



bBRUNCH
& **WALK** 5K
WITH LEAGUE

Sponsorship Packet

Our Mission

The Junior League of Lansing (JLL) is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

Our Focus

The JLL is comprised of more than 50 Active members and 150 Sustainers from all over the Greater Lansing area. The Junior League of Lansing embodies a caring and energizing spirit with a passion for improving lives in the greater Lansing community. This diverse group of women gathers to promote the mission and values of JLL through volunteer activities, fund development, training and developing relationships. Because we value the positive impact our League makes in the community, we are committed to identifying problems that face greater Lansing and developing solutions; using fundraising dollars to support community projects; and executing community projects within collaborative partnerships that include a diversity of people and organizations.

For more information about our League, our programs, and community partners please visit our website at www.jllansing.org.

Our Impact

With our focus on essential needs, the JLL has transformed our community by supporting more than 100 organizations with donations of volunteer hours and funding. JLL is committed to investing in the essentials of our community by empowering members of the community to provide access and to secure food and shelter.

- \$233,633 to local organizations since 2001 through our community grant programs. Past recipients have included:
 - Greater Lansing Food Bank-\$17,460 to purchase 48 milk coolers to allow distribution of fresh milk
 - SIREN/Eaton Shelter-\$12,000 to expand their programming that addresses homelessness among childless adults
 - Habitat for Humanity-\$10,000 for critical home repair program
 - Allen Neighborhood Center-\$10,000 for improvements to Hunter Park Garden House
 - Haven House-\$9,600 to purchase new furniture for their common spaces
- \$7,500 in financial support to Weekend Survival Kits Program in 2018-2021, sponsoring Riddle Elementary
- Donated \$5,000 to Ele's Place in honor of their 30th Anniversary
- Collected 317 coats that were donated to Homeless Angels
- Supporting local organizations with 370 volunteer hours in 2023-2024

The Race

The second annual **bRUNch and Walk with League 5K** is a social running event set for **Sunday, June 2, 2024**. Its purpose is raising awareness around the issues Junior League of Lansing (JLL) support: food, shelter and access to food and shelter in the Lansing community. The race starts at 8:00 AM with brunch to follow. Race route and brunch details to come soon.








Entry Pricing

5k and Brunch: \$45
 Brunch Only: \$30
 Virtual Run: \$40

Sponsorship Opportunities

Overview (continued on page 4)

SPONSOR BENEFITS	PRESENTING (\$5000)	HEADLINER (\$2,500)	ULTRA MARATHONER (\$1,000)	MARATHONER (\$500)	SPRINTER (\$250)	JOGGER (\$100)	WALKER (\$50)
Logo on JLL Website homepage for 2024-2025 League year	✓						
Meeting Partner for one Membership meeting - display table and speaking opportunity	✓						
Company logo with link on all member eblasts	✓						
Logo/Name in race print advertisement	LOGO	LOGO	NAME				
Logo/Name listed in semi-annual member newsletter	LOGO	NAME	NAME	NAME			
Logo on signage at pre-race area and finish line	✓	✓	✓	✓			

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Logo/Name presence on JLL Website throughout promotional period	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Logo/Name on official race t-shirt	LOGO	LOGO	LOGO	LOGO	NAME	N/A	N/A
Inclusion of marketing material or samples at the brunch event							
Social media mentions	2	2	2	2	0	0	0
Complimentary race entries	10	8	4	2	2	1	0

Targeted Marketing Opportunities

Finish Line Water Stop Sponsor \$500

- Special signage at finish line (provided by sponsor)
- Volunteer opportunity for employees to serve water and entertain/cheer on runners (option to provide a minimum of six volunteers)
- Marathoner sponsor benefits

Water Stop Sponsor \$250

- Special signage at water stop (provided by sponsor)
- Volunteer opportunity for employees to serve water and entertain/cheer on runners (option to provide a minimum of four volunteers)
- Sprinter sponsor benefits

Mile Marker Sponsors \$175 (Limited To 3 Sponsors)

- Special Signage at Mile Marker (Provided by JLL)
- Jogger Sponsor Benefits

In-Kind Donations

- Examples include food, drinks, printing, finishing prizes, participation gifts
- An appropriate level of sponsor benefits will be assigned according to the value of the donation
- Sponsor benefits max out at “Marathoner” level



Please return sponsorship agreement to:
Junior League of Lansing
Attn: Lisa Whiting Dobson
2703 Mt. Hope Rd.
Okemos, MI 48864
funddevelopment@jllansing.org

2024 Sponsorship Agreement

Name _____

Address _____

Contact Name _____

Phone _____

Email _____

Sponsorship Opportunity:

Presenting	\$5,000
Headliner	\$2,500
Ultra Marathoner	\$1,000
Marathoner	\$ 500
Sprinter	\$ 250
Jogger	\$ 100
Walker	\$ 50

Sponsorship Contribution:

Amount _____

Check # _____

Card # _____

Exp Date _____ CVV _____

Targeted Marketing Opportunity:

Finish Line Water Stop	\$500
Water Stop	\$250
Mile Marker	\$175

Name on Card _____

Signature _____

In-Kind Donation:

Value _____	Description _____
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Sponsor Signature _____ JLL Signature _____

Printed Name _____ Printed Name _____

Title _____ Title _____

Date _____ Date _____

Please retain a copy of this form for your tax purposes. Tax ID: 38-1601529

Attention Sponsors! Company Names/Logos and materials must be provided by the below dates:

May 3

- Print advertisements
- Registration site

May 10

- Pre-race signage
- Finish line signage
- T-shirt

May 17

- Website advertisement
- Marketing material or samples for brunch event
- Complimentary race entrants' registration

Logo files must be provided in both full-color, black and white as .pdf, .jpeg and .png file formats.

Other Sponsorship Opportunities

If you are interested in becoming involved with any of the other fundraising events the Junior League of Lansing holds, please contact Ana Whitman, Fund Development VP, at funddevelopment@jllansing.org.