

PARTNER WITH US.



SPONSORSHIP PACKAGES 2026-2027

OUR MISSION

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

OUR FOCUS AREA

We are committed to advancing the wellbeing of local women through the use of trained volunteers that provide direct service, educate the community, and advocate for issues that affect women.

JLNO specifically works to tackle three strategic goals:

- Improving economic opportunities for women and supporting women's potential to seize those opportunities.
- Providing needed family support to alleviate the burdens on women caregivers.
- Promoting information and resources for women's health, allowing them to live healthy and productive lives.

CORE VALUES

Leadership

That is guided by compassion.
Which is modeled by example.
Of women, by women.

Training

As the cornerstone of community leadership.
Of volunteers.
As our fundamental activity.

Impact

That leads to transformational change.
In the Greater New Orleans Community.
Created by women with a common goal.

Empowerment

For all women.
Through training.
Through relationships.

Diversity

In our membership.
In our communities.
Of lived experiences.

OUR IMPACT

- 1719 members; 11th largest League of the 296 leagues in the Association of Junior Leagues International
- Founded in 1924
- Invests \$1 million in its community projects and mission
- Donates over 14,000 volunteer hours each year to the community
- **2025-2026 Highlights**
 - Awarded \$20,000 in Community Assistance Fund grants to 4 area nonprofit organizations
 - 138,130 community members impacted through JLNO programs/initiatives
 - 82 individuals trained through Get on Board
 - 242 attendees at Women's Leadership Summit
 - 139 Students trained through Safe Sitter®
 - The JLNO Diaper Bank continued to meet the growing needs of our community, distributing more than 650,000 products
 - Hosted over 517 residents at Covenant House birthday celebrations
 - Awarded \$6,000 in Scholarships to nontraditional female students in the Greater New Orleans area
 - Raised more than \$15,000 in direct aid to support relief and recovery efforts for Texas neighbors impacted by devastating floods
 - 150 children served through Educare Gift Drive
 - Collected and donated over 733 pounds of food during the government shutdown

OUR PROJECTS & FUNDRAISERS

- [The ABOLISH Movement](#)
- [Community Assistance Fund](#)
- [Covenant House Partnership](#)
- [JLNO Diaper Bank](#)
- [Get On Board](#)
- [Status Of Women Study](#)
- [JLNO Scholarship](#)
- [Woman Entrepreneur Fellowship](#)
- [SAFE SITTER®](#)
- [Women's Leadership Summit](#)
- [TOUCH-A-TRUCK®](#)
- [Holly Jolly Market](#)
- [Run, Walk, Give](#)

Our 2025-2026 Membership: 1719 Members

WHERE WE LIVE:

