

HOLIDAY GIFT MARKET 2020



The Junior League of Tampa's Holiday Gift Market (HGM) 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 100% of the funds raised to build better communities in Hillsborough County. Your sponsorship allows us to invest in education, support vulnerable children and families, and empower nonprofits to reach more people.

BY SPONSORING THE HOLIDAY GIFT MARKET, YOU:



SUPPORT SMALL BUSINESSES

200+ Merchants and small businesses hosted annually

72% Merchants from Florida

56% Merchants from Tampa Bay

YOUNG ENTREPRENEURSHIP PROGRAM (YEP)
supporting and promoting women business owners under 40



INVEST IN EDUCATION

20,000+ books distributed annually to children of all ages

Funding and providing volunteers for **SCHOOL FOOD PANTRIES**

6 Lending Libraries at community centers across the county and more coming soon!

\$5,000 in grants awarded to local teachers



HELP VULNERABLE CHILDREN

200,000+ diapers distributed by the Diaper Bank

700+ backpacks provided for children entering foster care

85+ girls mentored and empowered through the Girl Power! Project



PARTNER WITH NONPROFITS

10 Done in a Day projects with Hillsborough County nonprofits

3,000+ people served with the Volunteers At-Large program

\$30,000 in grants awarded to local nonprofits



NOVEMBER 14 - DECEMBER 13, 2020

A virtual shopping experience benefitting The Junior League of Tampa.

www.HolidayGiftMarket.org



HOLIDAY GIFT MARKET 2020



The Junior League of Tampa's Holiday Gift Market (HGM) will be an exciting virtual shopping experience this year. On November 14th, we will kick off the 2020 Market at www.HolidayGiftMarket.org which will run through December 13th. This year's Market will provide shoppers the same great opportunity to support small and specialty businesses, but with a new virtual platform. Not only will going digital keep our community safe and healthy, it will also allow an even larger audience to experience HGM.

THE 2020 MARKET EXPERIENCE WILL INCLUDE:

ONLINE MARKETPLACE

Shoppers & merchants can participate from
ANYWHERE

Shoppers now have **MORE TIME** to find the perfect gift with 24 hour access.

POP UP SHOPS
featuring YEP applicants, cookbooks, and giving shop to support JLT projects

VIRTUAL EVENTS

FAVORITE HGM Events transformed for a virtual format

INTERACTIVE experiences for a variety of interests and ages

PROJECT related events to celebrate the Mission of JLT

SOCIAL ENGAGEMENT

9,225+ followers on Facebook.

2,400+ followers on Instagram

VIDEO content plan with opportunities for sponsor recognition

COLLABORATION with merchants, sponsors, and local influencers for expanded reach

DIGITAL MARKETING OPPORTUNITIES

DIGITAL SHOPPING GUIDE Featuring 2020 Market vendors, past HGM favorites, and sponsor advertisements

MERCHANT INFOMERCIALS for expanded advertising for merchants and sponsors

SPONSOR PROFILES on www.HolidayGiftMarket.org



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HOLIDAY GIFT MARKET 2020

SPONSOR BENEFITS 2020

PRESENTING SPONSOR - \$25,000

- Event naming rights
- Participation in three virtual events
- Six social media posts (*with photos or videos*)
- Prominent ad on event website and sponsor profile page
- Option to host online shop in the Virtual Marketplace (*subject to transaction fees*)
- One full page ad in the HGM Virtual Shopping Guide
- Information included in Special Event Bags
- Logo inclusion on Event Tickets
- Two full page ads in [The Sandspur](#) magazine
- Logo and link recognition on the [JLT website](#)
- Recognition in the [IMPACT Newsletter](#)
- Recognition in [The Sandspur](#) magazine
- 75 tickets to Early Access Week of Holiday Gift Market (*November 14 - 20th*)



