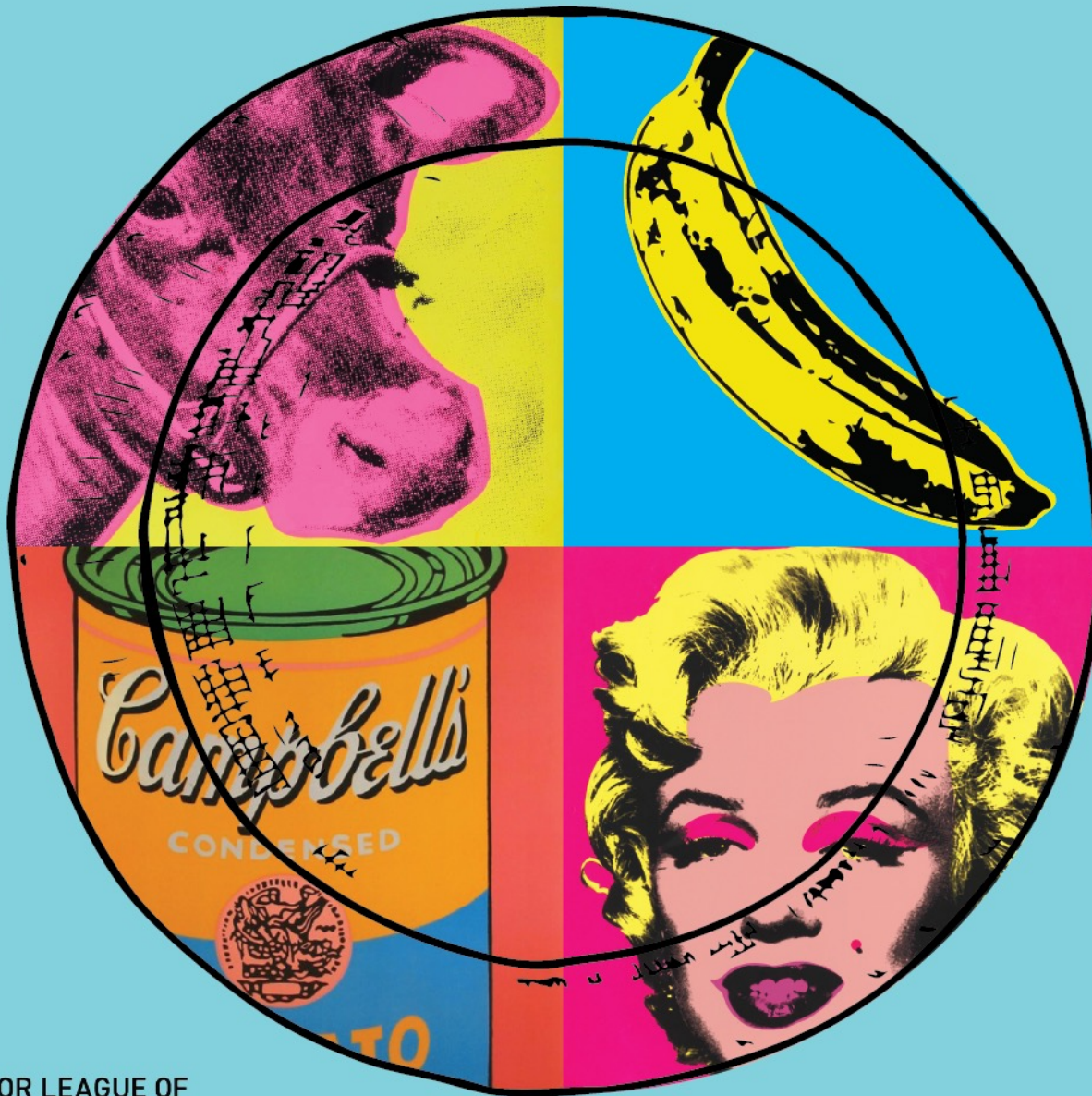


Farm to Table(aux)[®]
— BENEFITING —
THE JUNIOR LEAGUE OF CHARLESTON



Farm to Table(aux)

BENEFITING

Junior League of Charleston, Inc.

Thursday, October 24th, 2024

6:00 - 10:00 PM • Union Station

652A King St, Charleston, South Carolina 29403

Farm to Table(aux) brings together community-minded, philanthropic art & food lovers to enjoy a feast of fresh and seasonal dishes prepared by local chefs and farmers alongside the imaginative productions and performances of local artists and entertainers.

