINANCE CHAIR Leigh Earnest

OPERATIONS CHAIR Rachel Sprinkle

PLACEMENT CHAIR Meg Cook

PROMOTIONS CHAIR Rachel Hughes

QUOTA CHAIR Anna Thames

SPECIAL EVENTS CHAIR Jamie Himes

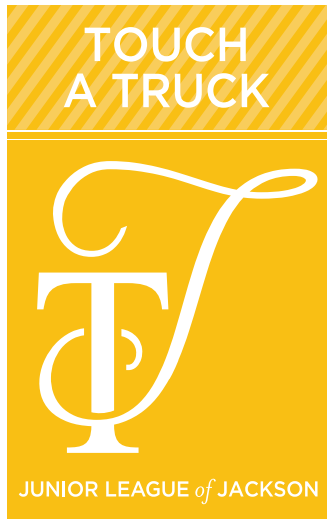
STAGING CHAIR Claire Smith

SUSTAINING ADVISORS Bea Tolsdorf, Dorthy Young

FOR MORE INFORMATION, CONTACT:

Stacia Dunson, Corporate Sponsor Chair

jumblecorporatesponsors@jljackson.org



MARCH 25-26, 2022

Put kids in the driver's seat and let their imaginations roll! Touch A Truck® Jackson is a family-friendly, hands-on event that offers opportunities for children to explore, climb, and touch trucks, emergency response vehicles, heavy machinery, and other equipment. Children also get to meet the personnel who protect, serve, and build our community. Their imaginations will roll when children connect these gigantic vehicles to potential careers in industries like farming, manufacturing, and construction.

TARGET DEMOGRAPHIC

Touch A Truck® Jackson provides an excellent opportunity for sponsors to showcase their brand while reaching key demographics:

- Families and children of all ages
- Educators, Pre-K to 4th Grade
- Community organizations
- Government officials and community leaders, elected officials, emergency responders, and military personnel

COMMUNITY IMPACT

Touch A Truck® Jackson is both a fund development event and community project of the Junior League of Jackson. To date, the event has raised more than \$250,000 to support the League's mission to promote volunteerism, develop the potential of women, and improve communities through the effective action and leadership of trained volunteers.



SPONSOR BENEFIT	GENERATOR \$500	CAR CARRIER \$1,000	EXCAVATOR \$2,500	HARVESTER \$5,000	MONSTER TRUCK \$7,500	BULLDOZER \$10,000	CRANE \$15,000	BIG RIG \$20,000+
Complimentary tickets to General Admission	5	10	20	40	60	80	100	120
Complimentary tickets to Big Wheel Hour and Breakfast						8	10	12
Corporate Sponsor Tent with Lunch	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in educational video(s) produced by Touch A Truck® Jackson	✓	✓	✓	✓	✓	✓	✓	✓
Name listed on event signage and website	✓	✓	✓	✓	✓	✓	✓	✓
Thank you social media post	✓	✓	✓	✓	✓	✓	✓	✓
Marketing materials allowed at event		✓	✓	✓	✓	✓	✓	✓
Logo included with listing on event website			✓	✓	✓	✓	✓	✓
Name listed in press releases and posters				✓	✓	✓	✓	✓
Introductory social media post					✓	✓	✓	✓
Signage at potential community promotional events					✓	✓	✓	✓
Naming opportunity <i>Available to cash sponsors only</i>							✓	Big Wheel Tent

SPONSORSHIP DEADLINES

JANUARY 28, 2022

Promotional materials, high resolution logo, and financial contribution

FEBRUARY 25, 2022

Signed contract and ticket request form

FOR MORE INFORMATION, CONTACT:

Laura Elizabeth Tate,
Corporate Sponsor Chair
tatcorporatesponsors@jljackson.org

SCHEDULE OF EVENTS

FRIDAY, MARCH 25, 2022

Field Trip Friday

8:30-10:00 a.m.

Sensory Friendly Hours

2:00-4:00 p.m.

SATURDAY, MARCH 26, 2022

Big Wheel Hour and Breakfast

8:00 a.m.-1:00 p.m.

General Admission

10:00 a.m.-4:00 p.m.

STEERING COMMITTEE

CHAIR Nashandra James

CO-CHAIR Stephanie Brown

CHAIR-ELECT Meredith McCullough

CORPORATE SPONSOR CHAIR Laura Elizabeth Tate

FINANCE CHAIR Allison Rooker

PLACEMENT CHAIR Amorya Orr

PROMOTIONS CHAIR Mary Wesson Sullivan

SPECIAL EVENTS CHAIR Heather Avery

STAGING CHAIR Laura Hearn

SUSTAINING ADVISORS Abby Brann, Kara Davis