HOLIDAY GIFT MARKET 2020

PLATINUM SPONSOR - \$10,000

MARKETPLACE WEBSITE

- Naming rights for the e-commerce Marketplace on the holidaygiftmarket.org website
- Participation in one Virtual Event
- Four social media posts (pictures or videos)
- Prominent ad on Marketplace website and sponsor profile page
- Option to host online shop in the Virtual Marketplace (*subject to transaction fees*)
- One full page ad in the HGM Virtual Shopping Guide
- Information included in Special Event Bags
- Logo inclusion on Event Tickets
- Logo and link recognition on the [JLT website](#)
- Recognition in the [IMPACT Newsletter](#)
- Recognition in [The Sandspur](#) magazine
- 50 tickets to Early Access Week of Holiday Gift Market (*November 14 - 20th*)

MERCHANT INFOMERCIAL

- Sponsor listing of up to 14 Merchant Infomercials
- Mention at beginning and end of Merchant Infomercial Event Videos
- Four social media posts (pictures or videos)
- Prominent ad on Infomercial page and sponsor profile page
- Option to host online shop in the Virtual Marketplace (*subject to transaction fees*)
- One full page ad in the HGM Virtual Shopping Guide
- Information included in Special Event Bags
- Logo inclusion on Event Tickets
- Logo and link recognition on the [JLT website](#)
- Recognition in the [IMPACT Newsletter](#)
- Recognition in [The Sandspur](#) magazine
- 50 tickets to Early Access Week of Holiday Gift Market (*November 14 - 20th*)

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GOLD SPONSOR - \$7,500

HGM VIRTUAL SHOPPING GUIDE

- Naming rights of the HGM Virtual Shopping Guide
- HGM Favorite Things/Shopping Guide Virtual Event
- Three social media posts (pictures or videos)
- Inclusion of Logo next to Virtual Shopping Guide and sponsor profile page
- Option to host online shop in the Virtual Marketplace (*subject to transaction fees*)
- Half page ad in the HGM Virtual Shopping Guide
- Information included in Special Event Bags
- Logo inclusion on Event Tickets
- Logo and link recognition on the [JLT website](#)
- Recognition in the [IMPACT Newsletter](#)
- Recognition in [The Sandspur](#) magazine
- 40 tickets to Early Access Week of Holiday Gift Market (*November 14 - 20th*)

EARLY ACCESS WEEK

- Naming of the HGM Early Access Week
- Mention on Ticket Videos for Early Access Week
- Three social media posts (pictures or videos)
- Logo recognition next to Daily Announcements during Early Access Week and sponsor profile page
- Option to host online shop in the Virtual Marketplace (*subject to transaction fees*)
- One full page ad in the HGM Virtual Shopping Guide
- Information included in Special Event Bags
- Logo inclusion on Event Tickets
- Logo and link recognition on the [JLT website](#)
- Recognition in the [IMPACT Newsletter](#)
- Recognition in [The Sandspur](#) magazine
- 40 tickets to Early Access Week of Holiday Gift Market (*November 14 - 20th*)



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SILVER SPONSOR - \$5,000

YOUNG ENTREPRENEURSHIP PROGRAM

- Presenting sponsor of the Young Entrepreneurship Program (YEP)
- Participation and mention in YEP Merchant Infomercial Video
- Two social media posts (pictures or videos)
- Inclusion of Logo on YEP page and sponsor profile
- Option to host online shop in the Virtual Marketplace (*subject to transaction fees*)
- Half page ad in the HGM Virtual Shopping Guide
- Information included in Special Event Bags
- Logo inclusion on Event Tickets
- Logo and link recognition on the [JLT website](#)
- Recognition in the [IMPACT Newsletter](#)
- Recognition in [The Sandspur](#) magazine
- 30 tickets to Early Access Week of Holiday Gift Market (*November 14 - 20th*)

