



Sponsorship Packet



2501 Jolly Rd. Suite 110
Okemos, MI 48864
fundraisingevent@jllansing.org

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 60 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.

- \$202,610 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 200+ volunteer hours

The Race

The first-ever **bRUNch and Walk with League 5K** is a social running event set for **Sunday, April 30, 2023**. 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 will start at 8:30 a.m. at Lake Lansing Park South, a brunch will follow at 9:30 a.m. at the Mayfair Bar. The race and brunch are both handicap and stroller accessible.

Entry Pricing

5k and Brunch: \$40

Brunch Only: \$20

Virtual Run: \$30

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 2023-2024 League year	✘						
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	✘	✘	✘	✘			
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	NAME	NAME

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Inclusion of marketing material or samples in event goody bags	✘	✘	✘	✘	✘	✘	✘
Social media mentions	2	2	2	0	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 up to 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 up to four volunteers)
- Sprinter sponsor benefits

In-Kind Donations

- Examples include food, drinks, printing, finishing prizes, participation gifts, goody bag swag
- 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. Fundraising Event
 2501 Jolly Rd., Suite 110
 Okemos, MI 48864

fundraisingevent@jllansing.org

2023 Sponsorship Agreement

<https://www.jllansing.org/brunch-walk-with-league-5k-sponsorship/>

Tax ID: 38-1601529

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

March 31, 2023

- Print advertisements
- Registration site

April 7, 2023

- Pre-race signage
- Finish line signage

April 7, 2023

- T-shirt

April 14, 2023

- Website advertisement
- Inserts for swag bags
- Complimentary race entrants' registration

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

Questions? Please contact fundraisingevent@jllansing.org

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.