

January 15, 2021

Dear Community Partner,

For 94 years, the Junior League of Akron has been a leading catalyst for change, responding to the unmet needs of our neighbors. Now, more than ever, the greater Akron community relies on the Junior League of Akron's committed, trained leaders to make a difference in the lives of local families. Our members include business leaders, entrepreneurs, professional women, and stay-at-home moms who are committed to serving our community.



The COVID-19 crisis has created an unknowable number of emerging challenges in our community that members of the Junior League of Akron are well positioned to help address - just as its founding members responded to community needs over 90 years ago.

However, we cannot make the biggest impact without your help. Please consider sponsoring the *Raise A Glass 2021*, to be held virtually on Saturday, April 10th. We have partnered with award winning cocktail bar Crafted Cocktail Company located in Wadsworth. Attendees will enjoy a curated selection of mixed drinks, charcuterie, and deserts with an entertaining and lively presentation. Be it a date night in or a girls' night in, we have designed an event to help attendees relax and recharge on a Saturday night!

The funds raised by *Raise A Glass 2021* will support the Junior League of Akron's mission and Focus Area projects. Part of the Junior League of Akron's mission is to develop the potential of women and to improve our community through effective action and leadership of trained volunteers. A portion of funds generated from *Raise A Glass* will send members to trainings to develop and hone skills that can be brought back to make our Focus Area projects more impactful. We are also proud to continue developing our Focus Area project devoted to combating food inequality in the Akron community. By focusing on helping to alleviate the effects of childhood poverty, we seek to create brighter futures for children in our neighborhood in this time of need.

Despite social distancing restrictions, The Junior League of Akron is still making an impactful difference in the community. Our work is just as important now as it ever was, particularly during this uncertain time when so many of our local community members are faced with the additional burden of food insecurity. Information on sponsorship levels is enclosed for your review. If you are interested in sponsoring this third annual event please fill out the enclosed form.

For more information or questions, please contact Susie Wallace, Office Manager, at 330-836-4905 or [info@juniorleagueakron.org](mailto:info@juniorleagueakron.org) or Fundraising Committee member Katie Dirne at [katie.dirne@gmail.com](mailto:katie.dirne@gmail.com). Thank you for your support and we hope to see you on April 10th!

Sincerely,

Holly Johnston  
President  
Junior League of Akron

## SPONSOR OPPORTUNITIES



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### **PRESENTING SPONSOR Level - \$2,500+, DEADLINE DEPENDENT BY MARCH 10**

- Exclusive naming rights for the event:
  - *Junior League of Akron Raise A Glass presented by YOUR COMPANY/ORG NAME*
- Recognition included on invitation\*
- Recognition logo included in program
- Recognition on the event website page with a link to company website
- Recognition included in press release
- Specialized social media feature on Facebook and Instagram
- Prominent listing on promotional materials
- Receive full-page or equivalent ad in an event program or other event materials
- Virtual recognition during the virtual program and a one to two minute commercial spot during the virtual program
- Virtual attendance for five to the Raise a Glass Program on April 10, 2021
  - Each to include three cocktails, a charcuterie, and complimentary desserts

### **Bottle Level - \$1,000, DEADLINE DEPENDENT BY MARCH 10**

- Recognition included on invitation\*
- Recognition included in program
- Virtual recognition during the virtual program
- Logo recognition on the event website page with a link to company website
- Specialized social media feature on Facebook and Instagram
- Prominent listing in promotional materials
- Receive half-page or equivalent ad in an event program or other event materials
- Virtual attendance for four to the Raise a Glass Program on April 10, 2021
  - Each to include three cocktails, a charcuterie, and complimentary desserts

### **Highball Level - \$750**

- Recognition in program
- Name recognition on the event website page with a link to company website
- Listing in social media event advertising
- Receive quarter- page or equivalent ad in an event program or other event materials
- Virtual attendance for three to the Raise a Glass Program on April 10, 2021
  - Each to include three cocktails and a charcuterie

### **Lowball Level - \$500**

- Recognition in program
- Name recognition on the event website page
- Listing in social media event advertising
- Virtual attendance for two to the Raise a Glass Program on April 10, 2021
  - Each to include three cocktails and a charcuterie

### **Shot Level - \$250**

- Recognition in program
- Listing in social media advertising
- Virtual attendance for one to the Raise a Glass on April 10, 2021
  - Each to include three cocktails and a charcuterie

# SPONSOR AGREEMENT



**Yes!** We would like to sponsor *Raise A Glass* at the following sponsorship level:

- Presenting Sponsor \$2,500+       Bottle Level \$1,000       Highball Level \$750  
 Lowball Level \$500       Shot Level \$250

Company/Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**DEADLINE FOR SPONSORSHIP AGREEMENTS FOR INCLUSION IN EVENT PROGRAM: March 10, 2021**

**Payment can be mailed via check to The Junior League of Akron, 929 West Market Street, Akron, OH 44313 or via credit card by contacting Susie Wallace at 330-836-4905 or via email at [info@juniorleagueakron.org](mailto:info@juniorleagueakron.org)**

**If applicable, please send a copy of your logo to [info@juniorleagueakron.org](mailto:info@juniorleagueakron.org) by the deadline. Your logo should be sent in a PDF., JPG., or EPS. file format at least 2x3 inches at 300dpi.**

**For more information please go to [www.juniorleagueakron.org](http://www.juniorleagueakron.org) or contact Fundraising Committee member Katie Dirne at [katie.dirne@gmail.com](mailto:katie.dirne@gmail.com).**