



HOMES *for the* HOLIDAYS

 JUNIOR LEAGUE OF
EDMONTON

Thank you for taking the opportunity to review this sponsorship proposal and for considering the Junior League of Edmonton as one of your valued community partners!

The Junior League of Edmonton is a unique non-profit women’s organization dedicated to promoting volunteerism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable.

2018 is sure to be an exciting year for the Junior League of Edmonton, our membership, the organizations we assist within Edmonton and surrounding areas, and our partners; this year marks our 13th annual Homes for the Holidays home tour, an event that is incredibly significant for our organization.

Funds raised through this festive event will help the Junior League of Edmonton continue our 85-year legacy of training women to be effective volunteers. We do this by developing and delivering projects in direct response to recognized needs within the community; for 2018, our focus is on girls’ self-esteem and mental health.

Through training our members to be community leaders, we have been able to successfully complete many projects such as the restoration of the Calgary & Edmonton (C&E) Railway Station Museum and Annual International Women's Day Events including film screening and discussions.

We invite you to join us on the next page to learn a little bit more about the Junior League and our accomplishments. Again, thank you for your consideration and we hope you will join us at the Homes for the Holidays tour!



Jessica Gallant
2018 Homes for the Holidays Co-Chair



Dee Currie
2018 Homes for the Holidays Co-Chair





JUNIOR LEAGUE OF EDMONTON

ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL

The Junior League of Edmonton is a part of the Junior League movement that began in New York City in 1901, when a group of young women joined forces to work in settlement houses on the Lower East Side to improve child health, nutrition and literacy. Today there are 294 Leagues with a combined membership of more than 171,000 women serving communities in Canada, Great Britain, Mexico and the United States. The Junior League of Edmonton began as the Junior Hospital League in 1928 and joined the Association of Junior Leagues International in 1959.

A Few of Our Accomplishments

- To date, the Junior League of Edmonton has raised over one million dollars for more than 50 community projects and grants, turning the projects over to the community or to government agencies after they have proven viability in the community.
- During our 2016-2017 year, our members logged more than 4300 volunteer hours by attending board meetings, general meetings, and committee meetings, working at fundraisers and volunteer events, and donating their time to the planning efforts that go into our programs.
- Our Community Impact Team has joined forces with Uncles and Aunts at Large working with pre-teen girls focus on topics such as mental wellness, positive body image, nutrition, leadership and entrepreneurship.
- Our members also collaborated with the participants in Big Brothers Big Sisters' 'GoGirls!' series on Girls in the Know, a community event where 80-100 girls joined the Junior League members for an evening of activities designed to build confidence

Community Projects We've Worked On

- Skills for Youth Kitchen at the Youth Emergency Shelter
- The Living Room at Kids Kottage
- The Canadian Native Friendship Centre
- The Resource Centre for Voluntary Organizations
- Ronald McDonald House
- The Volunteer Centre of Edmonton
- WIN House

about the event

Homes for the Holidays brings forth the true meaning of the holiday season by allowing tour participants to spend time with loved ones, give back to a charitable cause, and get some design inspiration — all at the same time! The event brings together local interior designers, decorators, community volunteers and retailers to decorate beautiful homes graciously loaned to the Junior League by local homeowners. The decorated homes are open to the public with the purchase of a ticket, giving tour participants a dose of glamorous holiday inspiration for their own festive decor.

Homes for the Holidays is the Junior League of Edmonton's biggest annual fundraiser, with past years' funds going to a variety of projects and organizations including WINGS of Providence, Kids Help Phone, Youth Emergency Shelter, WIN House, and Santa's Anonymous. For many individuals in the community, the fundraiser has become an annual tradition and staple in their seasonal plans — in fact, over 86% of tour participants opt to return the following year, a statistic we feel speaks to the quality of the tour and the experience it provides.

Homes for the Holidays 2018 Homes Tour

November 16, 17, 18

Tickets \$35 + GST



2018 sponsorship opportunities

| | PRESENTING | STAR HOME | SPARKLING TOUR | SLEIGH BELL | SNOWFLAKE |
|---|----------------------|----------------------|-----------------------------|-----------------------------|-----------|
| | \$15,000 | \$5,000 | \$3,000 | \$2,500 | \$1,000 |
| MARKETING & BRAND EXPOSURE | | | | | |
| Name on Event Tickets | X | | | | |
| Prominent Logo & Link on Website | X | | | | |
| Logo on Website | | X | X | X | X |
| Logo on Promotional Materials | X | X | X | X | X |
| Social Media Mentions | All Posts | 3 | 2 | 2 | 1 |
| Ad in Program | Full Page (5"x8") | Half Page (5"x4") | Quarter Page (4.5"x3.5") | Quarter Page (4.5"x3.5") | Logo Only |
| EVENT BENEFITS | | | | | |
| Logo on On-Site Signage | X | X | X | X | |
| Logo on Home Signage | X | X | | | |
| Home Central Signage & Booth Opportunity | X | | X | | |
| Home Signage | X | X | | | |
| Speaking Opportunity at VIP Reception | X | | | | |
| Speaking Opportunity at Sparkling Tour | | | X | | |
| Recognition at VIP Reception | X | X | X | X | X |
| VIP Reception Tickets | 6 | 2 | 2 | 2 | |
| Complimentary Tour Tickets | 20 | 6 | 4 | 4 | 2 |

Cash Donations

Although most of the event's funding comes from our generous sponsors and attendees, cash donations are greatly appreciated and are a direct way to support our organization and its impact on the community. If you are interested in making a cash donation, please contact us at info@jledmonton.org or visit us online at jledmonton.com.



We understand that each business has a different philosophy on giving back to the community. Therefore, if our packages do not fit within your marketing objectives, please feel free to contact us to discuss a personalized program that better suits your needs.

For more details, please contact:

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