

THE LUMINARIES 2020



THE LUMINARIES

Preserving the Past. Inspiring the Future.

LUMINARY

a person who inspires or influences others, especially one prominent in a particular sphere.

The Junior League of Tampa aims to improve the community by preserving and inspiring a legacy of luminaries who are catalysts for lasting community impact. As one of the preeminent leadership development organizations in Tampa, The League believes in the power of one individual to make a tangible difference in our community. Steeped in over 90 years of rich Tampa history, The League stands in a unique position to preserve the life histories of men and women who have instituted transformative change in this community, and, through the power of storytelling, inspire a future movement of community leaders.



LUMINARY AWARDS

The Junior League of Tampa created The Luminaries, in partnership with WEDU PBS, an annual recognition program to showcase outstanding men and women, as exemplified by inspiring leadership, commitment to lasting community impact through empowerment and advocacy, and achievement of prominence or distinction in a particular sphere. Yet this leadership award program takes recognition a step further by vividly capturing and preserving the influential stories of the award recipients through the creation and distribution of digital media biographies. The Luminaries – the permanent collection of digital media biographies, in video format – will be presented at an award luncheon on May 8, 2020.



EDUCATIONAL OPPORTUNITIES TO FEATURE THE LUMINARIES

WEDU-Tampa, a PBS member station, will produce the digital biographies of each Luminary Award winner. The biographies will be presented at the award ceremony on May 8, 2020, and will be made into a half-hour program to air on WEDU PBS. The Luminaries will be broadcast on WEDU PBS in prime time with encore broadcasts in additional time slots. In addition to the HD broadcast of The Luminaries on WEDU PBS, an online presence will be created surrounding the program through the WEDU PBS website - www.wedu.org. WEDU PBS will also allow links to additional resources to highlight the documentary.

WEDU PBS will also produce online versions of the program, allowing it to be easily distributed and viewed through social media channels. WEDU PBS will also make DVDs of the program available to the public and to any funding partners for their distribution. WEDU PBS will work with the funders to provide DVDs to educators, colleges, civic groups and libraries for educational purposes. Additionally, The League will continue to seek opportunities to feature the documentary and the videos through events and partnerships that are open and free to the public, like a premier viewing event featuring a panel of The Luminaries, partnerships with other educational institutions, including a permanent display at Tampa Bay History Center.

Through The Luminaries, we are certain that the power of one will impact many. Would you like to become a sponsor of The Luminaries and help inspire a future movement of community leaders?



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EARNED MEDIA

TV & RADIO

interviews

200,000 impressions



TV MEDIA

WEDU Broadcast of the Luminaries Program

500,000 impressions



PRINT MEDIA

10+ Featured articles

in all JLT publications



DIGITAL MEDIA

Banner advertising on tampabay.com,

160,000 total impressions

E-blasts to JLT membership, community leaders and WEDU donors and WEDU website presence, **25,000** total impressions



SOCIAL MEDIA

JLT & WEDU Facebook and Twitter posts

20,000 reach



COMMUNITY CALENDERS

Event listing in **32** community calendars

THE LUMINARIES 2020

Please note items in blue area are benefits provided by WEDU/PBS

BEACON SPONSOR-\$15,000

- Two tables of ten seats with company recognition at the Luminaries Award Luncheon
 - Inside cover full page ad in event program
 - Logo recognition in The Junior League of Tampa's Summer 2020 issue of the quarterly magazine *The Sandspur*
 - Logo recognition on digital event donor boards
 - Logo included on all email blasts promoting the program
 - Name recognition as sponsor in the *Tampa Bay Times* advertisement following the event
 - Name recognition in all press releases related to event
 - Logo and hyperlink recognition on The Junior League of Tampa website (through June 2020)
 - A "Thank You" mention at the event by the Master of Ceremonies
 - On stage representation for the presentation for one of the three Luminaries
 - Participation by organization designee in an announcement on stage during award event
- Logo recognition in the individual and collective digital biographies
 - WEDU PBS will work with the sponsor to craft a customized message
 - Two (2) 30 second WEDU PBS produced spots included in the final production of The Luminaries; one at the introduction of the program and one at the close of the program
 - Logo inclusion in the final production of The Luminaries (introduction & closing)
 - The program will air a minimum of three (3) times on WEDU PBS
 - Company name listed for one year on *Premiere* magazine's Community Partner page
 - Web stream of the program on wedu.org including your organization's message from the original broadcast
 - Logo inclusion on a minimum of twenty five (25) WEDU PBS produced 30 second television spots airing two weeks prior to the broadcast premiere and award ceremony
 - Logo included on all print ads in WEDU PBS's *Premiere* magazine promoting the program
 - Company logo placed on any DVDs of the program that are distributed throughout Hillsborough County. (i.e. on the DVD label, as well as on the inside of the DVD)
 - An active company web link on wedu.org Community Partner page for one year

THE LUMINARIES 2020

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SEARCHLIGHT SPONSOR - \$10,000

