

Junior League of
Lexington

Sponsorship and Promotional Opportunities

*Providing quality advertising and
recognition opportunities since 1937.*



*Empowering women to improve
life in the Bluegrass*

About the Junior League of Lexington

In 1901, Mary Harriman, founded the first Junior League. Moved by the suffering she was around her, Harriman mobilized a group of 80 other young women to work to improve the squalid living conditions on the Lower East Side of Manhattan. Mary Harriman's vision for improving communities by using the energy and commitment of trained volunteers inspired others around the country. In 1921, the Association of Junior Leagues was formed to provide professional support to the Leagues. Today, the Association of Junior Leagues International governs 296 Junior Leagues in the United States, Canada, Mexico and Great Britain.



The Junior League of Lexington was founded in 1924 by 10 women dedicated to voluntarism and the improvement of the Lexington community. These women built the foundation of community service for which today's League is noted.

The Junior League of Lexington's major contributions to the City of Lexington has been through the production of the Junior League of Lexington Horseshow, the Holly Day Market and the establishment of the Bodley Bullock House as its headquarters. Through these efforts and others, the Junior League of Lexington has provided countless volunteer hours and millions of dollars to worthy organizations since its inception.

Back in 1924, our charter members saw an opportunity to make a difference. Through the combined energy and vision, the League has truly made a difference by touching so many lives in need. By working together to fulfill our mission of promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers, the Junior League of Lexington will continue to make a difference well into the future.



Investing Your Advertising Dollar With the Junior League

The Junior League of Lexington offers a wide variety of sponsorship and advertising opportunities to meet your marketing and philanthropic needs. You will find Event Sponsorship Packages on page 4, a la carte Sponsorships on page 5 and Advertising opportunities on page 6. If your promotional and marketing needs are greater than one event or one audience, we invite you to take advantage of the League Sponsorship Packages on page 3.

Since 1937, Junior League of Lexington Horse Show has brought over 1,000 riders from the United States and Canada to compete for over \$70,000 in prize money each July. As the first leg of the American Saddlebred Triple Crown, the show attracts over 30,000 spectators whose attention is not only focused on the riders but also your message.



Holly Day Market

In 2007, the Junior League of Lexington initiated a second fundraiser to make a greater impact on the Lexington community. The Holly Day Market, held each November, provides over 50 middle- to high-end vendors and daily events to hundreds of early holiday shoppers. This event was created with influence from many Junior League's Holly Day Market efforts and has been an early success.

Benefits to the Community With Your Investment

Sponsorship funds raised by the Junior League of Lexington benefit more than just the sponsor - they benefit the community. Since 1924, the Junior League of Lexington has provided almost \$4 million to the community in the form of grants to nonprofits serving primarily women, children and families. In addition to funding, the Junior League of Lexington members provide over 28,000 hours of service to these and other organizations in the community each year. To read more about the agencies funded by the Junior League of Lexington, visit the Community Focus page at www.lexjrleague.com.



League Sponsorship Packages

	Platinum (\$20,000) *Industry Exclusive*	Gold (\$10,000)	Silver (\$5,000)	
Junior League Horse Show Benefits	Recognition Program Cover	Listed as Presenting Sponsor with Logo	All Promotional Materials	
	Program Ad	Full-Page 4 Color	Half-Page Color	Half-Page Horse Show or Holly Day
	Prize List Ad Page	Full-Page	Full-Page	Half-
	Gala Invitations	Logo placement		
	Box Seating	1 box for 6	1 box for 6	1 box for 4 in grandstand
	Stakes	3 stakes	1 stake	
	Trophies	2 trophies	1 trophy	1 trophy
	Gala Tickets	10 tickets	6 tickets	4 tickets
	General Admission (M-R)	16 tickets	10 tickets	6 tickets
	General Admission Tickets (F or S)	10 tickets	6 tickets	6 tickets
	Valet Parking Passes	4 passes	2 passes	
	Programs	4 programs	2 programs	
Junior League Holly Day Market Benefits	Recognition Program Cover	Listed as Presenting Sponsor with Logo	All Promotional Materials	
	Program Ad	Full-Page	Half-Page	Half-Page Horse Show or Holly Day
	Preview Party Tickets	10 tickets	6 tickets	2 tickets
	General Admission Tickets	20 tickets	16 tickets	10 tickets
	“Run of the Show” Tickets	10 tickets	6 tickets	6 tickets
	Special Event Tickets	10 tickets	6 tickets	2 tickets
	Coat/Bag Check Tickets	10 tickets	6 tickets	2 tickets
	Henry Brown Limited Edition Handbags	5 handbags	3 handbags	1 handbag
Junior League Headquarters Benefits	Event Tickets	4 tickets	2 tickets	2 tickets
	House Rental	1 event, up to 75 guests		

Do you provide services or sell products?

