

HOLIDAY GIFT MARKET 2022



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 18,000 attendees and 200+ vendors for a unique shopping experience.

WHAT TO EXPECT

This year, HGM is going to Tinseltown for the most glamorous Market yet. The event will be fit for the silver screen with more amenities and new special events for the ultimate VIP shopping experience.

UNIQUE MERCHANTS

Over **200** unique merchants
72% Merchants from Florida
56% Merchants from Tampa Bay

SPECIAL EVENTS

RETURNING events including:

Santa Snaps
Preview Party
Cocktails with a Cause

NEW events including:
Princesses on Ice

SERVICE WITH A SMILE

Expanded **CUSTOMER SERVICE**

amenities including
Bag Check
Shopper Support Desk
Charging Stations
Mother's Nook
Fan Cave

EXPANDED ENTREPRENEURSHIP

1 female business winner promoted with a free booth
Growing **BUSINESS ON THE RISE** program

CELEBRATING COMMUNITY

WALK OF FAME

new recognition for community changemakers and supporters

SHOPPING SURPRISES

New **BARGAIN BANGLE** upgrade opportunity for 10% Market discount
GAME OF GIVING returns with a Tinseltown twist



NOVEMBER 10 - 13, 2022
FLORIDA STATE FAIRGROUNDS EXPO & ENTERTAINMENT HALLS

JLTAMPA.ORG/HGM

HOLIDAY GIFT MARKET 2022



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.

Our sponsors are valued event partners, who often return for multiple years.

PROMOTIONAL OPPORTUNITIES

AT MARKET

18,000+

shoppers on site during the 3.5 day shopping event

SOCIAL MEDIA

10,144 followers on Facebook
3,852 followers on Instagram

In the month leading up to the event we reach over

+300K users

PRINT

30,000 Flyers

500 Car Magnets

350 Yard Signs

Print ads running in publications like *Tampa Bay Metro*, *Tampa Bay Parenting* and more

TV + RADIO

204 TV and radio spots

Onsite and pre-market

NEWS COVERAGE

EVENT SWAG

T-SHIRTS

featuring your logo worn by JLT volunteers and sold to shoppers at the event

DIGITAL

5000+ receiving HGM emails

Listings on **30+** community calendars

Robust **SEARCH AND SOCIAL** ad strategy



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The Holiday Gift Market is the League's largest fundraiser, bringing in essential funds for our community projects and programs in Hillsborough County. With a focus on basic needs, child welfare, and education the League serves thousands of children and families, investing more than 50,000 volunteer hours annually.

ANNUAL IMPACT

At The Junior League of Tampa we believe that women as well-trained volunteers can strengthen and transform communities. We strive to build better communities through our partnership projects, advocacy efforts, and grant programs. Here is a snapshot of our annual impact.

BASIC NEEDS

500,000 diapers distributed through 14 community partners
30,000+ period products provided to women, teens, and girls

CHILD WELFARE

1,500+ Love Bundles distributed to children entering foster care
30+ adoptive families supported through Kids Connect programs
YEAR-LONG LIFE skills training for teens aging out of foster care

EDUCATION

17 Giving Libraries in Hillsborough County
27,000 books provided to children and teens
5,000+ Boxes of Hope to fight childhood hunger
ANNUAL FAMILY HEALTH DAY offering health and wellness education for all ages

COMMUNITY ASSISTANCE

\$42,000+ in grants awarded to nonprofits operating in Tampa
2,000+ volunteer hours in support of other nonprofits operating in our issue areas



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HOLIDAY GIFT MARKET SPONSOR BENEFITS

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 - \$40,000

- Grand Aisle Naming Rights
- Premier Booth display area
- Logo inclusion in Holiday Gift Market TV commercials
- Opportunity to distribute branded shopping bags to attendees at the event
- Logo recognition on official 2022 Holiday Gift Market T-Shirts
- 25 official 2022 Holiday Gift Market T-Shirts
- Holiday Gift Market Walk of Fame Star
- Tickets
 - 8 VIP Tickets to the Preview Party on November 10th
 - 12 General Admission Tickets to the Preview Party on November 10th
 - 35 General Admission Tickets to the Holiday Gift Market (November 11th-13th)
- Print
 - Logo recognition in the Holiday Gift Market map
 - Full page ad in *The Sandspur* (2 issues)
 - Recognition in *The Sandspur* (2 issues)
 - Recognition in the Annual Report (published Summer 2023)
 - Logo recognition on select promotional items
- Digital
 - Logo recognition on JLT website (through June 2023)
 - 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 to participate in a live stream on Facebook or Instagram during Market
 - Logo recognition in HGM Email Marketing (~5,000 subscribers)



HOLIDAY GIFT MARKET SPONSOR BENEFITS

PLATINUM - \$12,000

Choose 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

All Platinum Sponsorships Include:

- Logo recognition on official 2022 Holiday Gift Market T-Shirts
- 12 official 2022 Holiday Gift Market T-Shirts
- Holiday Gift Market Walk of Fame Star
- Tickets
 - 4 VIP Tickets to the Preview Party on November 10th
 - 8 General Admission Tickets to the Preview Party on November 10th
 - 25 General Admission Tickets to the Holiday Gift Market (November 11th-13th)
- Print
 - Logo recognition in the Holiday Gift Market map
 - Recognition in *The Sandspur* (2 issues)
 - Recognition in the Annual Report (published Summer 2023)
 - Logo recognition on select promotional items
- Digital
 - Logo recognition on JLT website (through June 2023)
 - Recognition on HGM social media (3 posts, including one piece of video content)
 - Recognition on JLT social media (2 posts, including one piece of video content)
 - Logo recognition in HGM Email Marketing (~5,000 subscribers)



