

# 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](http://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 (9/30 commitment or earlier)

### DIGITAL

**5000+** receiving HGM emails

Listings on **30+** community calendars

Robust **SEARCH AND SOCIAL** ad strategy



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

[JLTAMPA.ORG/HGM](http://JLTAMPA.ORG/HGM)



# HOLIDAY GIFT MARKET 2022



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



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

[JLTAMPA.ORG/HGM](http://JLTAMPA.ORG/HGM)

# 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 (9/30 commitment or earlier)
- 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 (9/30 commitment or earlier)
- 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 (9/30 commitment or earlier)
- 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 (9/30 commitment or earlier)
- 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 (9/30 commitment or earlier)
- 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 (9/30 commitment or earlier)
- 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 (9/30 commitment or earlier)
- 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 (9/30 commitment or earlier)
- 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.

NOVEMBER 10 - 13, 2022

FLORIDA STATE FAIRGROUNDS EXPO & ENTERTAINMENT HALLS

JLTAMPA.ORG/HGM



# 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](mailto:inkind@JLTampa.org) and [hgm giving@JLTampa.org](mailto:hgm giving@JLTampa.org).
4. A JLT Member will contact you to make arrangements and coordinate your donation.

Contact [inkind@jltampa.org](mailto: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](mailto: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.



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.

NOVEMBER 10 - 13, 2022

FLORIDA STATE FAIRGROUNDS EXPO & ENTERTAINMENT HALLS

[JLTAMPA.ORG/HGM](http://JLTAMPA.ORG/HGM)