

# THE LUMINARIES 2021



## 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 95 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 a virtual premiere event on May 13, 2021.

### 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 virtual premiere event on May 13, 2021, 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](http://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. 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?**



# THE LUMINARIES 2021

## BEACON SPONSOR - \$5,000

- Inside cover, full-page ad in digital event program.
- Logo recognition in The Junior League of Tampa's Summer 2021 issue of the magazine, *The Sandspur* reaching 2.5K households and businesses.
- Name recognition in the *IMPACT* Newsletter reaching 2.5K subscribers.
- Logo included on all email blasts promoting the program reaching 5.5K subscribers.
- Name recognition in all press releases related to event.
- Logo and hyperlink recognition on The Junior League of Tampa website (through June 2021).
- Includes charcuterie board and two bottles of wine for up to eight guests for an at-home or in-office Luminaries Screening on May 13th.
- Opportunity to distribute company-branded item for Luminaries ticketholders (approximately 350 people).
- Ad pinned in the Facebook Chat during the virtual event.
- Inclusion in four shared social media posts pre- and post-event reaching 24K users.
- Logo recognition on the WEDU website.
- Logo recognition in the digital biography.

## SEARCHLIGHT SPONSOR - \$2,500

- Half-page ad in digital event program.
- Logo recognition in The Junior League of Tampa's Summer 2021 issue of the magazine, *The Sandspur*, reaching 2.5K households and businesses.
- Name recognition in the *IMPACT* Newsletter reaching 3.5K subscribers.
- Logo included on all email blasts promoting the program reaching 5.5K subscribers.
- Name recognition in all press releases related to event.
- Logo and hyperlink recognition on The Junior League of Tampa website (through June 2021).
- Includes charcuterie board and two bottles of wine for up to eight guests for an at-home or in-office Luminaries Screening on May 13th.
- Opportunity to distribute company-branded item for Luminaries ticketholders (approximately 350 people).
- Ad Pinned in the Facebook Chat during the virtual event.
- Inclusion in two shared social media posts pre- and post-event reaching 12K users.
- Logo recognition on the WEDU website.
- Logo recognition in the digital biography.



# THE LUMINARIES 2021

## SPOTLIGHT SPONSOR - \$1,000

- Quarter-page ad in digital program book.
- Logo recognition in The Junior League of Tampa's Summer 2021 issues of the magazine, *The Sandspur*, reaching 2.5K households and businesses.
- Name recognition in the *IMPACT* Newsletter reaching 3.5K subscribers.
- Logo included on all email blasts promoting the program reaching 5.5K subscribers.
- Name recognition in all press releases related to event.
- Logo and hyperlink recognition on The Junior League of Tampa website (through June 2021).
- Includes charcuterie board and two bottles of wine for up to eight guests for an at-home or in-office Luminaries Screening on May 13th.
- Opportunity to distribute company-branded item for Luminaries ticketholders (approximately 350 people).
- Inclusion in one shared social media post pre- and post-event reaching +6K users.
- Logo recognition on the WEDU website.
- Logo recognition in the digital biography.

## TORCH SPONSOR - \$500

- Name recognition in digital event program.
- Name recognition in The Junior League of Tampa's Spring/Summer 2021 issue of the magazine, *The Sandspur*, reaching 2.5K households and businesses.
- Name recognition in the *IMPACT* Newsletter reaching 3.5K subscribers.
- Name included on all e-mail blasts promoting the program reaching 5.5K subscribers.
- Name recognition on The Junior League of Tampa website (through June 2021).
- Opportunity to distribute company-branded item for Luminaries ticketholders (approximately 350 people).
- Logo recognition on the WEDU website.
- Logo recognition in the digital biography.

## LANTERN SPONSOR - \$250

- Name recognition in digital event program.
- Name included on all e-mail blasts promoting the program reaching 5.5K subscribers.
- Opportunity to distribute company-branded item for Luminaries ticketholders (approximately 350 people).
- Logo recognition on the WEDU website.
- Logo recognition in the digital biography.



# THE LUMINARIES 2021

## LUMINARIES SPONSOR COMMITMENT FORM

### DONOR INFORMATION

Donor Recognition Name: \_\_\_\_\_  
*(as you would like it to appear on all recognition items)*

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

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

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

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

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

### SPONSOR LEVEL

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 - \$5,000

SEARCHLIGHT SPONSOR - \$5,000

SPOTLIGHT SPONSOR - \$1,000

TORCH SPONSOR - \$500

LANTERN SPONSOR - \$250

### PAYMENT OPTIONS

For inclusion in all materials, we respectfully request that all donations be confirmed by April 30th. Donations will be accepted after this date, but some benefits may not be available.

Pay online at [JLTampa.org/luminaries](http://JLTampa.org/luminaries)

My CHECK is enclosed: \$ \_\_\_\_\_

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

Return form to: The Junior League of Tampa • 87 Columbia Drive • Tampa, FL 33606 • [office@JLTampa.org](mailto:office@JLTampa.org)  
For additional information, please contact [funddevelopmentmanager@JLTampa.org](mailto:funddevelopmentmanager@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](http://WWW.FLORIDAConsumerHELP.COM). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.