- Two tables of ten seats with company recognition at the Luminaries Award Luncheon
- Half page ad in event program
- Logo recognition in The Junior League of Tampa's Summer 2020 issue of the quarterly magazine *The Sandspur*
- Logo recognition on digital event donor boards
- Logo included on all email blasts promoting the program
- Name recognition as sponsor in the Tampa Bay Times advertisement following the event
- Name recognition in all press releases related to event
- Logo and hyperlink recognition on The Junior League of Tampa website (through June 2020)
- A "Thank You" mention at the event by the Master of Ceremonies
- On stage representation for the presentation for one of the three Luminaries

- WEDU PBS will work with the sponsor to craft a customized message
- Two (2) 15 second WEDU PBS produced spots included in the final production of The Luminaries; one at the introduction of the program and one at the close of the program
- Logo inclusion in the final production of The Luminaries (introduction & closing)
- The program will air a minimum of three (3) times on WEDU PBS
- Company name listed for one year on *Premiere* magazine's Community Partner page
- Web stream of the program on wedu.org including your organization's message from the original broadcast
- Logo inclusion on a minimum of twenty-five (25) WEDU PBS produced 30 second television spots airing two weeks prior to the broadcast premiere and award ceremony
- Logo included on all print ads in WEDU PBS's *Premiere* magazine promoting the program
- Company logo placed on any DVDs of the program that are distributed throughout Hillsborough County. (i.e. on the DVD label, as well as on the inside of the DVD)
- An active company web link on wedu.org Community Partner page for one year

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SPOTLIGHT SPONSOR - \$5,000

- Two tables of ten seats with company recognition at the Luminaries Award Luncheon
- Logo recognition in event program
- Logo recognition in The Junior League of Tampa's Summer 2020 issues of the quarterly magazine *The Sandspur*
- Logo recognition on digital event donor boards
- Logo included on all email blasts promoting the program
- Name recognition as sponsor in the *Tampa Bay Times* advertisement following the event
- Name recognition in all press releases related to event
- Logo and hyperlink recognition on The Junior League of Tampa website (through June 2020)
- A "Thank You" mention at the event by the Master of Ceremonies

- Logo inclusion in the final production of The Luminaries (introduction & closing)
- The program will air a minimum of three (3) times on WEDU PBS
- Company name listed for one year on *Premiere* magazine's Community Partner page
- Web stream of the program on wedu.org including your organization's message from the original broadcast
- Logo inclusion on a minimum of twenty-five (25) WEDU PBS produced 30 second television spots airing two weeks prior to the broadcast premiere and award ceremony
- Logo included on all print ads in WEDU PBS's *Premiere* magazine promoting the program
- Company logo placed on any DVDs of the program that are distributed throughout Hillsborough County. (i.e. on the DVD label, as well as on the inside of the DVD)
- An active company web link on wedu.org Community Partner page for one year

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LANTERN SPONSOR-\$2,500

- Table of ten seats with company recognition at the Luminaries Award Luncheon
- Name recognition in event program
- Name recognition in The Junior League of Tampa's Summer 2020 issues of the quarterly magazine *The Sandspur*
- Name recognition on digital event donor boards
- Logo included on all e-mail blasts promoting the program
- Name recognition as sponsor in the *Tampa Bay Times* advertisement following the event
- Name recognition on The Junior League of Tampa website (through June 2020)

- An active company web link on wedu.org Community Partner page for one year

TABLE SPONSOR-\$1,500

- Table of ten seats with company recognition at the Luminaries Award Luncheon
- Name recognition in event program
- Name recognition in The Junior League of Tampa's Summer 2020 issues of the quarterly magazine, *The Sandspur*
- Name recognition on digital event donor boards

LUMINARIES SPONSOR COMMITMENT FORM

DONOR INFORMATION

Donor Recognition Name: _____
(as you want it to appear on all donor recognition)

Company Name: _____

Contact Name: _____

Mailing Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Business Phone: _____ **Fax:** _____

Website: _____ **Email:** _____

SPONSOR LEVEL

YES! I would like to support The Junior League of Tampa's community projects and volunteer training programs. Please accept my sponsorship at the following level:

☐ **BEACON SPONSOR — \$15,000**

☐ **SEARCHLIGHT SPONSOR — \$10,000**

☐ **SPOTLIGHT SPONSOR — \$5,000**

☐ **LANTERN SPONSOR — \$2,500**

☐ **TABLE SPONSOR — \$1,500**

☐ **ADDITIONAL DONATION \$** _____

PAYMENT OPTIONS

For inclusion in printed materials, we respectfully request that all donations be confirmed by February 29, 2020. Donations will be accepted after this date, but some benefits may not be available.

☐ **My CHECK is enclosed:** \$ _____ **Check #:** _____
(Payable to The Junior League of Tampa)

☐ Sponsorships can be purchased online at www.JLTampa.org/featured-events/luminaries/
Be sure to include your donor Recognition name as you would like it to appear on all donor recognition.

Signature: _____

Return SIGNED form to: The Junior League of Tampa • 87 Columbia Drive • Tampa, Florida 33606 • office@jltampa.org

The Junior League of Tampa, Inc Registration #CH12009. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-HELP-FLA (435-7352) TOLL-FREE WITHIN THE STATE, OR VISITING THEIR WEBSITE AT WWW.FLORIDACONSUMERHELP.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

----- FOR OFFICE USE ONLY -----

Pledge Date: _____ **Donation Received Date:** _____

Entered in system by: _____ **Entered in system by:** _____