



# Women Who MAKE A DIFFERENCE

## Sponsorship Kit

### Virtual Celebration

Friday, April 23, 2021 | 7 p.m.

Honoree & Scholarship Presentation

### Silent Auction

*Opens Friday, April 16 at 9 a.m.*

*Closes Friday, April 23 at 9 p.m.*

## JUNIOR LEAGUE OF MIAMI

*Serving the community since 1926*

713 Biltmore Way  
Coral Gables, Florida 33134

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[www.jlmiami.org](http://www.jlmiami.org)



# 2021 Sponsorship Package

## Overview

The Junior League of Miami (JLM) will host its 20th Annual Women Who Make a Difference event on the evening of Friday, April 23, 2021. This event is a fundraiser honoring women who have made outstanding contributions in volunteerism and developing the potential of women in our local community. This year's honorees include: Junior League of Miami Sustainers: Mary Bradley Shafey and Susan Lerner as well as Community Honorees: Rebecca Fishman Lipsey of The Miami Foundation, Connie Kinnard of the Greater Miami Convention and Visitors Bureau, and Claudia de la Cruz of the Centro Mater Foundation. Additionally, four scholarships will be awarded to local young women exhibiting exceptional community service and academic achievement throughout high school. Scholarship winners will be announced during the virtual event on Friday evening.

## Purpose

Proceeds from this event will support programs focused on women and children at risk. Individual and corporate support will fund our community projects and signature programs. For more than 90 years, the Junior League of Miami, Inc. and the Association of Junior Leagues International (AJLI) has worked at the forefront of social reform, tackling the toughest and most critical issues of the day—including childhood nutrition and obesity, human trafficking, foster care, juvenile justice, teen self-esteem, cybercrimes, literacy and the environment, among others—for the purpose of enhancing the social, cultural and political fabric of civil society. As a result of this work, JLM and AJLI—and the more than 125,000 women in over 290 communities in the United States, the United Kingdom, Canada and Mexico who comprise its ranks—has amassed an archive of tangible results and a reputation as thoughtful and influential change agents dedicated to the public good.

## Event Details

The 20th Annual Women Who Make a Difference will take place virtually, on Friday, April 23, 2021 at 7:00pm. More than 300 attendees will gather virtually to celebrate five incredible business and community leaders and 4 scholarship recipients with track records of exceptional community service and academic achievement, all while enjoying their favorite wine and supporting an incredible organization. Throughout the evening, attendees will have the opportunity to participate in a robust silent auction and learn more about how their dollars are making a difference in our community.

# 2021 Sponsorship Benefits

## Corporate Sponsorship Information

By sponsoring the Women Who Make a Difference annual event, your organization will make a significant impact supporting our community, which is dedicated to serving the needs of at-risk families in Miami. For any questions, or to confirm your chosen sponsorship package, please contact one of our WWMD Co-Chairs, Merdochey LaFrance or Jaclyn Kraper, by email at [wwmdchair@jlmiami.org](mailto:wwmdchair@jlmiami.org), or by phone at 786-618-7237 or 248-842-0597.

Designed to showcase the power of your brand to make a difference in building community, we offer the following exclusive benefits based on the level of giving.



### Platinum ▪ \$10,000

Four college scholarships for female high school seniors.



### Emerald ▪ \$5,000

Leadership development training for middle and high school girls attending Pace Center for Girls Miami.



### Gold ▪ \$2,500

Life skills training for at-risk and former foster care youth at Casa Valentina to help them achieve and maintain self-sufficiency.



### Pearl ▪ \$1,000

Year-long programming to support literacy among 50 K-12 students through certified dogs to help children connect with books and develop a love of reading.



### Friend ▪ \$500

Underwrite a "Done In A Day" project to assist a local organization with meeting a critical need through a day-long volunteering project.

# 2021 Sponsorship Benefits

		Platinum \$10,000	Emerald \$5,000	Gold \$2,500	Pearl \$1,000	Friend \$500
<b>Tickets</b>	<b>Premier Tickets to Event</b>	<b>20</b>	<b>10</b>	<b>8</b>	<b>2</b>	<b>1</b>
<b>Publications</b>	Event Website: Logo & Hyperlink	*				
	Event Website: Logo		*	*	*	
	Event Website Page: Name					*
	Full Page Ad in Digital Program	*				
	Half Page Ad in Digital Program		*			
	Quarter Page Ad in Digital Program			*		
	One-Eighth Page Ad in Digital Program				*	
	Name Listed in Digital Program					*
	Recognition in Printed Pamphlet	*	*	*	*	
	Recognition in JLM 2021 - 2022 Digital Membership Directory	*	*	*	*	*
	Recognition in JLM 2020 – 2021 Digital Annual Report	*	*	*	*	*
<b>Swag Bags</b>	Option to Provide Swag Bags with Company Logo	*				
	Inclusion of Business Card in Swag Bags	*	*			
	Inclusion of Pre-Approved Item in Swag Bags	*	*	*	*	*
<b>Media Coverage</b>	Dedicated Thank You Social Media Post	*	*			
	Dedicated Instagram Story			*	*	*
	Logo Included on Event-Dedicated Social Media Posts	*				
	Inclusion in all Press Materials	*	*	*		

