



JUNIOR LEAGUE OF

NORFOLK-VIRGINIA BEACH

2023-24 SPONSORSHIP OPPORTUNITIES



WHO WE ARE

OUR MISSION

The Junior League of Norfolk-Virginia Beach (JLNVB) 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

We are an organization of diverse women **CREATING A POSITIVE IMPACT** on the lives of women and children in South Hampton Roads.

OUR HISTORY

Since its founding in 1901 by social activist Mary Harriman, The Junior League has evolved into one of the oldest, largest, and most effective women's volunteer organizations in the world, encompassing **MORE THAN 125,000 WOMEN** in over **295 LEAGUES IN FOUR COUNTRIES**. For more than a century, The Junior League has been on the **FOREFRONT OF SOCIAL REFORM**, identifying problems — pollution, illiteracy, domestic violence, foster children without a safety net — and finding solutions.

JLNVB was founded in 1925 and was the **FIRST JUNIOR LEAGUE** in the Commonwealth of Virginia. We are a diverse group of **OVER 300 WOMEN** who are committed to our mission. Our purpose is exclusively educational and charitable. For nearly a century, JLNVB has been **A FORCE FOR CHANGE** in our local community as a result of the tireless and innovative work of our trained members.

OUR COMMUNITY IMPACT AREAS

JLNVB utilizes its diverse group of women and funding to support its own community programs and also provide volunteers, financial support, Board representation, and training to organizations and community projects that are aligned with our two key impact areas, **CHILDHOOD LITERACY** and **WOMEN'S HEALTH**. The identification of these impact areas was based on 18 months of research conducted by our Community Impact Development Committee.

CHILDHOOD LITERACY: The National Assessment of Educational Progress, also known as NAEP or the 'Nation's Report Card', highlighted the severe learning loss endured by American children since the pandemic. Virginia was hit particularly hard. According to the Virginia State Superintendent, Virginia saw the most severe drop in reading test scores in the entire country. Only 32% of Virginia's 4th graders performed proficiently in reading compared to 43% in 2017. Our goal for this impact area is to promote childhood literacy through programs and initiatives that decrease the number of functionally illiterate students in Hampton Roads, and to encourage family reading at home through increased access to books.

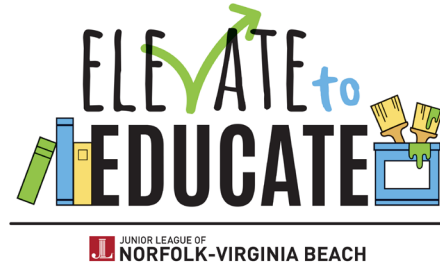
WOMEN'S HEALTH: Women's health is an impact area that resonates deeply with our membership because we are an organization of women, but also because of the prevalence of women's health issues and the stigmas often attached to them throughout the community. These issues include mental health, reproductive and menstrual health, maternal health and more. Our goal for this impact area is to lower risks and improve general wellbeing for women in Hampton Roads through various programs and initiatives that provide education, awareness and access to resources.

SIGNATURE COMMUNITY PROJECTS

The Junior League of Norfolk-Virginia Beach's diverse group of community projects address the needs of the Hampton Roads community within our two impact areas and also help engage our League members by providing a wide range of volunteer opportunities.

ELEVATE TO EDUCATE

At Elevate to Educate, our volunteers help to create a more dynamic learning environment for elementary students in Hampton Roads by making over a local Title I elementary school with educational murals, improved landscaping, playground updates and more! Following the makeover, JLNVB continues supporting the school with two years of custom programming focused on literacy and women's health! In March 2023, JLNVB began its comprehensive makeover of Ingleside Elementary by power washing its buildings, adding outdoors games on sidewalks, painting rails, doors and murals to brighten up the school, and redesigning the teacher's lounge.



LITTLE LIBRARIES

JLNVB partners with a variety of local organizations and schools that promote childhood literacy by providing them with funding, supplies and volunteers, organizing book drives, and working directly with children to promote reading and life-long learning. JLNVB also constructs, paints and stocks free little libraries for installation across Hampton Roads. Four little libraries were donated during the 2022-2023 league year. During the pandemic when public libraries were closed, JLNVB launched Book it to Bedtime, a virtual storytelling program. Members recorded readings of different children's books, creating a "virtual" Little Library.



WOMEN'S HEALTH INITIATIVES

JLNVB regularly uses its funding to assemble and distribute women's health packs to local schools and women's shelters. These include period packs, pregnancy kits and other health essentials. JLNVB also regularly runs food drives and supplies volunteers to local food banks and community centers that provide meals and other essentials to the community.



VOLUNTEERING IN THE COMMUNITY

JLNVB promotes voluntarism of its members by providing a variety of volunteer opportunities across the Hampton Roads community. Recent volunteer opportunities have included:

Participating in the Teddy Bear Clinic at the Virginia Zoo where children could bring their favorite stuffed animal to the Zoo for a check-up to demystify visiting the doctor's office and show them the importance of regular medical care for people and animals.