HOLIDAY GIFT MARKET SPONSOR BENEFITS

GOLD - \$8,000

Choose From:

- Young Entrepreneurship Program (YEP Sponsor)
- Bargain Bangle Sponsor
- Business on the Rise (previously the Incubator program)
- Water Sponsor
- Hand Sanitizer Sponsor
- Charging Station Sponsor
- Favorite Things Online Store Sponsor
- Custom Designed Brand Specific Sponsorship

All Gold Sponsorships Include:

- Logo recognition on official 2022 Holiday Gift Market T-Shirts
- 10 official 2022 Holiday Gift Market T-Shirts
- Holiday Gift Market Walk of Fame Star
- Tickets
 - 2 VIP Tickets to the Preview Party on November 10th
 - 6 General Admission Tickets to the Preview Party on November 10th
 - 25 General Admission Tickets to the Holiday Gift Market (November 11th-13th)
- Print
 - Logo recognition in the Holiday Gift Market map
 - Recognition in *The Sandspur* (2 issues)
 - Recognition in the Annual Report (published Summer 2023)
 - Logo recognition on select promotional items
- Digital
 - Logo recognition on JLT website (through June 2023)
 - Recognition on HGM social media (2 posts, including one piece of video content)
 - Recognition on JLT social media (1 posts, including one piece of video content)
 - Logo recognition in HGM Email Marketing (~5,000 subscribers)



HOLIDAY GIFT MARKET SPONSOR BENEFITS

SILVER - \$5,000

Naming rights for the one of the following Special Events or Customer Service Amenities:

- Santa Snaps (Friday)
- Santa Snaps (Saturday)
- Princesses on Ice
- Cocktails for a Cause (Friday)
- Cocktails for a Cause (Saturday)
- Cocktails for a Cause (Sunday)
- Sustainer Luncheon (Friday)
- Bag Check
- Merchant Lounge
- Shopper Support Desk
- Game of Giving
- Mothers' Nook
- Fan Cave

All Silver Sponsorships Include:

- Logo recognition on official 2022 Holiday Gift Market T-Shirts
- 8 official 2022 Holiday Gift Market T-Shirts
- Holiday Gift Market Walk of Fame Star
- Tickets
 - 4 General Admission Tickets to the Preview Party on November 10th
 - 15 General Admission Tickets to the Holiday Gift Market (November 11th-13th)
- Print
 - Logo recognition in the Holiday Gift Market map
 - Recognition in *The Sandspur* (2 issues)
 - Recognition in the Annual Report (published Summer 2023)
- Digital
 - Logo recognition on JLT website (through June 2023)
 - Recognition on HGM social media (1 post)
 - Logo recognition in HGM Email Marketing (~5,000 subscribers)

BRONZE - \$3,000

- Logo recognition on official 2022 Holiday Gift Market T-Shirts
- Holiday Gift Market Walk of Fame Star
- 4 official 2022 Holiday Gift Market T-Shirts
- Tickets
 - 2 General Admission Tickets to the Preview Party on November 10th
 - 8 General Admission Tickets to the Holiday Gift Market (November 11th-13th)
- Print
 - Logo recognition in the Holiday Gift Market map
 - Recognition in *The Sandspur* (2 issues)
 - Recognition in the Annual Report (published Summer 2023)
- Digital
 - Logo recognition on JLT website (through June 2023)
 - Recognition on HGM social media (1 post)
 - Logo recognition in HGM Email Marketing (~5,000 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 - \$40,000

Platinum Sponsor - \$12,000

Aisle & Booth
Car Display
Preview Party

Gold Sponsor - \$8,000

Young Entrepreneurship Program
Bargain Bangle
Business on the Rise
Water Station
Hand Sanitizer Station
Charging Station
Favorite Things Store

☐ Custom Brand Sponsorship

Silver Sponsor - \$5,000

Santa Snaps (Friday)
Santa Snaps (Saturday)
Princesses on Ice (Sunday)
Cocktails for a Cause (Friday)
Cocktails for a Cause (Saturday)
Cocktails for a Cause (Sunday)
Sustainer Luncheon (Friday)
Bag Check
Merchant Lounge
Shopper Support Desk
Game of Giving
Mothers' Nook
Fan Cave

Bronze - \$3,000

We respectfully request that all donations are confirmed by October 1, 2022 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.

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.

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HOLIDAY GIFT MARKET IN-KIND DONOR FORM

In-Kind donations are donations of goods, services or time - instead of cash.

1. Provide your donor information.
2. Detail your donation, including providing the estimated Fair Market Value of your donation.
3. Sign and email this form to inkind@JLTampa.org and hgm giving@JLTampa.org.
4. A JLT Member will contact you to make arrangements and coordinate your donation.

Contact inkind@jltampa.org for any questions regarding JLT's In-Kind

DONOR INFORMATION

Donor/Company Recognition Name: _____

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Website: _____ Social Media: _____

DONATION INFORMATION

Description of goods and/or services donated to The Junior League of Tampa:

Committee/person requesting goods and services: _____

Target date for delivery: _____

Estimated Fair Market Value (FMV) of donation as assigned by Donor: \$ _____

Signature: _____

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

The Donor signature line must be completed to verify the "estimated fair market value" amount was completed by the actual donor. In-Kind donations will be recognized at one half FMV. Unrestricted Gift Cards are recognized at full face value. All donations over \$2500 FMV are eligible for custom benefits and must be approved by The Junior League of Tampa President.



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