



50th
Poinsettia
Luncheon

2022 SPONSORSHIP
INFORMATION



BENEFITING THE JUNIOR
LEAGUE OF RENO AND
COMMUNITY PROJECTS

Table of Contents

ABOUT THE JUNIOR LEAGUE

COMMUNITY IMPACT

- Mission, Vision, Values
- Projects

EVENT INFORMATION

OUTLINE

- Time and Place
- Description
- Attractions
- Sponsor 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.

The global events of 2020-2021 highlighted the value of our dynamic community engagement. In the last two years, we have responded to emerging needs by filling **Karma Boxes**, supporting school lunch distribution, virtually flash mobbing local small businesses and restaurants to show our support during closures, providing children with school supplies, shoes, coats, and providing unsheltered members of our community with food, blankets, and new clothing.



The Junior League of Reno also helped revive a sense of normalcy for children and families in our community by bringing Halloween goodies to **RAVE Family Foundation** and Thanksgiving dinner to unsheltered young adults at the **Eddy House**. We provided a full Christmas celebration to 3 families in need, and we filled over three thousand easter eggs for a Title 1 elementary school and children living at **Our Place family shelter**.

Some additional projects include:

Feed the Need: The Junior League of Reno partnered with local media to embark on a one-day fundraising campaign to provide meals to students in need. This campaign raised more than \$50,000 and allowed Washoe County School District's Nutrition Services to open several more meal distribution sites to reach hungry children during the shutdown.

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.

Free Little Library program to ensure that everyone has access to free books.

In addition to our partnerships and ongoing volunteer efforts, the Junior League of Reno awards annual Community Enrichment Grants and additional funding. In 2021-2022, JL Reno awarded eight community organizations over \$50,000, creating a significant impact on our community. As Reno grows, so too do its needs, and the 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. Additionally, our PAAC (Public Awareness and Advocacy Committee) works in conjunction with The Junior League of Las Vegas to support the wellbeing and security of women and children of Nevada in the upcoming legislative years.

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 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 alike.

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 items and a variety of incredible raffle opportunities provide bountiful fun and entertainment to guests on top of the lively music and gorgeous décor.

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.

Funds from the event's silent auction, raffle, ticket sales, and donation drive have changed lives throughout the Northern Nevada community through grants, projects, and volunteer initiatives.



Creating Lasting Partnerships

Poinsettia has been sustained by the support of several repeat donors and sponsors through the years, and as of 2022 we are expanding the event's sponsorship and donor program in order to meet our most ambitious goals yet.