Representing JLNVB at Kindfest in August 2023. Kindfest brings the Hampton Roads community together to support local causes, make our world a kinder place, and help our community thrive.



SIGNATURE FUNDRAISERS

During the 2022-2023 League year, JLNVB raised more than \$25,000 for the Hampton Roads community with Brunched, Touch-a-Truck and other fundraising events. Major fundraising events planned for 2023-2024 include:

BRUNCHED

OCTOBER 21, 2023

Brunched is getting a little beachy this year! The annual event will be held at Surf Club Oceanfront Grille at the Virginia Beach oceanfront from 11am-2pm. Brunched allows brunch enthusiasts to enjoy a catered brunch menu with mimosas, music, silent auction, wine pull, and much more! Bring your friends, significant other, or anyone who enjoys a good brunch with amazing oceanfront views. This event has SOLD OUT in years prior so be sure to buy your tickets early!



CHIPS FOR CHARITY

FEBRUARY 3, 2024

The Junior League of Norfolk-Virginia Beach, with support from local sponsors, will host Chips for Charity, a 1920s casino-themed evening with great food, entertainment, fun prizes and more! Chips for Charity will be held on February 3, 2024 at the Wyndham Virginia Beach Oceanfront Hotel. This event is a fun and interactive way to bring the community together while helping raise money to advance women's leadership for meaningful community impact through JLNVB. The evening will include exciting casino games with dealers available to instruct new players, a DJ playing party hits of all decades, delicious food, a photo booth, and silent auction at the Virginia Beach Oceanfront.



TOUCH-A-TRUCK

APRIL 20, 2024

Touch-a-Truck offers a hands-on learning experience for children to touch, climb, safely explore a variety of trucks and machinery, and meet the people who serve our community. In 2023, we had more than 50 vehicles, food trucks and vendors participate and 2,500 attendees.





SPONSORSHIP OPPORTUNITIES

Every dollar invested in our organization is used to produce results with real impact. We combine our dedicated member volunteers with the money we invest in the community for twice the impact. In the past 10 years, we have trained hundreds of women to perform more than 15,000 direct service hours for South Hampton Roads.

We invite you to become a partner of JLNVB by making your annual sponsorship gift to JLNVB today. Sponsorships may consist of a cash contribution, in-kind gift, or a combination of each. In-kind sponsors are recognized at a level equivalent to the fair market value of the retail value of equipment/products/services. Since we are a 501(c)(3) non-profit organization, your contributions may be tax deductible. We will gladly provide you with a receipt for your records.

In becoming a sponsor, you are helping to support JLNVB's community projects, fundraising events, and training and leadership initiatives throughout the year. In recognition of our sponsors, JLNVB will promote your organization and provide you with benefits based on the levels below:

DIAMOND SPONSOR — \$10,000*

PROMOTION + RECOGNITION

- Company ad, logo and website link on JLNVB website
- Logo in JLNVB Annual Report
- Recognition as Presenting Sponsor** of 1 JLNVB Event (1st Choice)
- Logo and website link in all printed and digital promotional materials for all JLNVB events
- Company ad, logo and link in 6 membership emails and social media posts
- Opportunity to include promotional items in event gift/swag bags

TICKETS

- Ten (10) tickets to Brunched
- Four (4) VIP Tickets to Chips for Charity
- Forty (40) VIP tickets to Touch-a-Truck
- (\$1,600 value)

PLATINUM SPONSOR — \$7,500*

PROMOTION + RECOGNITION

- Logo and website link on JLNVB website
- Logo in JLNVB Annual Report
- Recognition as Presenting Sponsor** of 1 JLNVB Event (2nd Choice)
- Logo and website link in all printed and digital promotional materials for all JLNVB events
- Logo and link in 5 membership emails and social media posts
- Opportunity to include promotional items in event gift/swag bags

TICKETS

- Four (4) tickets to Brunched
- Two (2) VIP Tickets to Chips for Charity
- Thirty (30) VIP tickets to Touch-a-Truck
- (\$900 value)

GOLD SPONSOR — \$5,000*

PROMOTION + RECOGNITION

Logo and link on JLNVB website
Logo in JLNVB Annual Report
Recognition as Presenting Sponsor** of 1 JLNVB Event (3rd Choice)
Logo and website link in all printed and digital promotional materials for all JLNVB events
Logo and link in 4 membership emails and social media posts
Opportunity to include promotional items in event gift/swag bags

TICKETS

Four (4) tickets to Brunched
Two (2) VIP Tickets to Chips for Charity
Twenty (20) VIP tickets to Touch-a-Truck
(\$750 value)