VIRTUAL EVENT LISTING

- Sponsor of Virtual Event Listing section of the holidaygiftmarket.org website
- Participation in one Virtual Event
- Two social media posts (pictures or videos)
- Prominent ad on Virtual Event Schedule page and sponsor profile
- Option to host online shop in the Virtual Marketplace (*subject to transaction fees*)
- One full page ad in the HGM Virtual Shopping Guide
- Information included in Special Event Bags
- Logo inclusion on Event Tickets
- Logo and link recognition on the [JLT website](#)
- Recognition in the [IMPACT Newsletter](#)
- Recognition in [The Sandspur](#) magazine
- 30 tickets to Early Access Week of Holiday Gift Market (*November 14 - 20th*)

www.HolidayGiftMarket.org



HOLIDAY GIFT MARKET 2020

BRONZE SPONSOR - \$2,500

- Presenting sponsor of a selected virtual event/promotion
- Mention in event related video
- Inclusion in social media post announcing event
- Sponsor profile
- Option to host online shop in the Virtual Marketplace (*subject to transaction fees*)
- Quarter page ad in the HGM Virtual Shopping Guide
- Information included in Special Event Bags
- Name inclusion on Event Tickets
- Logo and link recognition on the [JLT website](#)
- Recognition in the [IMPACT Newsletter](#)
- Recognition in [The Sandspur](#) magazine
- 15 tickets to Early Access Week of Holiday Gift Market (*November 14 - 20th*)

SPONSORSHIP OPTIONS (BASED ON AVAILABILITY)*

POP UP SHOPS

- YEP Pop-Up Shop Sponsor *Featuring Young Entrepreneurship Program Applicants*
- JLT Marketplace & Cookbook E-Store Sponsor *Featuring JLT merchandise & cookbooks*
- HGM Giving Shop Sponsor *Micro-Store with proceeds supporting JLT's projects and programs*
- Curbside Pickup Sponsor *Upgrade offered for JLT Giving Shop and Marketplace purchases*

VIRTUAL EVENTS

- Cocktails for a Cause Event Bags Sponsor *Speciality bags with event related videos*
- Zoom with Santa Sponsor *Personal Zoom appointments with the Santa*
- Health & Wellness Event Sponsor *Participation in one Health & Wellness event*
- Corporate Coffee Sponsor *Virtual gathering of top corporate leaders in the area*
- Bedtime Book Reading Sponsor *Evening storytelling with JLT Volunteers*

PROMOTIONAL DAYS

- Fashion Friday Sponsor *Promotional day during Early Access Week*
- Black Friday Shopping Sponsor *Celebrate the biggest shopping day of the year*
- Small Business Saturday Sponsor *Promotional day focused on supporting small businesses*
- Cyber Monday Sponsor *Promotional day focused on online shopping*

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CORPORATE SPONSOR COMMITMENT FORM

DONOR INFORMATION

Donor Recognition Name: _____

(as you want it to appear on all donor recognition)

Company Name: _____

Contact Name: _____

Mailing Address: _____

Business Phone: _____ Email: _____

Website: _____ Social Media Handles: _____

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

Marketplace Website

Merchant Infomercial

GOLD SPONSOR - \$7,500

Early Access Week

HGM Virtual Shopping Guide

SILVER SPONSOR - \$5,000

Virtual Event Listing

Young Entrepreneurship Program (YEP)

BRONZE SPONSOR - \$2,500

Bedtime Book Reading

Black Friday

Cocktails for a Cause

Corporate Coffee

Curbside Pickup

Cyber Monday

Fashion Friday

Health & Wellness

HGM Giving Shop

JLT Marketplace & Cookbook E-Store

Small Business Saturday

YEP Pop-Up

Zoom with Santa

We respectfully request that all donations be confirmed by October 1, 2020.

My CHECK is enclosed: \$ _____ Check #: _____

(Payable to The Junior League of Tampa)

Please send me an INVOICE at the mailing address listed above or via email.

Signature: _____

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



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