

**2023  
2024**



**JUNIOR LEAGUE OF  
WATERLOO-CEDAR FALLS  
SPONSORSHIP  
PACKET**

## **OUR MISSION**

**The Junior League of Waterloo-Cedar Falls, Iowa, Inc., is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.**

[www.jlwcf.org](http://www.jlwcf.org)

**P.O. Box 568 Waterloo, IA 50704**

# NOTE

# JUNIOR LEAGUE



Thank you for taking time to learn more about the Junior League of Waterloo-Cedar Falls and the opportunity to sponsor our 2023-2024 year.

This League year we are doing things a bit differently and instead of individual event sponsorship, we are offering the opportunity to sponsor for the entire year. This packet describes several opportunities for sponsorship, including one to sponsor our Little Black Dress Initiative only and an additional opportunity for your organization to host a supply drive to support events like Wrapped in a Hug, League's Lockers, and Prom's Closet. We look forward to conversations on how you plan to engage with the Junior League and our community initiatives.

Junior League of Waterloo-Cedar Falls is a 501(c)(3) corporation. All donations are tax deductible to the extent permitted by the law.

Please let us know if you have any questions about the changes we have made or the opportunities being offered to you!

-Junior League of Waterloo-Cedar Falls

# ABOUT JUNIOR LEAGUE



## OUR FOCUS

In 2014, after extensive research, we determined an unmet need in the Cedar Valley involved teenagers, including improving their lives and preparing them for their futures. Teenagers are now our Community Impact focus and per our Strategic Plan, will receive 80% of our Community Impact efforts.

For 85 years, the Junior League of Waterloo-Cedar Falls has sought to improve life in the Cedar Valley. Countless lives have been touched through the volunteer efforts and financial resources contributed by Junior League.

Strong leaders make strong communities. By training women to be effective collaborators, poised negotiators, and committed volunteers, we equip them to go out and serve their communities. Together we weave a network that strengthens the capacity of society to meet the needs of our members.

Our local membership is approximately 250 women strong, including New Members, Active, and Sustaining Members, representing a broad range of backgrounds and interests.

# PROJECTS COMMUNITY-BASED



## THE DIFFERENCE WE MAKE.

Learn more at [www.jlwcfc.org](http://www.jlwcfc.org)



### WRAPPED IN A HUG

500 fleece tie-blankets will be made and distributed to teens and children in the Cedar Valley. Each blanket will include a list of mental health resources that can be utilized during times of stress and uncertainty.



### PROM'S CLOSET

New and gently used prom dresses are collected each year in an effort to remove a financial barrier that may keep students from attending their prom. Formal wear is sold for \$20 or less.



### LITTLE BLACK DRESS INITIATIVE

This awareness campaign focuses on issues related to poverty, support services, access, and resources for teens in the Cedar Valley. During this week, members wear a black dress or black t-shirt, share information via social media, and host a luncheon to showcase the challenges facing teens today.