GUEST PROFILE

Individuals and couples ages 25 to 85

Key influencers, tastemakers, connectors

Charity supporters, socially conscious and community minded

Creative, outside the box thinkers

Community Advocates

Enjoy wine, creative cocktails, and unique cuisine

On average, guests donate/spend \$200-\$600 per event





JUNIOR LEAGUE OF CHARLESTON

MISSION

Junior League of Charleston is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

PROGRAM AND IMPACT

The Junior League of Charleston drives local community improvements in the Lowcountry by collaboratively addressing critical needs as we have done for the past 100 years. Our mission is unique as we meet immediate community needs through annual volunteer hours and provide sustainable resolutions through trained women leaders.

While we have impacted countless local organizations and the community at large, our current signature project is the Junior League of Charleston Diaper Bank. Nationally 47% of families suffer from diaper need, meaning they cannot afford enough diapers to keep their child healthy. Diapers cost the average family over \$300 per month! At nearly 1 in 2 families, diaper need spans all socio-economic levels; it affects your neighbors, your friends, your family (they just may not be talking about it). When children are kept in soiled diapers, it increases the risk of diaper rash, urinary tract infections, and greatly affects their emotional well being. And yet, diapers are not covered by any federal or state assistance.

The long-term consequences of diaper need are staggering – children in early childhood programs are 2.5x more likely to go onto higher ed. Children cannot get on this path without disposable diapers – and if they can't go to daycare, parents can't go to work.

Since inception, we have distributed about 875,000 diapers improving the lives of nearly 18,000 children. Each month we help approximately 330 children suffering from diaper needs. With additional support, we can increase the number of families served in the Charleston area.



MARKETING STRATEGY

Save-the-Date: An electronic postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. Expected audience: 5,000

Invitation: The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 8-12 weeks before the event. The invitation will include recognition for confirmed sponsors and event details. Expected audience: 2,500

Newsletters/E-Promotions: Newsletters will be emailed to the entire network of the Junior League of Charleston, Inc. supporters. These newsletters go out regularly with increasing frequency as the event nears.

Webpage: The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

Social Media: With an audience of over 5,000 spread across social media outlets, Junior League of Charleston, Inc. will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

TV and Radio Interviews: We have great relationships with the local TV stations and promote our events on their local shows. We also will promote on such influencer sites as CHSToday, etc. through paid and unpaid promotion.

Program: Distributed to all attendees at the event, the program includes event details, sponsor recognition, Junior League of Charleston, Inc. program information, and live and silent auction item descriptions. Expected Audience: 350

+ MUCH MORE!



\$15,000 EXCLUSIVE PRESENTING SPONSOR

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting Junior League of Charleston, Inc. Presented by "Your Company Name/Logo Here").

PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- A \$15,000 investment in Junior League of Charleston, Inc.
- Exclusive recognition as presenting sponsor with name or logo incorporated in Farm to Table(aux) event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, Step & Repeat banner, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching Junior League of Charleston, Inc. followers
- Link to your company website from the Junior League of Charleston, Inc. and FTT websites
- Invitation for company representative to address audience with welcome remarks during seated program (1 min)
- Prominent signage at the event
- First right of refusal for presenting sponsor of the 2025 FTT Event
- Two prominent VIP tables with seating for 16 guests



\$10,000 DIAMOND SPONSOR

- A \$10,000 investment in Junior League of Charleston, Inc.
- On-stage verbal recognition during the seated program
- Logo inclusion in some event public relations and advertising initiatives, press releases, and event collateral including website, e-blasts, and invitations (when secured 2 weeks prior to print deadline)
- Logo recognition on event day signage, Step & Repeat banner, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in lagniappe bag (event appropriate items only)
- Prominent VIP table seating for 8 guests

\$7,500 GOLD SPONSOR

- A \$7,500 investment in Junior League of Charleston, Inc.
- On-stage verbal recognition during the seated program
- Logo inclusion in some event public relations and advertising initiatives, press releases, and event collateral including website, e-blasts, and invitations (when secured 2 weeks prior to print deadline)
- Logo recognition on event day signage, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in lagniappe bag (event appropriate items only)
- Prominent VIP table seating for 6 guests

\$5,000 SILVER SPONSOR

- A \$5,000 investment in Junior League of Charleston, Inc.
- Logo recognition on event website, signage, e-blasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Table seating for 4 guests