Chalmette - 6

Covington - 18

Destrehan - 5

Gretna - 17

Harahan - 10

Harvey - 9

Houma - 3

Jefferson - 15

Kenner - 13

Mandeville - 15

Marrero - 10

Metairie - 312

New Orleans - 1133

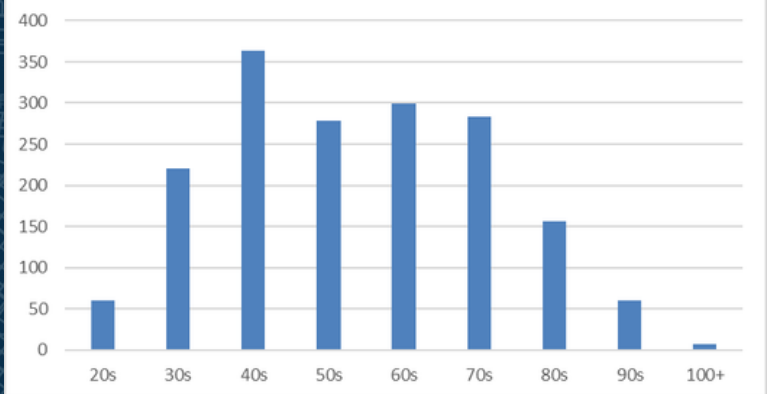
River Ridge - 17

Slidell - 9

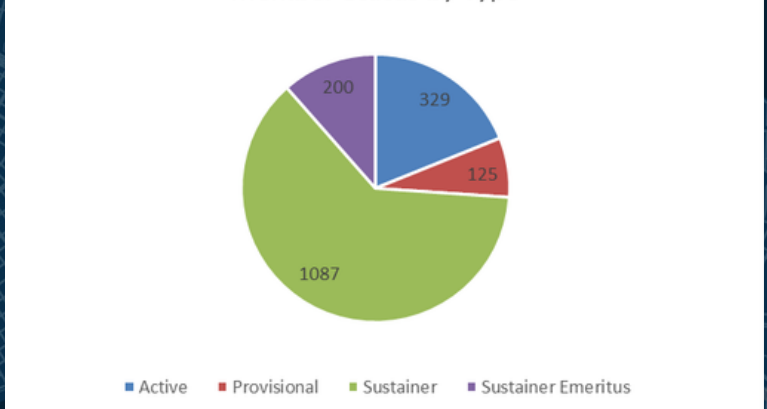
Other LA - 43

Outside of LA - 84

Number of Members by Ages



Member Status by Type



PREFERRED PARTNER SPONSORSHIPS

Preferred Partnerships directly support our community impact programs and align with our mission of advancing women's leadership. These partnerships are visible across all JLNO programs, events, and communications and provide opportunities to connect directly with our over 1700 members and multiple community partners. Preferred Partner agreements are good for one year from the date of acceptance.

\$15,000 Silver Sponsorship

Logo / Name Recognition in JLNO Digital and Print Marketing

- Identification as a "Preferred Partner" in all JLNO communications including website, JL in the kNOw (our monthly newsletter to JLNO members), social media, print and digital collateral including the JLNO member directory.
- Logo inclusion on event promotional material, print and digital advertising (space permitting), printed guides, and apparel (when produced) for all fundraising and other events.

Publicity Recognition

- Opportunity to provide content semiannually to JL in the kNOw, JLNO's monthly newsletter to members
- Opportunity to provide content quarterly for JLNO's social media pages
- Opportunity to display company signage in JLNO's Headquarters
- Acknowledgement during event programs
- Acknowledgement during TV or radio interviews
- Space to display company banner at all fundraising events
- Space before, during or after all events to showcase business or sell merchandise/services
- Invitation to appear at one (1) General Membership Meeting
- Use of JLNO mailing list of 1700+ members upon request

Special Events

- Ten (10) tickets to TOUCH-A-TRUCK®
- Two (2) tickets to Women's Leadership Summit
- Tuition for two (2) to attend Get on Board
- Other event tickets as appropriate for the year
- Rental of JLNO Headquarters when available for a 15% discount

\$20,000 Gold Sponsorship

Includes all of the above benefits PLUS

Publicity Recognition

- Sponsor representation in publicity photos at special events 'Sponsor Focus' article in *Lagniappe* which is published as an insert in *St. Charles Avenue* magazine
- Opportunity to provide content quarterly to JL in the kNOw, JLNO's monthly newsletter to members

Special Events & Membership

- Four (4) tickets to the Holly Jolly Market Preview Party
- Opportunity to provide promotional material at one (1) General Membership Meeting
- Opportunity to include information in Diaper Bank distribution to our 14 community partners
- One table at two (2) General Membership Meetings
- Rental of JLNO Headquarters when available for a 20% discount

PREFERRED PARTNER SPONSORSHIPS

\$25,000 Platinum Sponsorship

Includes all of the above benefits PLUS

Special Events & Membership

- Invitation to present for 10-15 minutes at a JLNO General Membership Meeting with approval of president
- Opportunity to send one hard mailing to JLNO list of 1600+ members
- Ten (10) additional TOUCH-A-TRUCK® tickets (total of 20)
- Two (2) additional Women's Leadership Summit tickets (total of 4)
- Six (6) tickets to the Holly Jolly Market Preview Party
- Complimentary rentals of JLNO Headquarters when available (maximum of two)

****Preferred Partners who wish to restrict their gift to the JLNO Diaper Bank will receive the benefits listed above and:**

- Ability to put branded informational items in diaper packs distributed monthly to our 14 community partners
- Opportunity to have a company volunteer sort at the Diaper Bank warehouse
- Have company signage displayed at JLNO Diaper Bank and events

Additional Opportunities

\$750 General Membership Meeting Sponsor

- Space to display company signage at the sponsored General Membership Meeting (up to seven held annually)
- Inclusion in the JL in the kNOw, the monthly membership email before and after the meeting.
- Opportunity to provide content for JLNO's social media pages for two approved posts before and after the meeting
- Opportunity to display promotional collateral at sponsored General Membership Meeting
- Opportunity to present training or informational sessions to JLNO members in area of expertise in a small group setting such as a training or information session outside of General Membership Meeting sponsorship
- One Family Pack of Five (5) tickets to TOUCH-A-TRUCK®

EVENT SPONSORSHIPS



Safe Sitter® 2026/27 Sponsorship Opportunities

Better Sitters Today. Better Parents Tomorrow.® **SAFE SITTER®** prepares boys and girls in grades 6 to 8 to be safe when they're home alone, watching younger siblings, or babysitting. Students learn life-saving skills such as how to rescue someone who is choking and helpful information like what to do if there is severe weather. The lessons are filled with fun activities and role-playing exercises. Students even get to use a CPR mannequin to practice CPR and choking rescue!

