



# JUNIOR LEAGUE OF OCALA

## ANNUAL SPONSORSHIP OPPORTUNITIES



# ABOUT US



The Junior League of Ocala is a 501(c)(3) nonprofit. We are an organization of women whose mission is to advance women’s leadership for meaningful community impact through volunteer action, collaboration, and training.

The Junior League of Ocala fosters impactful partnerships across Marion County with various non-profit organizations. And in 2022, we launched the Junior League of Ocala Diaper Bank, addressing a critical need for families.



## MISSION

Empower women to lead and improve the community through volunteering, teamwork, and training while leading community impact initiatives.



## VISION

Encourage members to inspire others through their actions and empower them to take on leadership roles both within the league and in the community.



## IMPACT

Alleviating diaper need, fostering volunteerism & donations through partnerships, and empowering women leaders within the community.

**The success of our mission is made possible by the generous support of our volunteer members and community partners, like you.  
Thank you.**

# YOUR SUPPORT

## JUNIOR LEAGUE OF OCALA A 501(C)(3) NONPROFIT

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**Diaper Bank:** We believe in meeting families where they're at. To do this, we regularly attend community events to deliver diapers directly to families in need, connect with our community, and help our members develop leadership skills.

**Leadership:** Through hosting events and public advocacy via our State Public Affairs Committee, the Junior League empowers women to become strong leaders and actively engage in issues that impact our community.

**Partnerships:** Our engaged members and reach allow us to partner with multiple local organizations and non-profits to provide support through donations, volunteerism, and fostering community engagement.

## YOUR IMPACT

### Sponsorships help:

- *Stock our diaper bank*
- *Provide training to our members in areas like advocacy, career development, leadership, and inclusion*
- *Foster strong partnerships to positively impact our community*

**As a 501(c)(3) nonprofit, League sponsorships are largely tax deductible.**



# ANNUAL SPONSORSHIP BENEFITS

The Junior League of Ocala is a 501(c)(3) nonprofit. Sponsorships are largely tax deductible!

## **PARTNER SPONSORS (\$2,500 IN CASH OR \$5,000 IN-KIND)**

- Business listed in weekly membership emails and quarterly public emails
- Logo on League printed promotional materials
- Logo printed on monthly general membership meeting agendas
- Promotional items/marketing materials distributed at community events like First Friday Art Walk
- Logo printed on Pints for Parks banner
- Marketing materials distributed at annual fundraiser events
- Logo displayed on the Junior League of Ocala website with a link to your business
- Three social media mentions each on Facebook & Instagram

## **ADVOCATE SPONSORS (\$1,500 CASH OR \$3,000 IN-KIND)**

- Logo printed on monthly general membership meeting agendas
- Promotional items/marketing materials distributed at community events like First Friday Art Walk
- Logo printed on Pints for Parks banner
- Marketing materials distributed at annual fundraiser events
- Logo displayed on the Junior League of Ocala website with a link to your business
- Three social media mentions each on Facebook & Instagram

## **CHAMPION SPONSORS (\$500 CASH OR \$1,000 IN-KIND)**

- Logo printed on Pints for Parks Banner
- Marketing materials distributed at annual fundraiser events
- Logo displayed on the Junior League of Ocala website with a link to your business
- Two social media mentions each on Facebook & Instagram

## **INVESTOR SPONSORS (\$250 CASH OR \$500 IN-KIND)**

- Marketing materials distributed at annual fundraiser events
- Logo displayed on the Junior League of Ocala website with a link to your business
- One social media mention each on Facebook & Instagram

## **FRIEND OF THE LEAGUE (\$100 CASH OR \$250 IN-KIND)**

- Logo displayed on the Junior League of Ocala website with a link to your business
- One social media mention each on Facebook & Instagram

# OUR EVENTS

For Investor Levels and above, your company will have the opportunity to be featured at one or both of our signature fundraising events which draw hundreds of visitors.



