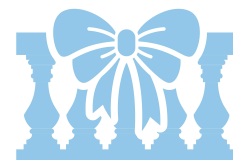


# HOLIDAY GIFT MARKET 2021



The Junior League of Tampa's Holiday Gift Market (HGM) has become the most anticipated shopping event in the Tampa Bay area to kick off the holiday season. Holiday Gift Market brings together **21,000 attendees** and **200+ vendors** for unique shopping experience.

The **four day event** provides sponsors a number of opportunities to get in front of more attendees and the public at large in JLT's extensive **two-month-long promotion** of the event. Covering print, digital, television, and radio, sponsors reach a wide audience across the Tampa region. The Junior League of Tampa's Holiday Gift Market is **all about the community**. The Market serves as a platform for over 200 small businesses, many based in the Tampa Bay region, to showcase their work and expand their customer base. In addition to promoting local and regional makers, the League uses the funds raised to build better communities in Hillsborough County. **100% of net proceeds** from Holiday Gift Market go directly back into JLT's projects and programs.

DONOR BENEFITS	Presenting \$25,000	Platinum \$10,000	Silver \$5,000	Bronze \$2,500
Naming rights	Grand Aisle	Aisle or Preview Party	Aisle + Select Event	Select Special Event
Premier Booth Display Area	✓	✓		
Logo Inclusion on TV commercials	✓			
VIP Tickets to the Preview Party <i>(November 11th)</i>	8	4	2	
General Admission Tickets to the Preview Party <i>(November 11th)</i>	12	8	6	4
General Admission Tickets to the Holiday Gift Market <i>(November 12th-14th)</i>	35	25	25	15
Logo recognition in the Holiday Gift Market map	✓	✓	✓	✓
Feature in <i>The Sandspur</i> HGM Special Edition	✓	✓		
Full page ad in <i>The Sandspur</i> <i>(3 issues)</i>	✓			
Recognition in <i>The Sandspur</i> <i>(3 issues)</i>	✓	✓	✓	✓
Recognition in the Annual Report <i>(published Summer 2022)</i>	✓	✓	✓	✓
Inclusion in the <i>Tampa Bay Times</i> thank you ad <i>(published Spring 2022)</i>	✓	✓	✓	
Logo recognition on promotional items	✓	✓	✓	
Logo recognition on JLT website <i>(through June 2021)</i>	✓	✓	✓	✓
Recognition on HGM social media	4 posts	3 posts	2 posts	1 post
Recognition on JLT social media	2 posts	2 posts	1 post	
Opportunity for Live social media feature during Market	✓			
Recognition in JLT Community E-Newsletter <i>(~3,000 subscribers)</i>	✓	✓	✓	✓
Logo recognition in HGM Email Marketing <i>(~5,000 subscribers)</i>	✓	✓		

NOVEMBER 11 - 14, 2021

FLORIDA STATE FAIRGROUNDS EXPO & ENTERTAINMENT HALLS

JLTAMPA.ORG/HGM

# HOLIDAY GIFT MARKET SPONSOR BENEFITS

The four day 2021 Holiday Gift Market (HGM) represents a highly anticipated return to an in-person event, after the 2020 Market went virtual. Annually bringing in over 21,000 attendees, HGM has achieved unprecedented exposure over broadcast, print, and social media. Sponsoring this “Tampa tradition” affords companies outstanding visibility not only among JLT’s over 1,900 members, but also to a much wider audience of shoppers across the region, including Hillsborough, Pinellas, Polk, Pasco, and Hernando counties.

## PRESENTING - \$25,000

- Grand Aisle Naming Rights
- Premier Booth display area
- Logo inclusion in Holiday Gift Market TV commercials
- Tickets
  - 8 VIP Tickets to the Preview Party on November 11th
  - 12 General Admission Tickets to the Preview Party on November 11th
  - 35 General Admission Tickets to the Holiday Gift Market (November 12th-14th)
- Print
  - Logo recognition in the Holiday Gift Market map
  - Feature in The Sandspur HGM Special Edition
  - Full page ad in The Sandspur (3 issues)
  - Recognition in The Sandspur (3 issues)
  - Recognition in the Annual Report (published Summer 2022)
  - Inclusion in the Tampa Bay Times thank you ad (published Spring 2022)
  - Logo recognition on all promotional items
- Digital
  - Logo recognition on JLT website (through June 2022)
  - Recognition on HGM social media (4 posts, including one piece of video content)
  - Recognition on JLT social media (2 posts, including one piece of video content)
  - Opportunity for Live Social Media post during Market
  - Recognition in JLT Community E-Newsletter (~3,000 subscribers)
  - Logo recognition in HGM Email Marketing (~5,000 subscribers)



