



*Poinsettia*  
LUNCHEON

2021 SPONSORSHIP  
INFORMATION

*Shining brighter together*

*Table of Contents*

ABOUT THE JUNIOR LEAGUE

COMMUNITY IMPACT

- Mission, Vision, Values
- Projects

EVENT INFORMATION

OUTLINE

- Time and Place
- Description
- Attractions

SPONSORSHIP TIERS

- Donation Information
- Premier Sponsorships

SPONSORSHIP DOCUMENTS

INTEREST FORM  
RESOURCES  
CONTACT INFO





## *The Junior League Difference* | COMMUNITY IMPACT

Since 1978, the Junior League of Reno's projects have varied tremendously and have made a crucial impact within the Northern Nevada community. The Junior League of Reno is different in that our projects and partnerships – while always benefitting women and children – change to meet our community's most pressing needs. Some of our projects include:

**Reno's first Universally Accessible Playground**, Inspiration Station, for children and adults of all abilities at Dick Taylor Park. The goal of building this park was achieved through fundraising and corporate sponsorships.

**Girls on the Run**, a program designed to instill self-confidence and empower young girls throughout the Reno area. In 2019-2020, The Junior League of Reno was able to sponsor all of the Title 1 schools in the program and provided coaches who mentored and ran a marathon with the young women involved.

**Volunteers of America Playground** for the homeless families in temporary residence and annual baby showers with food and gifts for homeless mothers who are expecting or recently had a baby.

**Renown Pediatric Clinic** renovation for low-income families including refreshed exam rooms and new equipment to help and heal thousands of local youth.

**Feed The Need** single-day donation drive, successfully raising \$52,000 for the Washoe County school lunch program, serving lunches to homeschooling youth during the COVID-19 outbreak.



With our current focus on the increasing presence of childhood food insecurity, the Junior League of Reno provides volunteers and assists on the farm at **Urban Roots**, assists and serves meals at **St. Vincent's Catholic Charities**, collects and distributes food and donations for **Karma Box**, provides and serves meals at **Eddy House** – a shelter for homeless youth, collects food and assists the **Northern Nevada Food Bank** and donates teddy bears to the pediatric wing at **Renown**.

In addition to our partnerships and ongoing volunteer efforts, the Junior League of Reno awards annual Community Enrichment Grants and additional funding. In 2020-2021, JL RENO awarded nine community organizations over \$28,000, creating a significant impact on our community. As Reno grows, so too does its needs, and Junior League of Reno's PRAD (Project Research and Development Committee) is continuously investigating the latest data trends and looking for ways to make the biggest difference. We also launched a PAAC (Public Awareness and Advocacy Committee) in conjunction with The Junior League of Las Vegas to support the wellbeing and security of women and children of Nevada during legislative sessions.

## Event | INFORMATION



## The Event of the Season

Over the past several years Poinsettia has evolved from a small, personal event shared by fellow League members to an exclusive, invitational event that marks the calendars of over 1,000 of the Reno-Tahoe area's most influential women. The event has become a seasonal tradition for active League members, sustainers, and friends.

Poinsettia's crown jewel is its holiday boutique sprawling with unique finds, but that's not the only thing that makes it a once in a lifetime experience. A silent auction full of enticing offerings and a variety of incredible raffle opportunities provide bountiful fun and entertainment to guests on top of the lively music, delicious food, and gorgeous décor. This year, the event takes place Thursday, December 2<sup>nd</sup> from 10 AM to 2 PM at The Grand Sierra Resort.

## Benefiting Our Community's Greatest Needs

The Poinsettia Luncheon has been the primary means of support for The Junior League's community grant program as well as many of its largest and most influential projects in the region.

Throughout the years, Poinsettia has been sustained by the support of several repeat donors, and as of 2020-2021 we are expanding the event's sponsorship and donor program in order to meet our most ambitious goals yet.



## Creating Lasting Partnerships

We welcome you to join our family of community advocates and partners through our one-of-a-kind event sponsorship program.