The Junior League of Lexington also has In-Kind sponsorship opportunities. There are diverse needs for the Horse Show, Holly Day Market and the Bodley-Bullock House Headquarters. If you are interested in providing goods or services to the Junior League in exchange for sponsorship opportunities, please contact the League Office.

Event Sponsorship Packages



Junior League Horse Show

	Blue Ribbon (\$2,500)	Red Ribbon (\$1,000)	Green Ribbon (\$500)
Recognition	All Promotional Materials		
Jumbotron	Logo featured twice each night	Logo featured once per night	Logo featured once on each of Friday and Saturday
Program Ad	Half-Page B&W	Quarter-Page B&W	Quarter-Page B&W
Gala Tickets	2 tickets		
Reserved Seats (F or S)	8 seats	4 seats	
General Admission Tickets (M-R)	6 tickets	2 tickets	
General Admission Tickets (F or S)	6 tickets		6 tickets
Programs	4 programs	2 programs	2 programs

Junior League Holly Day Market



Holly Day Market

	Holly (\$2,500)	Jingle Bell (\$1,000)	Mistletoe (\$500)
Recognition	All Promotional Materials		
Program Ad	Quarter-Page Full Color Ad	Quarter-Page Full Color Ad	
Preview Party Tickets	4 tickets	2 tickets	
Weekend Passes	4 passes	2 passes	
General Admission Tickets	12 tickets	6 tickets	6 tickets



a la carte Sponsorships



Junior League Horse Show

Stakes

- \$400** Name listed as Stake Sponsor for one Class in Program and announced during Class; may choose specific class and presenter
- \$300** Name listed as Stake Sponsor for one Class in Program and announced during the Class; may choose presenter

Trophies

- \$250** Friday or Saturday evening classes
- \$200** May request specific Class for Monday-Thursday and choose presenter
- \$125** No guarantee of Class

Ticket Sponsorship

- \$2,500** General Admission
- \$2,000** Exhibitor Armbands

Jumbotron Sponsorship

- \$1,000** Full color video, 60 second ads, twice per night
- \$500** Full color video, 30 second ads, twice per night

Junior League Holly Day Market



Holly Day Market

Ticket Sponsorships

- | | |
|-------------------|----------------|
| General Admission | \$2,500 |
| Preview Party | \$2,000 |
| Daily Event | \$500 |

Miscellaneous Sponsorships

- | | |
|------------------------|----------------|
| Shopping Bags | \$6,000 |
| Special Event Sponsors | \$5,000 |



Advertising



Junior League Horse Show

Horse Show Program Ads

<u>Full Page</u>	<u>7 1/2" x 10"</u>	<u>Half-Page</u>	<u>7 1/2" x 7 7/8"</u>
\$1,500	4 Color Front Inside Cover	\$600	4 Color
\$1,500	4 Color Back Outside Cover	\$300	Black & White
\$1,500	4 Color Back Inside Cover		
\$800	4 Color		
\$400	Black & White		

<u>Quarter-Page</u>	<u>3 5/8" x 4 7/8"</u>	<u>Eighth-Page</u>	<u>3 5/8" x 2 3/8"</u>
\$175	Black & White	\$150	Black and White

Horse Show Prize List Ads

Full-Page	\$250
Half-Page and Barn Card Ad	\$200

Junior League Holly Day Market



Holly Day Market

Holly Day Market Program Ads

<u>Full Page</u>	<u>8" x 10.5"</u>	<u>Half-Page Horizontal 8" x 5.125"</u>
\$600	4 Color Back Cover	\$300
\$550	4 Color Inside Cover	4 Color
\$450	4 Color Full Page	
<u>Half-Page Vertical</u>	<u>3.92" x 10.5"</u>	<u>Quarter-Page 3.92" x 5.125"</u>
\$300	4 Color	\$225
		4 Color



Junior League Newsletter

Sent to over 800 League Members 10 times a year.

<u>Quarter Page</u>	<u>Eighth-Page</u>
\$200 1 x run	\$100 1 x run
\$1,100 6 x run	\$550 6x run
\$1,800 10 x run	\$900 10 x run



**JUNIOR
LEAGUE of
LEXINGTON**

P.O. Box 687
Lexington, KY 40588
phone: (859) 252-8014
fax: (859) 225-1286
email: gen@lexjrleague.com

Mission

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. Our purpose is exclusively educational and charitable.

The Junior League of Lexington, Kentucky, Inc. reaches out to women of all races, religions and national origins who demonstrate an interest in and a commitment to voluntarism.