

# Sponsorships

Leaders of nonprofit organizations must maximize resources, fundraise, plan for sustainability and strategically partner for success. Those working diligently to improve our region face enormous challenges and seek energetic, talented and qualified leaders.

On **Saturday, October 7, 2023** the Junior League of New Orleans will lead the way to building excellence in nonprofit governance in Greater New Orleans.



## Marketing, Promotion, and Exposure

JLNO utilizes a comprehensive marketing and communications plan with the following reach:

- Social media audience reaching more than 334,000 people
- 1,754 member email subscribers with a 43% open rate
- Open rate on external emails: 20%
- More than 2,300 website visitors per month
- Our Lagniappe quarterly magazine is produced by the Junior League of New Orleans and published in St. Charles Avenue magazine to educate the community about the organization's mission, projects, and activities
- Media partnership with Nola.com/Advocate

## Sponsorship Opportunities:

Your organization can elect one of the following unique sponsorship opportunities to help train New Orleans' next generation of board leaders.

### Gold Sponsor \$2,500

- Business name on digital and print course materials, signage at the event, and print advertisements
- Business name and link on the JLNO website
- 1 social media mention
- Mention in JLNO's email newsletter
- 10 registrations

### Silver Sponsor \$1,000

- Business name on digital and print course materials, signage at the event, and print advertisements
- Business name and link on the JLNO website
- Mention in JLNO's email newsletter
- 5 registrations

### Bronze Sponsor \$500

- Business name and link on the JLNO website
- Mention in JLNO's email newsletter
- 3 registration

The Junior League of New Orleans (JLNO) is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.