## Sponsorship | SPONSORSHIP TIERS

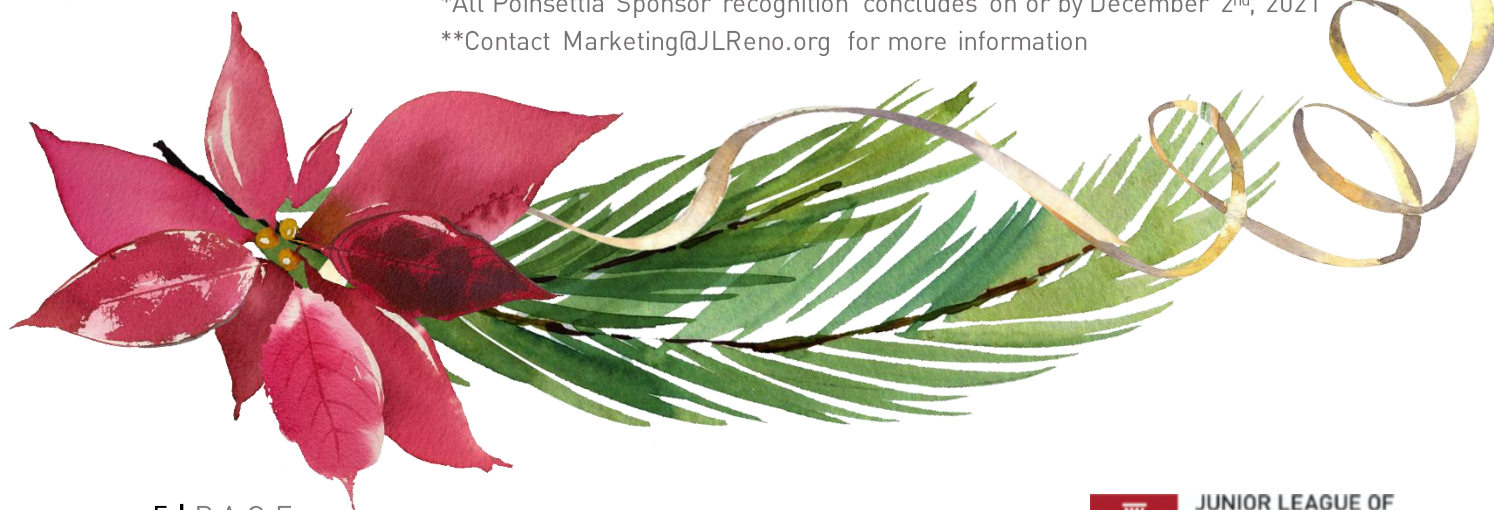


We have options to suit the needs of almost any partnership! Our goal is to form a lasting relationship with our partners and assist them in connecting with the community through our cause. Some aspects for the program may be subject to change; we welcome questions and feedback. You will be able to see first-hand the difference partnering with a community event like Poinsettia makes. The appreciation is for monetary sponsorships as well as for in-kind donations!

	APPRECIATION			
	<i>General</i> \$500+	<i>Glimmer</i> \$1500+	<i>Sparkle</i> \$2500+	<i>Shine</i> \$5,000+
WELCOME SPONSOR POST ON FACEBOOK	-	-	Yes!	Yes!
TICKET SALES PAGE	-	Name	Logo	Large Logo
CUSTOM DISPLAY BOARD W/ LOGO @ EVENT	-	-	-	Yes
AUDIO-VISUAL PROGRAM	Name	Name, Bolded	Logo	Large Logo
PRINTED EVENT PROGRAM	Name	Name	Name, Bolded	Logo
SOCIAL MEDIA SHARES	-	-	1	2
JLR WEBSITE	-	Name	Name w/ Backlink	Logo w/ Backlink
JUNIOR LEAGUE E-BLAST	-	-	Special Mention	Logo
EVENT TICKETS	-	-	-	2

\*All Poinsettia Sponsor recognition concludes on or by December 2<sup>nd</sup>, 2021

\*\*Contact [Marketing@JLReno.org](mailto:Marketing@JLReno.org) for more information





*Sponsorship* | INTEREST FORM

Please complete the information below and turn into Poinsettia@JLReno.org or mail-in to our office ( ATTN: Poinsettia, 8175 S Virginia St. #850 PMB 218 Reno, NV 89511 ). Please E-mail your logo and company description to Marketing@JLReno.org on or before November 20<sup>th</sup>, 2021.

BUSINESS NAME: \_\_\_\_\_

( For Acknowledgment in Event Programs and Junior League of Reno Media )

CONTACT NAME: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

Mailing

City

State

Zip

*Sponsorship Level or Donation Value:*

☐ GENERAL

☐ GLIMMER

☐ SPARKLE

☐ SHINE

SIGNATURE: \_\_\_\_\_



Junior League of Reno is registered with the Nevada Secretary of State as Junior League of Reno, Incorporated, and is a domestic non-profit corporation in Nevada. The organization's purpose is educational and charitable with a focus on helping women and children in the community. Your donation may be tax deductible pursuant to Internal Revenue Code of 1986, 26 USC, section 170(c). Please contact your accountant for tax advice.

Junior League Tax ID # 23-7025150  
Junior League of Reno is a 501(c)(3) organization. Donations may be tax deductible.

## THANK YOU FOR YOUR SUPPORT OF OUR WORK!

Karri Hurwitz, JLR President 2021-2022

Sail Horton, JLR President Elect 2021-2022

Dottie Sandoval, VP Poinsettia 2021-2022

JLR@JLRENO.ORG | 775-826-0445

Poinsettia Luncheon | [www.JLReno.org](http://www.JLReno.org)