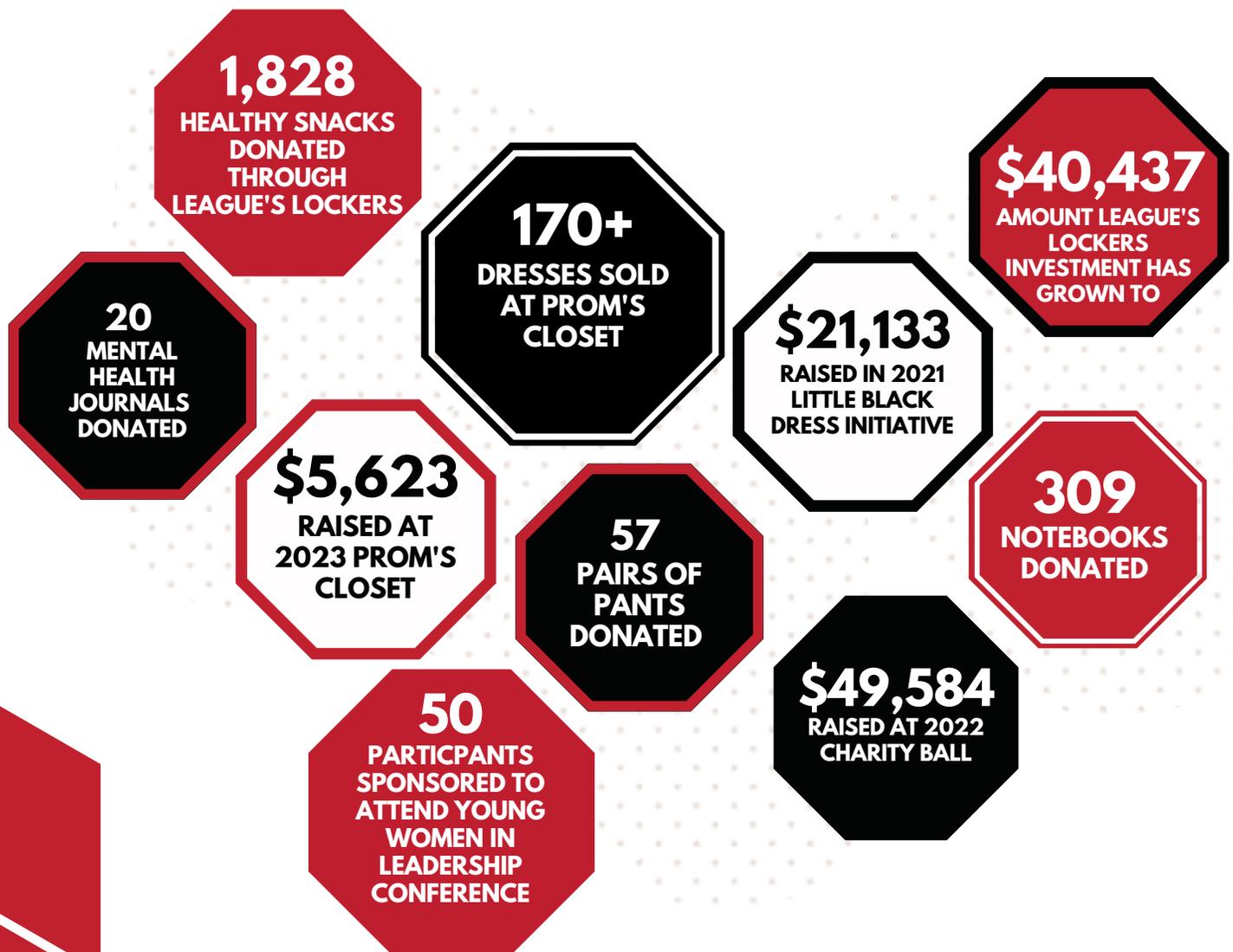
### LEAGUE'S LOCKERS

This initiative provides students in need with school supplies, basic hygiene products, and snacks throughout the school year for teens at Cedar Falls, Waterloo East, and Waterloo West high schools.

# IMPACT COMMUNITY-BASED



## AT A GLANCE



# SPONSORSHIP LEVELS



OPPORTUNITIES	VISIONARY \$10,000+ (1 SPOT)	LEADER \$7,500+	CHAMPION \$5,000+	ADVOCATE \$2,500+ (1 EVENT)	SUPPORTER \$1,000+ (1 EVENT)
Logo & link on jlwcf.org & Annual Report	✓	✓	✓	listed as event sponsor	listed as event sponsor
Social media spotlight	quarterly mentions & promotional ad	quarterly mentions & promotional ad	quarterly mentions & promotional ad	2 mentions during LBDI	1 mention during LBDI
Name/logo in presentation at General Membership Meetings & League's Log	✓	✓	✓	Annual Report only	Annual Report only
Logo on printed event promotion materials	larger & level listed logo	level listed logo	✓	LBDI only	LBDI only
Table/event tickets at signature event	table at LBDI	6 tickets to LBDI	4 tickets to LBDI	2 tickets to LBDI	
Community support testimonial from Junior League	✓	✓			
1 year free membership to JL	3 members	2 members			
Press release about sponsorship	✓				

## Other Support Options:

### Donation Drive

Host a supply drive at your organization to support Wrapped in a Hug, Leagues Locker's, or Prom's Closet. Hosts will receive recognition at connected event and a social media shoutout with picture and logo.

**WE APPRECIATE THE SUPPORT!**



# JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS

## SPONSORSHIP AGREEMENT 2023-2024

\_\_\_\_\_ VISIONARY (\$10,000+)

\_\_\_\_\_ LEADER (\$7,500+)

\_\_\_\_\_ CHAMPION (\$5,000+)

\_\_\_\_\_ ADVOCATE (\$2,500+)

\_\_\_\_\_ SUPPORTER (\$1,000+)

\_\_\_\_\_ IN-KIND (UP TO \$1,000)

\_\_\_\_\_ HOST A DONATION DRIVE

Business or Individual Name of Sponsor: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Referring Junior League Member: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsorship payments/agreements can be made online at:  
[www.jlwcf.org/system/donate\\_summary](http://www.jlwcf.org/system/donate_summary)

Make checks payable to: Junior League of Waterloo-Cedar Falls

Send signed agreement and amount to:  
Junior League of Waterloo-Cedar Falls  
P.O. Box 568  
Waterloo, IA 50704

Please send your high res logo to [jlwcfmarketing@gmail.com](mailto:jlwcfmarketing@gmail.com)

JUNIOR LEAGUE OF OF WATERLOO-CEDAR FALLS IS A 501(C)(3) CORPORATION. ALL DONATIONS ARE TAX DEDUCTIBLE TO THE EXTENT PERMITTED BY THE LAW.

# THANK YOU FOR YOUR SUPPORT

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## JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS

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