# HOLIDAY GIFT MARKET SPONSOR BENEFITS

## PLATINUM - \$10,000

Select from:

### **Market Aisle & Booth Sponsor**

- Aisle Naming Rights
- Premiere Booth display area

### **Car Sponsor**

- Aisle Naming Rights
- (2) Premier car display area at outside of the Holiday Gift Market

### **Preview Party Sponsor**

- Stage Naming Rights
- Preview Party Naming Rights
- Preview Booth Display Area during Preview Party
- Tickets
  - 4 VIP Tickets to the Preview Party on November 11th
  - 8 General Admission Tickets to the Preview Party on November 11th
  - 25 General Admission Tickets to the Holiday Gift Market (November 12th-14th)
- Print
  - Logo recognition in the Holiday Gift Market map
  - Feature in The Sandspur HGM Special Edition
  - Recognition in The Sandspur (3 issues)
  - Recognition in the Annual Report (published Summer 2022)
  - Inclusion in the Tampa Bay Times thank you ad (published Spring 2022)
  - Logo recognition on all promotional items
- Digital
  - Logo recognition on JLT website (through June 2022)
  - Recognition on HGM social media (3 posts, including one piece of video content)
  - Recognition on JLT social media (2 posts)
  - Recognition in JLT Community E-Newsletter (~3,000 subscribers)
  - Logo recognition in HGM Email Marketing (~5,000 subscribers)



# HOLIDAY GIFT MARKET SPONSOR BENEFITS

## SILVER - \$5,000

Select from:

### **Veterans Hall of Heroes Sponsor**

### **Young Entrepreneurship Program Sponsor**

- Aisle Naming Rights
- Tickets
  - 2 VIP Tickets to the Preview Party on November 11th
  - 6 General Admission Tickets to the Preview Party on November 11th
  - 25 General Admission Tickets to the Holiday Gift Market (November 12th-14th)
- Print
  - Logo recognition in the Holiday Gift Market map
  - Recognition in The Sandspur HGM Special Edition
  - Recognition in The Sandspur (3 issues)
  - Recognition in the Annual Report (published Summer 2022)
  - Inclusion in the Tampa Bay Times thank you ad (published Spring 2022)
  - Logo recognition on select items
- Digital
  - Logo recognition on JLT website (through June 2022)
  - Recognition on HGM social media (2 posts, including 1 piece of video content)
  - Recognition on JLT social media (1 post)
  - Recognition in JLT Community E-Newsletter (~3,000 subscribers)

## BRONZE - \$2,500

Special Event Naming Rights, choose from:

### **Santa Snaps**

### **Princess Breakfast**

### **JLT Sustainer Luncheon- Friday**

### **Cocktails for a Cause- Saturday**

### **Cocktails for a Cause- Sunday**

### **Bag Check**

### **Merchant Lounge**

### **Giving Tree**

### **Parent's Nook**

### **Corporate Coffee**

- Tickets
  - 4 General Admission Tickets to the Preview Party on November 11th
  - 15 General Admission Tickets to the Holiday Gift Market (November 12th-14th)
- Print
  - Logo recognition in the Holiday Gift Market map
  - Recognition in The Sandspur (3 issues)
  - Recognition in the Annual Report (published Summer 2022)
- Digital
  - Logo recognition on JLT website (through June 2022)
  - Recognition on HGM social media (1 post)
  - Recognition in JLT Community E-Newsletter (~3,000 subscribers)



# HOLIDAY GIFT MARKET SPONSOR COMMITMENT FORM

## DONOR INFORMATION

Donor/Company Recognition Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Social Media: \_\_\_\_\_

## 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:

**Presenting Sponsor - \$25,000**

**Platinum Sponsor - \$10,000**

Market Aisle & Booth Sponsor  
Preview Party Sponsor

Car Sponsor

**Silver Sponsor - \$5,000**

Veterans Hall of Heroes Sponsor  
Young Entrepreneurship Program Sponsor

**Bronze - \$2,500**

Santa Snaps  
Cocktails for a Cause - Saturday  
JLT Sustainer Luncheon  
Giving Tree

Princess Breakfast  
Cocktails for a Cause - Sunday  
Bag Check  
Parents' Nook  
Merchant Lounge  
Corporate Coffee

*We respectfully request that all donations are confirmed by October 1, 2021 for inclusion in printed materials.*

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

Please send me an INVOICE via email: \_\_\_\_\_

Signature: \_\_\_\_\_

*Returned SIGNED form to: The Junior League of Tampa · 87 Columbia Drive · Tampa, FL 33606 · office@jltampa.org.*



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