

Holiday House



JUNIOR LEAGUE OF LITTLE ROCK

SPONSORSHIP OPPORTUNITIES

**NOVEMBER 7-9, 2024
STATEHOUSE CONVENTION CENTER**

ABOUT US

The Junior League of Little Rock (JLLR) is an organization of women who volunteer and have a similar mission to advance women's leadership for meaningful community impact through action, collaboration, and training. As one of our biggest and an annual fundraising event, Holiday House, is an integral part in helping JLLR continue this mission into a second century of service for the community of Little Rock. This event is held at the Statehouse Convention Center; approximately 6,000 shoppers visit Holiday House every year to kick off the holiday season with hundreds of unique merchants from around the country.

For over 30 years, Holiday House patrons, donors, and sponsors like yourself have helped JLLR raise over \$5 million to fund impactful community projects.

As we look back on our 100 year legacy, JLLR has been passionate about helping women and children in our community and we appreciate that *you* have always been an important part of helping us continue our mission through sponsoring, donating, and shopping with us every year!



THE WHY

100+ YEARS OF IMPACT THROUGH SERVICE AND LEADERSHIP



[Stuff the Bus](#)

Provides over 3,000 elementary aged children in the Little Rock School District (LRSD) necessary school supplies each year

[KOTA Camp](#)

Provides specific activities during two week-long summer camps and a fall and spring weekend camp during which children with and without special needs come together for a fun camp experience

[Six Bridges Book Festival](#)

Promotes high levels of literacy for children up to third grade by distributing books and hosting reading days at LRSD schools, with the Arkansas Literary Festival, and other community organizations

[Nightingales](#)

Provides activities and special event dinners for families of patients at Arkansas Children's Hospital and Home for Healing, helping families cope with long-term hospital stays

[Continued Community Impact](#)

JLLR is proud to have had a role in establishing the Arkansas Arts Center, Museum of Discovery, Gaines House, Seven on Your Side, and many other services within our city.

SPONSORSHIP OPPORTUNITIES

Holiday House Sponsor - \$8,000 +

Highest level of Sponsorship and will help support this event in total, but goes toward helping JLLR's impactful local community projects.

- Specific email blast recognizing you as main sponsor
- Logo placement in all other email blasts and recognition on all JLLR social media platforms and Holiday House website pages
- Company recognition on all event signage
- Complimentary event tickets worth 15% of sponsor level value
- Opportunity to sponsor JLLR General Meeting and/or provide information of your choice to entire membership

HH Preview Party - \$5,000 (1)

Highest ticketed event at Holiday House. A mix of men and women enjoy shopping before anyone else with hors d'oeuvres and cocktails

- Logo placement in email blasts specific to this event and recognition on all JLLR social media platforms and Holiday House web page specific to this event
- Company recognition on event signage
- Complimentary event tickets equal to 10% of sponsor level value

HH Ladies Night - \$5,000 (1)

250+ women of all ages enjoy a night of eating, drinking, and shopping with friends.

- Logo placement in email blasts specific to this event and recognition on all JLLR social media platforms and Holiday House web page specific to this event
- Company recognition on event signage
- Complimentary event tickets equal to 10% of sponsor level value

SPONSORSHIP OPPORTUNITIES

HH Private Shopping - \$5,000 (1)

A morning of brunch and shopping before everyone else.

- Logo placement in email blasts specific to this event and recognition on all JLLR social media platforms and Holiday House web page specific to this event
- Company recognition on event signage
- Complimentary event tickets equal to 10% of sponsor level value

Platinum Sponsor - \$2,500 (multiple)

- Logo placement in one email blast to membership
- Company recognition on all event signage
- Recognition on all social media platforms
- Complimentary event tickets equal to 10% of sponsor level value

Candy Cane Lane - \$1,000 (multiple)

- Complimentary event tickets equal to 10% of sponsor level value
- Company recognition throughout the show with a labeled aisle

Ask us about our Corporate Sponsorships!

Questions?

Contact Holiday House Chair, Amanda McCorkle at holidayhouse@jllr.org
or Development Vice President, Candice Hickman at developmentvp@jllr.org



2024-2025 SPONSORSHIP AGREEMENT

Sponsor _____
Address _____
Contact _____
Phone _____
Email _____

Sponsorship Opportunities:

_____ Main (\$8,000)
_____ Preview Party (\$5,000)
_____ Ladies Night (\$5,000)
_____ Private Shopping (\$5,000)
_____ Platinum (\$2,500)
_____ Candy Cane Lane (\$1,000)
_____ Other Donation Amount

Sponsor Signature _____	JLLR Signature _____
Printed Name _____	Printed Name _____
Title _____	Title _____
Date _____	Date _____

Please retain a copy of this form for your tax purpose. Tax ID: 71-0245505

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