



The Junior League of Baton Rouge Presents

HOLLYDAYS

SHOPPING FOR A CAUSE

October 16-18, 2025

RAISING CANE'S RIVER CENTER

Three Days of

**SHOPPING • FASHION • FOOD
SPECIAL EVENTS • ENTERTAINMENT**

to support the Junior League of Baton Rouge's
community programs and mission-based initiatives



2025 HOLLYDAYS SPONSORSHIPS & DONOR BROCHURE



Hollydays, one of the largest fundraisers in Louisiana, annually welcomes thousands of shoppers to the Raising Cane's River Center with more than 70,000 square feet of space adorned with festive holiday decorations.

Hollydays is three days of unique holiday shopping, fashion, food, entertainment, and special events. The proceeds go back into our local community and support the Junior League of Baton Rouge's community projects and initiatives. When you donate to Hollydays or "Shop for a Cause," you are supporting Baton Rouge programs including the Diaper Bank, East Baton Rouge Parish School System, OLOL Children's Hospital and the LSU AgCenter just to name a few.

LEVELS & BENEFITS

Sponsorship Levels

All sponsorships include special recognition on the Junior League of Baton Rouge's social media channels. In-kind sponsorships at the Patron level and above will have prominent signage at the market.

Donor Level	Donation	Special Event Tickets	General Admission Tickets	Signage Displayed in Hollydays Market
Silver Underwriter	\$25,000+	8	25	Yes
Underwriter	\$15,000+	6	20	Yes
Benefactor	\$10,000+	4	15	Yes
Patron	\$5,000+	2	12	Yes
Sponsor	\$2,500+	-	8	Yes
Contributor	\$1,000+	-	6	Yes
Donor	\$500+	-	4	-
Supporter	\$250+	-	2	-

SPONSORSHIP OPPORTUNITIES

Be Seen at Hollydays

CENTER COURT (1 AVAILABLE) \$10,000

As the Center Court Sponsor, you will have prominent signage (one snowflake sign) above Center Court. You will have the opportunity to place marketing materials and additional signage in Center Court as well. Your name will be used in all references to Center Court, "Your Company Name:" Center Court, including placement on all Merchant Guides. **Includes Benefactor Level Benefits.**

CENTER COURT/CROSSING AISLES (2 AVAILABLE) \$2,500+

As a Center Court Aisle Sponsor, you will have prominent signage (two snowflake signs) above a Center Court Aisle. Your name will be used in all references to the aisle, including placement on all Merchant Guides. **Includes Sponsor Level Benefits.**

VENDOR AISLE (6 AVAILABLE) \$1,500

As a Vendor Aisle Sponsor, you will have prominent signage (two snowflake signs) above one of the Vendor Aisles. Your name will be used in all references to the aisle, including placement on all Merchant Guides. **Includes Contributor Level Benefits.**

MERCHANT'S CORNER (1 AVAILABLE) \$5,000

As the Merchant's Corner Sponsor, you will have prominent signage and the ability to place promotional items or signage in the Merchant's Corner. Your name will be used in all references to the Merchant's Corner, including placement on all Merchant Guides. **Includes Patron Level Benefits.**

DECORATIONS SPONSOR (1 AVAILABLE) \$15,000

As the Decorations Sponsor, your name will be prominently displayed in multiple locations, such as on two large snowflake signs in the market. **Includes Underwriter Level Benefits.**

SHOPPING BAG (1 AVAILABLE) \$10,000 OR IN-KIND DONATION

As the Shopping Bag Sponsor, your name will be prominently displayed on signage at the market. You have the option of donating 12,000 shopping bags with your logo, etc., to be distributed to all of the shoppers that come to Hollydays market or providing a monetary donation that will be used to purchase shopping bags with your company's logo on them. **Includes Benefactor Level Benefits.**

TREE SPONSOR (1 AVAILABLE) \$5,000

As the Tree Sponsor, you will have signage displayed in a prominent location on our large tree in the Center Court. **Includes Patron Level Benefits.**

MERCHANT GUIDE (1 AVAILABLE) \$5,000 OR IN-KIND DONATION

As the Sponsor of the Merchant Guide, your name will be prominently displayed on signage at the market. You will have the option of printing 5,000 merchant guides for distribution to all shoppers or a monetary donation for the printing of the guides. QR codes will be distributed and posted around market for digital use. **Includes Patron Level Benefits.**

WIFI SPONSOR (1 AVAILABLE) \$3,000

As the WiFi Sponsor, your name and logo will be prominently displayed on signage at market and frequently announced over the loud speaker during market days. **Includes Patron Level Benefits.**

CUP SPONSOR (3 AVAILABLE) \$2,500

As the Cup Sponsor, your name and logo will be prominently printed on cups used at our special events. **Includes Sponsor Level Benefits.**

PACKAGE CHECK (1 AVAILABLE) \$2,000

As the Package Check Sponsor, your name will be prominently displayed at package check at the Market. **Includes Contributor Level Benefits.**

SNOWFLAKE TREE \$500

As a Snowflake Tree Sponsor, your name will be prominently displayed on a snowflake throughout the market. **Includes Donor Level Benefits.**

**100+
NON-PROFIT
PARTNERS**

served in 2022-2024

**1,500+
MEMBERS**

representing a wide range of communities, professions, and demographics from East Baton Rouge and the surrounding parishes



Since its first event in 1984, Hollydays "Shop for a Cause" has become Louisiana's largest fundraiser with over

\$6 MILLION

raised for the Baton Rouge community

**30,000+
VOLUNTEER
HOURS**

contributed annually through direct service, fundraising and in-League placements

\$1 MILLION+

in contributions through cash and volunteer hours to the Baton Rouge community each year

**FOR DONOR AND SPONSORSHIP INFORMATION,
PLEASE CONTACT SPONSOR@HOLLYDAYS.ORG
OR LEARN MORE AT HOLLYDAYS.ORG.**

Our Mission

Junior League of Baton Rouge is an organization of women whose Mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

Our Vision

Women as Catalysts for Lasting Community Change in the areas of Health, Education and Cultural Development

Connect



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Our Work in the Community

The **Community Assistance Fund** has provided more than \$1 million in micro-grants to enhance the quality of life in the areas of health, education, and cultural development.

The **JLBR Diaper Bank** provides diapers to more than 11,500 Capital Region families in East Baton Rouge and surrounding parishes.

The **JLBR Family Resource Center** provides families with health-related information, resources, and support after illness or injury at Our Lady of the Lake Children's Hospital.

Painted Playground inspires elementary students with limited or no playground equipment to design, schedule and paint playgrounds, making active play a daily priority through dozens of revitalized painted playgrounds across Baton Rouge!

Patient Activity Days support and assist in facilitating play activities for 1,700 patients and their families through our partnership with Our Lady of the Lake Children's Hospital!

Ready Hands provides thousands of hours of community service by trained volunteers to nonprofits across the Baton Rouge area.

StoryTime in the Garden promotes the importance of early childhood literacy to more than 5,000 children and families through monthly storytelling, crafts, and activities across Baton Rouge!

