

## ABOUT HOLLYDAYS

*Hollydays is four 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.*

Festive holiday decorations adorn more than 70,000 square feet of space at the Raising Cane's River Center, located downtown across from the Mississippi River, and welcoming between 10,000 - 13,000 individual shoppers annually.

## OUR MISSION

The Junior League of Baton Rouge, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.



*Hollydays.org*



**FACEBOOK**  
JuniorLeagueBR



**INSTAGRAM**  
JuniorLeagueBR

## OUR WORK IN THE COMMUNITY

### JUNIOR LEAGUE OF BATON ROUGE FAMILY RESOURCE CENTER (JLBRFRC)

Junior League of Baton Rouge volunteers help children and their parents/caregivers after illness or injury by offering health-related information, support services, support group meetings and connections to various support services offered locally and around the state.

### PATIENT ACTIVITY DAYS

Junior League of Baton Rouge volunteers support meeting the needs of OLOL Children's Hospital patients and families by providing emotional support, therapeutic play and developmentally appropriate activities through arts & crafts, music, literature, and dramatic arts. This type of patient interaction greatly improves the health outcomes for these young patients and their families.

### JLBR DIAPER BANK

Junior League of Baton Rouge volunteers host diaper drives at business and neighborhoods, while working to organize and implement four diaper distributions over the course of a year to distribute to non-profit agencies across Baton Rouge. Diapers are one of the few items not covered by WIC. The inability of financially-challenged parents to afford and access clear diapers has a direct health and economic impact on children and their families.

### READY HANDS

Junior League of Baton Rouge volunteers reach out to our local community by assisting non-profit organizations with their special events, such as Boo at the Zoo, Girls on the Run, and Knock Knock Children's Museum, just to name a few. Community has been our business for over 87 years, and we welcome an opportunity to support local organizations by providing trained volunteers.

### PAINTED PLAYGROUND

Junior League of Baton Rouge volunteers partner with the East Baton Rouge Parish School System to design, schedule and paint playgrounds with limited or not playground equipment. These volunteers continue to make an impact across city elementary schools by packaging "play kits" with instructions for students and teachers to give the children a fun opportunity to get active.

### STORYTIME IN THE GARDEN

Junior League of Baton Rouge partners with LSU AgCenter Botanic Gardens and Dr. Rebecca White to provide hands-on volunteers to work with kids through creative reading, arts & crafts, and guided tours on trails.

### COMMUNITY ASSISTANCE FUND

Junior League of Baton Rouge awards micro-grants to non-profit organizations with specific, short-term monetary needs in the areas of health, education, and cultural development.



*The Junior League of Baton Rouge Presents*

# HOLLYDAYS

SHOPPING FOR A CAUSE

*Four Days of*

SHOPPING • FASHION • SPECIAL EVENTS  
FOOD • ENTERTAINMENT

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

## October 13-16, 2021

Raising Cane's River Center

**HOLLYDAYS.ORG**

# BE SEEN AT HOLLYDAYS



## CENTER COURT \$10,000+ (1 AVAILABLE)

As the Center Court Sponsor, you will have prominent signage (one 60" 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*

## STAGE SPONSOR \$5,000

As the Stage Sponsor, your name will be prominently displayed on the main stage at the Preview Gala and throughout the Market.

*Includes Benefactor Level Benefits*

## VIRTUAL MARKET SPONSOR \$5,000

As the Virtual Market Sponsor, your name and logo will be prominently displayed on our virtual market webpage.

*Includes Patron Level Benefits*

## MERCHANT'S CORNER \$3,000

As the Sponsor of the Merchant's Corner, you will have prominent signage in front of the Merchant's Corner 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 Sponsor Level Benefits*

## CUP SPONSOR \$2,500

As the cup sponsor, your name and logo will be prominently printed on cups used at our Gala, Breakfast with Santa, or Girls Night Out events.

*Includes Sponsor Level Benefits*

## VENDOR AISLE \$1,500

As a Vendor Aisle Sponsor, you will have prominent signage (two 48" 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*

## SHOPPING BAG \$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*

## MERCHANT GUIDE \$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 12,000 merchant guides for distribution to all shoppers or a monetary donation for the printing of the guides.

*Includes Patron Level Benefits*

## WIFI SPONSOR \$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*

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

As a Center Court Aisle Sponsor, you will have prominent signage (two 60" 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*

## PACKAGE CHECK \$2,000

As a Package Check Sponsor, your name will be prominently displayed at package check at the Market.