## Little Black Dress Fashion Show

This new event will bring community leaders and local businesses together for a Little Black Dress fashion show. Inspired by the Little Black Dress Initiative (LBDI), this impactful campaign uses the "Little Black Dress" to raise awareness for the challenges faced by underprivileged residents. Investor sponsorship levels and above provide an opportunity to include promotional items in gift bags as well as marketing materials displayed at the event entrance



## Pints for Parks

Each spring we host our Pints for Parks event to benefit the Junior League of Ocala's mission as well as the City of Ocala & Marion County Parks and Recreation Departments. This event is held at Infinite Ale Works and reaches hundreds of visitors each year. Advocate and Partner Sponsors will have their logos featured on the event banner.

**Select sponsor levels provide an opportunity to have your company logo and/or marketing materials featured at our two annual fundraising events!**

*Collectively, these events reach thousands of Marion County residents and help fund our diaper bank & initiatives - good for you and good for the community too!*



# 2023-2024 SUCCESS

Reflecting on our 2023-2024 year, we've seen significant growth and impact, thanks in part to the support of our valued sponsors.



## Autumn Gift Market

Though our 27th annual Autumn Gift Market was our last, local vendors thrived, with 26 participating and contributing \$5,210 in vendor fees. The event generated a final deposit of \$4,300 to fuel our continued service to the community.



## Pints for Parks

Our annual Pints for Parks fundraiser, held at Infinite Ale Works, successfully continued our tradition of giving back to both Marion County and Ocala Parks and Recreation.



## Diaper Bank

Deeply impacted by the issue of diaper need in our community, our members have championed awareness and donations, successfully distributing diapers to countless local families.



**11 NEW members were inducted into the Junior League of Ocala!**



**Promoted the Diaper Bank and connected with the community during First Friday Art Walk season**



**Raised a record amount of donations during Give4Marion event**



**Partnered with multiple local organizations to provide volunteers for events (Humane Society of Marion County, FAFO, Special Olympics, Marion County Day & more!)**



**Hosted (3) community events driving our mission to advancing social activism (Pints & Policy, Advocacy 101, Pumps & Policy)**



**Participated in a ribbon cutting for the Junior League of Ocala Diaper Bank with the Ocala Metro Chamber and Economic Partnership**

## LOOKING FORWARD

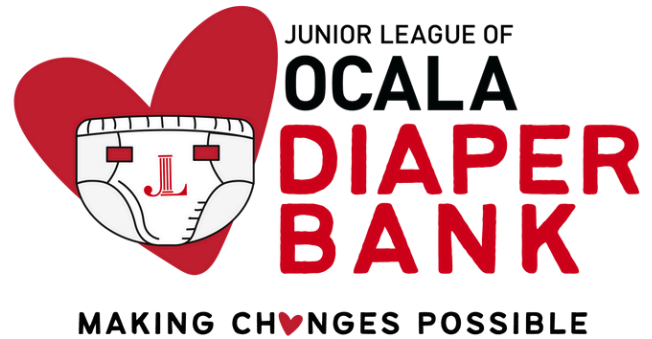
In exciting news for the 2024-2025 year, we're replacing our Autumn Gift Market with a Fashion Show Fundraiser alongside the Junior League's Little Black Dress Initiative (LBDI). This impactful campaign uses the "Little Black Dress" to raise awareness for the challenges faced by underprivileged Marion County residents.

Additionally, Pints for Parks will continue collaborating with Infinite Ale Works as they move to their new location and as we continue to empower women through leadership training opportunities within our organization and the community.

# CONTACT US

We'd love to have you as an annual sponsor of the Junior League of Ocala. Let us know if you have any questions.

When you're ready to select a sponsorship, please reach out to [info@ocala.jl.org](mailto:info@ocala.jl.org) for next steps. We look forward to working together to effect positive change in Marion County!



*Thank you!*