\$2,500 BRONZE SPONSOR

- A \$2,500 investment in Junior League of Charleston, Inc.
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Name-inclusion on event website, signage, e-blasts, printed program and program slide show
- Table seating for 2 guests



MENU OF ADDITIONAL OPPORTUNITIES

- ❑ **Glass - \$5,000** (1 available) See your logo in the hands of all our stunning Farm to Table(aux) guests! These glasses are used on event day for all wine and beverage samples and guests are invited to take them home to display in their glassware cabinets! *Benefits Include: Logo on each wine glass + 4 VIP Tickets*
- ❑ **Mystere Box Raffle - \$5,000** (1 available) A hundred tickets for sale, and only 1 will hold the winning match to an amazing mystery item that's held in the Mystere box display! The Mystere Box raffle always features a fabulous prize (or prizes) that everyone will want! This is your chance to have your brand featured at the Mystere Box and to be a part of the fun onstage as the box is opened and the winner announced! *Benefits Include: Opportunity for sponsor representative to go onstage with emcee or charity representative to reveal Mystere Box contents and draw/select then announce winner, signage, e-blasts + 4 VIP Tickets.*
- ❑ **Table(aux) Vivant - \$2,500** (4 available) Celebrate the theme of the evening by sponsoring one of our unique table(aux) that will keep our guests entertained during the Soiree portion of the evening. One of the most unique and highly anticipated components of the event, your logo will be sure to stand out alongside this art come to life. *Benefits Include: Your logo will be displayed on signage next to your sponsored Table(aux)! Logo will also be included on event splash page, pre-event eblasts, social media, print program and event day slideshow + 2 Tickets*
- ❑ **Live Auction - \$2,500** (1 available) Who doesn't want to be a part of the excitement of the Live Auction? The Live Auction sponsorship guarantees just that! *Benefits include: logo recognition on the Live Auction preview eblast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction + 2 Tickets*
- ❑ **Artisan Cocktail & Beverage - \$2,500** (2 available) This cocktail station will be the artistic alcoholic creation of the evening! Be the brand they see as they experience these fabulous sips. *Benefits include: logo represented at the cocktail station, included on event website, print program and event day slideshow + 2 Tickets*
- ❑ **Valet - \$2,500** (1 available) Send them home with one last message about your company and our charity's mission, printed on a hanging tag that dangles from the rearview mirror. The custom tag includes your logo plus a phrase like "XXX is happy to help Junior League of Charleston, Inc. achieve their mission". *Benefits include: logo will be represented on hanging tags that will be placed in every valeted car, event website, print program and event day slideshow + 2 Tickets*



MENU OF ADDITIONAL OPPORTUNITIES

- ❑ **Hydration Station - \$1,500** (2 available) Help our attendees stay hydrated as they enjoy a fabulous evening benefitting Junior League of Charleston, Inc. With art, food, and cocktails tantalizing the senses, water is a must! *Benefits Include: Logo recognition at station, on event website and print program + 1 ticket.*
- ❑ **Cocktail Napkin - \$1,500** (2 available) Be the logo prominently featured on the cocktail napkins for the event. Every guest needs somewhere to blot their lips after enjoying the savory bites and delicious artisan cocktails during the Soiree. *Benefits Include: Logo recognition on napkins, event website and print program, + 1 ticket*
- ❑ **Culinary Station - \$1,500** (4 available) We'll add your logo to a sign on your assigned culinary table paired with the caterer or restaurant's logo that is providing the delectable nibbles. *Benefits Include: Logo recognition on culinary station, event website and print program, + 1 ticket*



JUNIOR LEAGUE OF
CHARLESTON

SPONSOR REGISTRATION

☐ Presenting (\$15,000) ☐ Diamond (\$10,000) ☐ Gold (\$7,500) ☐ Silver (\$5,000) ☐ Bronze (\$2,500)

☐ Custom \$ _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

☐ Check enclosed for \$ _____ payable to Junior League of Charleston. Please mail to: 51 Folly Road, Charleston, SC 29407



To confirm your sponsorship and submit payment via credit card, please scan the QR code or [CLICK HERE!](#)

CREATING A WIN-WIN!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship.

Contact: Amy Jenkins at amyjenkins@jlcharleston.org or VP of Fundraising at fundraising@jlcharleston.org

**tax deductibility of donations will be determined after sponsorship is finalized.*