*Includes Contributor Level Benefits*

## BAR SPONSOR \$1,000

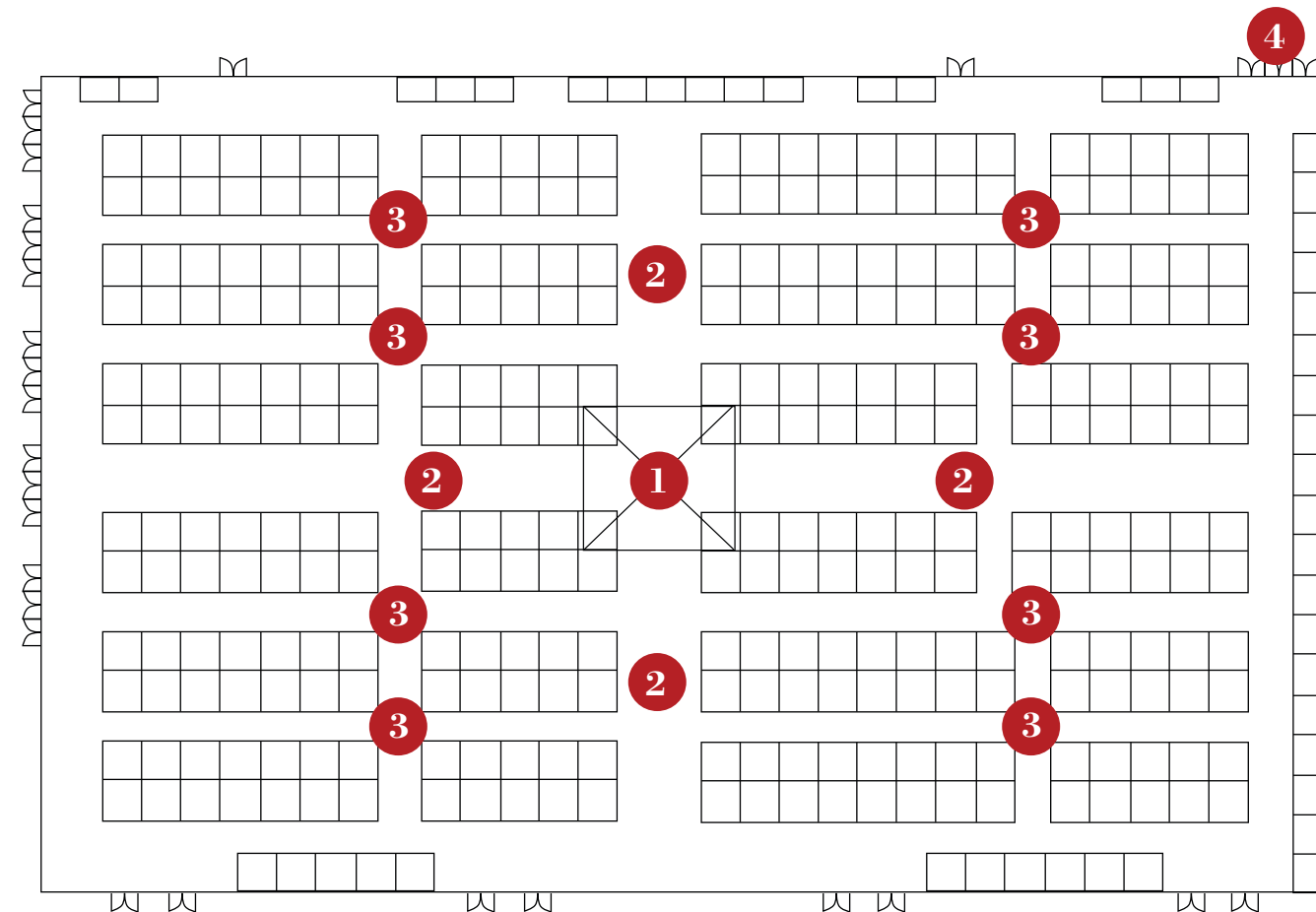
As a Bar Sponsor, your name will be prominently displayed on bar signage at the Preview Gala.

*Includes Contributor Level Benefits*

## SNOWFLAKE TREE \$500

As a Snowflake Tree Sponsor, your name will be prominently displayed on a 24" snowflake during the Preview Gala and throughout the market.

*Includes Donor Level Benefits*



## HOLLYDAYS MARKET MAP

- 1 Center Court
- 2 Center Court Crossing Aisles
- 3 Vendor Aisles
- 4 Merchant's Corner

## SPONSORSHIP LEVELS

		Preview Party Tickets	General Admission Tickets	Signage displayed in Hollydays Market
<b>PLATINUM UNDERWRITER</b>	\$75,000+	24	35	✓
<b>GOLD UNDERWRITER</b>	\$50,000+	20	30	✓
<b>SILVER UNDERWRITER</b>	\$25,000+	18	25	✓
<b>UNDERWRITER</b>	\$15,000+	16	20	✓
<b>BENEFACTOR</b>	\$10,000+	12	15	✓
<b>PATRON</b>	\$5,000+	8	12	✓
<b>SPONSOR</b>	\$2,500+	4	6	✓
<b>CONTRIBUTOR</b>	\$1,000+	2	4	✓
<b>DONOR</b>	\$500+		4	
<b>SUPPORTER</b>	\$250+		2	

All sponsorships include special recognition on the Junior League of Baton Rouge's social media channels and membership publication, *Entre Nous*. In-kind sponsorships at the Patron level and above will have prominent signage at the Market.



HUNDREDS OF COMMUNITY ORGANIZATIONS SUPPORTED THROUGH DIRECT SERVICE PARTNERSHIPS, VOLUNTEER SUPPORT AND COMMUNITY ASSISTANCE FUNDS.



**60,000 PEOPLE** POSITIVELY IMPACTED BY COMMUNITY PROJECTS HOSTED BY THE JUNIOR LEAGUE OF BATON ROUGE



**42,000 HOURS** OF VOLUNTEER WORK DIRECTLY IMPACT THE GREATER BATON ROUGE COMMUNITY EVERY YEAR

**#1**

HOLLYDAYS IS ONE OF THE **LARGEST FUNDRAISERS** IN THE STATE OF LOUISIANA



**\$400,000** RAISED EACH YEAR



AWARDED **\$75,000** IN MICRO GRANTS TO AREA NONPROFITS