SILVER SPONSOR — \$2,500

PROMOTION + RECOGNITION

Logo on JLNVB website
Logo in JLNVB Annual Report
Name in all printed and digital promotional materials for all JLNVB events
Logo and link in 3 membership emails and social media posts
Opportunity to include promotional items in event gift/swag bags

TICKETS

Two (2) tickets to Brunched
Four (4) Tickets to Chips for Charity
Twenty (20) tickets to Touch-a-Truck
(\$500 value)

BRONZE SPONSOR — \$1,000

PROMOTION + RECOGNITION

Logo on JLNVB website
Name in JLNVB Annual Report
Name in all printed and digital promotional materials for all JLNVB events
Logo and link in 2 membership emails and social media posts

TICKETS

Two (2) tickets to Brunched
Two (2) Tickets to Chips for Charity
Ten (10) tickets to Touch-a-Truck
(\$300 value)

RUBY SPONSOR — \$500

PROMOTION + RECOGNITION

Logo on JLNVB website
Name in JLNVB Annual Report

TICKETS

Twenty (20) tickets to Touch-a-Truck (\$100 value)

PEARL SPONSOR — \$250

PROMOTION + RECOGNITION

Name on JLNVB website
Name in JLNVB Annual Report

TICKETS

Ten (10) tickets to Touch-a-Truck (\$50 value)

* VIP Sponsorship Levels

** Presenting sponsorship includes presenting sponsor designation on all printed and digital promotional materials for the event, prominent display of company banner at the event, and presentation of plaque and gift from JLNVB at the event

2023-2024 SPONSORSHIP COMMITMENT FORM

CONTACT INFORMATION:

Business Name (as you would like it to appear in promotional material):

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

SPONSORSHIP TYPE:

- | | |
|---|--|
| <input type="checkbox"/> \$10,000 Diamond | <input type="checkbox"/> \$1000 Bronze Sponsor |
| <input type="checkbox"/> \$7,500 Platinum Sponsor | <input type="checkbox"/> \$500 Ruby Sponsor |
| <input type="checkbox"/> \$5,000 Gold Sponsor | <input type="checkbox"/> \$250 Pearl Sponsor |
| <input type="checkbox"/> \$2,500 Silver Sponsor | <input type="checkbox"/> In-Kind Donation (specify): _____ |

PAYMENT:

- ☐ Check payable to: Junior League of Norfolk-Virginia Beach
- ☐ Send Invoice
- ☐ Credit Card

Name on Card: _____ Expiration Date: _____

Card Number: _____ Security Code: _____

SIGNATURE:

DATE:

By signing this agreement, we wish to become a sponsor of the Junior League of Norfolk-Virginia Beach, Inc. and the benefits it provides and agree to provide donations prior to relevant event(s), if applicable.

COMPANY LOGO/ARTWORK:

Artwork for your company logo must be provided as follows:

Website/digital materials: JPG or PNG, at least 150 dpi; Printed materials: vector/EPS format, 300 dpi.

If your artwork is not provided as indicated, your logo cannot be included. In lieu of a logo, you will receive a line listing your company's name. Email artwork to: communications@jlnvb.org and include sponsorship level in subject line.

PLEASE COMPLETE THE FORM AND REMIT WITH PAYMENT TO:

Junior League of Norfolk-Virginia Beach
419 S Lynnhaven Rd #111, Virginia Beach, VA 23452

Please contact our Fund Development Vice President, Danielle Miller at funddevelopment@jlnvb.org or 860-874-1309 with any questions.

Junior League of Norfolk-Virginia Beach, Inc. is a non-profit 501(c)3. Our federal tax identification number is #54-6044966.

JUNIOR LEAGUE OF NORFOLK-VIRGINIA BEACH

2022 YEAR IN REVIEW

 JUNIOR LEAGUE OF
NORFOLK-VIRGINIA BEACH

★ 317 ★
MEMBERS

95 Actives
192 Sustainers
30 New Members



Women's Health

Working to enhance women's health is part of the DNA of The Junior League, going back to our founding by Mary Harriman over 100 years ago. Our Women's Initiative Committee partners with local organizations to address this issue locally.



Children's Literacy

In the United States, two thirds of students who cannot read proficiently by the end of fourth grade will end up in jail or on welfare. We are working to build a better community by ensuring that every child has the opportunity to achieve his or her full potential through the life-changing power of literacy.

Donated more than
\$500
worth of school supplies.

10 training events offered for League members, including *Passion Into Action* with Elaine Luria

Volunteered over
1,459
hours in 2022

Raised more than
\$25,000
for the Hampton Roads community with Touch-A-Truck and other fundraisers

Built and donated
FOUR
little libraries




Donated more than
SIXTY
books for local schoolchildren

Learn more about the JLNVB and our impact on the community

 www.jlnvb.org

 info@jlnvb.org

 757-214-6668



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