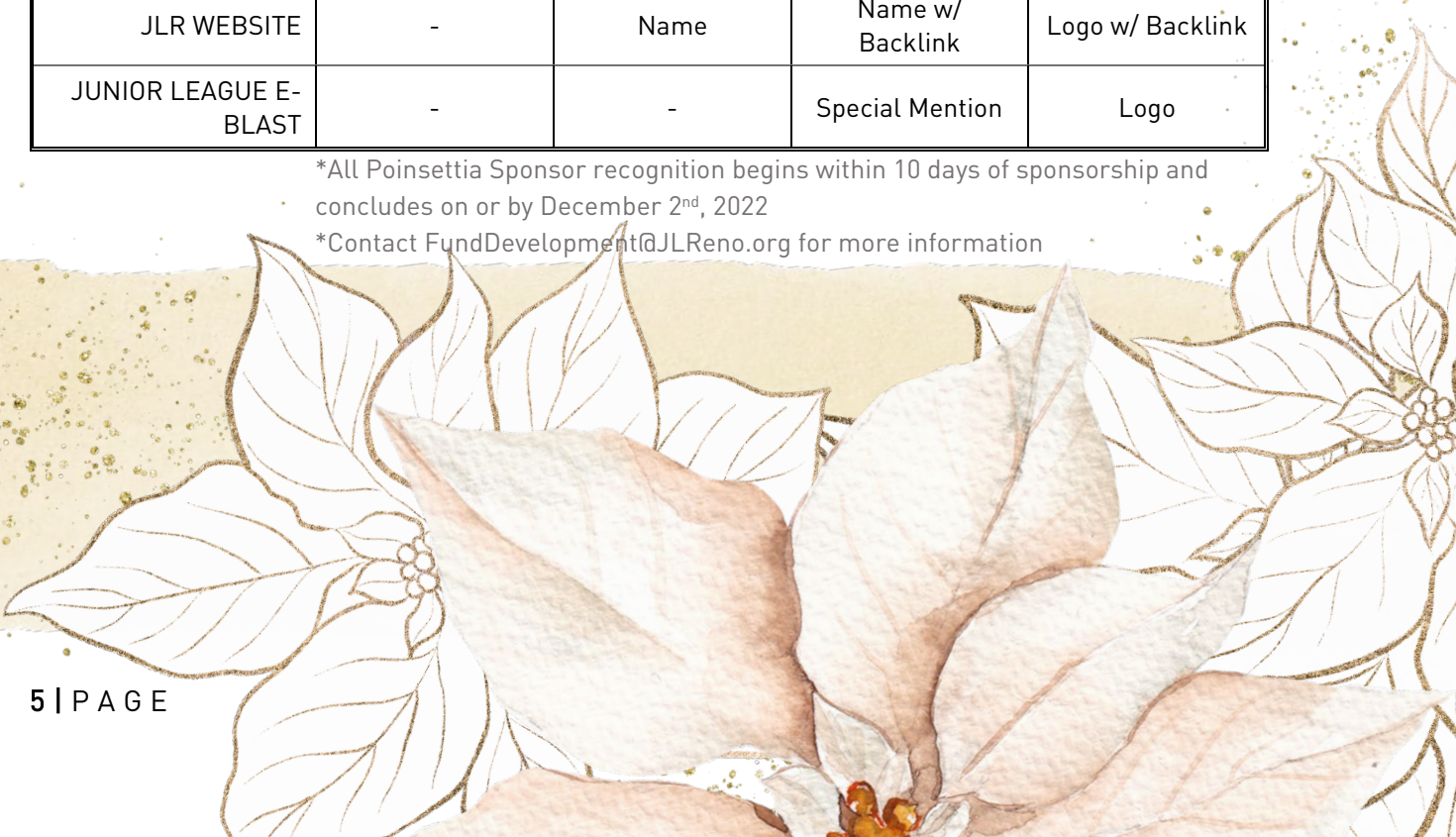
Sponsors | SPONSOR APPRECIATION

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.

| SPONSOR APPRECIATION | | | | |
|----------------------------------|--------------------------|--------------------------|---------------------------|-------------------------------|
| | <i>Nugget</i> \$1,000 | <i>Placer</i> \$2,000 | <i>Bullion</i> \$3,000 | <i>Doubleloon</i> \$5,000+ |
| WELCOME SPONSOR POST ON FACEBOOK | Name | Name, Logo | Yes! | Yes! |
| TABLE OF 10 AT POINSETTIA | - | 1 | 1 | 2 |
| CARD/PAMPHLET SPACE | - | Yes | Yes | Yes |
| BANNER SPACE AT EVENT | - | - | - | Yes |
| AUDIO-VISUAL PROGRAM | Name | Logo | Thank You Video | Thank You Video |
| PRINTED EVENT PROGRAM | Logo | Logo | Logo | Logo |
| SOCIAL MEDIA SHARES | - | Monthly | Monthly | Monthly |
| JLR WEBSITE | - | Name | Name w/ Backlink | Logo w/ Backlink |
| JUNIOR LEAGUE E-BLAST | - | - | Special Mention | Logo |

*All Poinsettia Sponsor recognition begins within 10 days of sponsorship and concludes on or by December 2nd, 2022

*Contact FundDevelopment@JLReno.org for more information



Sponsors | PREMIER SPONSORSHIP OPPORTUNITIES

Premier sponsorships are first come first serve and inquiries as to their availability may be sent to Poinsettia@JLReno.org prior to submission. Premier sponsorship opportunities are of monetary value only unless otherwise specified. We are only offering a total of 10 sponsor opportunities this year to maintain the high value of our event partnerships. Act fast!

| <i>Premier Sponsorship Opportunities</i> | | | |
|--|--|-------------|---|
| | LE COUVERT SPONSOR | | ENTERTAINMENT SPONSOR PLACER APPRECIATION PLUS.... |
| INFORMATION | Every year, Junior League raffles three sets of incredible holiday table settings. For \$1,000, your organization may sponsor one of these gorgeous formal dining tables. Your signage will be placed on one of the three tables in view of all our bidders. | INFORMATION | Our captivating video presentation, incredible décor, and uplifting holiday music transform Poinsettia into a holiday season experience. With one of our entertainment packages, you will receive a dedicated large thank you slide in our presentation. |
| COST | \$1,500 LIMIT 3 | COST | \$2,500 LIMIT 3 |
| | SPIRIT SPONSOR BULLION APPRECIATION PLUS.... | | VENUE SPONSOR DOUBLON APPRECIATION PLUS.... |
| INFORMATION | What's a seasonal gathering without a flute of bubbly champagne or a sweet cocktail? Our spirit sponsorship places your company banner or signage at one of the three bars where attendees frequently gather and enjoy delicious concoctions. | INFORMATION | This exclusive package allows you to partner with our event in a way we never have before. The venue sponsor will be given a full page in the event pamphlet, a video in the AV program as well as being named in the event listing as the presenter on GSR signage. Your banner will be displayed prominently at the entrance and on all 125 tables! |
| COST | \$5,000 LIMIT 3 | COST | \$10,000 LIMIT 1 |

* All Poinsettia Sponsor recognition begins within 10 days of sponsorship and concludes on or by December 2nd, 2022

**Contact FundDevelopment@JLReno.org for more information

Thank you for your time & interest in our programs

Sponsorships | INTEREST FORM

Please complete the information below and return it to Poinsettia@JLReno.org or drop it off at our office. Please E-mail your logo and company description to Marketing@JLReno.org on or before November 4th, 2022.

BUSINESS NAME: _____

(For Acknowledgment in Event Program and/or Company Table and Junior League of Reno Media)

CONTACT NAME: _____

CONTACT EMAIL: _____

CONTACT PHONE: _____

BUSINESS ADDRESS: _____

Mailing

City

State

Zip

Sponsorship Level:

NUGGET

PLACER

BULLION

DOUBLOON

LE COUVERT

ENTERTAINMENT

SPIRIT

VENUE

ITEM OR IN-KIND

SIGNATURE: _____



THANK YOU FOR YOUR SUPPORT OF OUR WORK!

Sail Horton, JLR President 2022-2023 | President@JLReno.org

Holly Pan, JLR President-Elect 2022-2023

Sally Gallagher, VP Poinsettia 2022-2023 | Poinsettia@JLReno.org

JLR@JLRENO.ORG | 775-826-0445

Poinsettia Luncheon | www.JLReno.org