# 2021 Sponsorship Benefits

		Platinum \$10,000	Emerald \$5,000	Gold \$2,500	Pearl \$1,000	Friend \$500
<b>Event Day Recognition</b>	Sponsor Remarks and/or Video (2-minute)	*				
	Verbal Recognition During Event	*	*	*		
	Slide During Event	2	1	1	1	
	Logo Featured During Event Chairs' Remarks	*				
	Logo Featured on Slide During Virtual Event	*	*	*	*	
<b>Business Development</b>	Dedicated Social Media Post Promoting Company Content (i.e., blog, webinar, etc.)	*				
	Featured Guest Speaker During 2021-2022 General Membership Meeting or Leadership Event	*	*			
	Instagram Takeover Tuesday Opportunity	*	*	*		

# How to Support WWMD

## Sponsorship

Event Sponsorships range from Friend (\$500) to Platinum (\$10,000). Each sponsorship level is accompanied by a commensurate amount of marketing and event-related benefits.

## Underwriting Opportunities

Donors can donate a monetary amount that covers the cost of a specific benefit such as wine or video production. Each underwriting sponsor receives recognition benefits mirroring those of the equivalent sponsorship level value.

**\*\*See page 8 for additional opportunities.**

## In-Kind Sponsorship

Companies who choose to donate necessary items such as video services, honoree gifts, or other services provided during the event, receive recognition in our digital program as an In-Kind Sponsor.

## Silent Auction Item Donation

Donations of Silent Auction items are greatly appreciated. All silent auction items are listed on our online silent auction system (GiveSmart), which will be made available to all WWMD attendees, as well as all Junior League of Miami members and their friends. In addition, all silent auction items will be displayed on the Junior League of Miami's social media platforms leading up to the event, to raise excitement in advance of the silent auction. To donate, or for more information, please contact [WWMDdonation@jlmiami.org](mailto:WWMDdonation@jlmiami.org).

## Swag Bag Contributions

A donor contributing \$500 or more may contribute to the swag bag, or make a partial contribution of an item to the swag bag, which will be distributed to all attendees. All swag bag items are subject to approval by the event co-chairs.

# How to Support WWMD

## Table and Ticket Purchases

**Virtual Tables** are available for \$1,500 for a full table (10) or \$800 for a half table (5) and include Premier Tickets.

**Individual Premier Tickets** are available for \$175 until April 20, 2021, and include an Hors D'oeuvres Box, Signature Drink, Keepsake Gift, and Swag Bag.

**General Admission Tickets**, which include virtual access only, are available for \$100

*\*Tickets can be purchased at [WWMD2021.givesmart.com](http://WWMD2021.givesmart.com).*

*\*\*Early Bird pricing is available through March 1st. Visit the event page and use promo code "EarlyBird".*

*\*\*\*Due to time-related restrictions, tickets purchased after April 1, 2021, may receive alternate items.*

### Virtual Table Benefits also include:

- Pre-approved item included in swag bags
- Name place recognition: "Thank You Page" in JLM Digital Membership Directory, Digital Annual Report, Sponsor Page of the event website
- Thank You post on social media
- Logo or name during the virtual event

## A La Carte Items

- Bottle of wine (\$30 per bottle)
- Additional Hors D'oeuvres Box (\$35 per box)
- Additional Keepsake Gift (\$25 each)

# Underwriting

## Underwriting Opportunities

*Select from the following:*

- **Printing (\$500):** Includes full-page ad in digital program
- **Wine Sponsor (\$4,000):** Includes logo within virtual event presentation, ad in digital program, and option to provide cocktail napkins with branding
- **Honoree Awards (\$500):** Includes logo in the gift bags
- **Dessert Sponsor (\$2,500):** Includes ad in digital program, logo on virtual event presentation and on event website
- **Video Sponsor (\$2,500):** Includes recognition within virtual event presentation, and on event website

### **Underwriting Benefits also include:**

- Option to include a pre-approved item in "Swag Bag"
- Name recognition: "Thank You Page" on the event website
- Thank you post on social media
- Pre-approved item included in swag bags
- Name place recognition: "Thank You Page" in JLM Digital Membership Directory, Digital Annual Report, Sponsor Page of the event website
- Thank You post on social media
- Logo or name during the virtual event

Please contact [WWMDchair@jlmiami.org](mailto:WWMDchair@jlmiami.org) should you wish to discuss additional in-kind or underwriting opportunities.