The curriculum is medically accurate and developmentally appropriate and includes the following:

- Basic life-saving techniques for choking infant/child and first aid
- Safety precautions to prevent accidents
- How and when to summon help
- Tips on basic child care
- Introductory employment skills

GOLD SPONSOR \$1000

- Business name on digital and print 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

SILVER SPONSOR \$500

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

BRONZE SPONSOR \$200

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

PARENT'S HELPER \$100

- Business name and link on the JLNO website
- Help sponsor one SAFE SITTER® participant's training (tuition and fees) with your \$100 Parent's Helper donation. We are pleased to offer SAFE SITTER® training in partnership with the New Orleans Public Library at no cost to participants at an NOPL location in an underserved area of our community. This donation fulfills JLNO Membership Money to Mission requirement.

EVENT SPONSORSHIPS



Get on Board 2026 Sponsorship Opportunities

Started in 2008, **Get on Board** is a one-day workshop providing knowledge and skills needed to serve effectively on a nonprofit board, whether you're a current board member, nonprofit professional or aspiring board leader. Today's nonprofit leaders must maximize resources, fundraise, plan for sustainability, and strategically partner for success. Many nonprofit organizations working hard to improve our region are facing enormous challenges and are seeking energetic, talented, and qualified leaders to help them achieve their mission.

Through engaging presentations from nonprofit experts and interactive role-playing, participants learn a board member's responsibilities and how these responsibilities relate to others within the organization. **Get on Board** workshop topics include:

- Strategic Planning
- Effective Leadership Development
- Fundraising

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

GOLD SPONSOR \$2500

- 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 pre and post event on Facebook, Instagram & LinkedIn
- Mention in JLNO's email newsletter
- 10 registrations

SILVER SPONSOR \$1000

- 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 pre and post event on Facebook, Instagram & LinkedIn
- 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
- 1 social media mention pre and post event on Facebook, Instagram & LinkedIn
- 3 registrations

In order to be included in event collateral, sponsorship commitments must be made by: Sept. 3, 2026

EVENT SPONSORSHIPS

WOMAN ENTREPRENEUR FELLOWSHIP



Woman Entrepreneur Fellowship Sponsorship Opportunities

Started in January 2016, JLNO's Woman Entrepreneur (WE) Fellowship is a yearlong program supporting a female business owner with funding as well as mentoring and in-kind services sourced through JLNO's membership. Women with at least a 50% stake in an enterprise that has been in operation between one to five years, making less than \$750,000 and is in good standing with the Louisiana Secretary of State are eligible to apply.

The WE Fellowship Committee reviews the submissions and selects up to five finalists. Each finalist will meet with a growth consulting firm to craft a 5-minute pitch. A judging panel selects the Fellow, and JLNO members develop a plan to secure in-League mentors and resources. Our WE Fellows have scaled their businesses, increasing staff, revenue, and industry recognition, and the finalists have gained knowledge, connections, and exposure through the pitch process.

The WE Fellowship goes beyond giving financial support to a small business. It aligns with the Junior League mission tenet to "develop the potential of women" by offering mentoring, training, and support. The program is innovative, specific, and impactful. Most importantly, WE Fellowship emphasizes the unique capacity women have for creative endeavors and perseverance, providing examples to which women and girls can aspire.

GOLD SPONSOR \$2500

- Option to provide marketing materials for distribution at WE Fellowship Pitch Competition.
- Business name on digital and print materials, signage at the event and print advertisements
- Business name and link on the JLNO website
- 1 social media mention pre and post event on Facebook, Instagram & LinkedIn
- Mention in JLNO's email newsletter

SILVER SPONSOR \$1000

- Business name on digital and print materials, signage at the event and print advertisements
- Business name and link on the JLNO website
- 1 social media mention pre and post event on Facebook, Instagram & LinkedIn
- Mention in JLNO's email newsletter

BRONZE SPONSOR \$500

- Business name and link on the JLNO website
- Mention in JLNO's email newsletter
- 1 social media mention pre and post event on Facebook, Instagram & LinkedIn

In order to be included in event collateral, sponsorship commitments must be made by: March 1, 2027

EVENT SPONSORSHIPS



Junior League of New Orleans
TOUCH-A-TRUCK®

TOUCH-A-TRUCK® 2026 Sponsorship Opportunities

*The Junior League of New Orleans (JLNO) offers the following opportunities to sponsor **TOUCH-A-TRUCK®** – a unique event that allows families to get up close and personal with their favorite big trucks and heavy machinery, learning about how businesses protect, serve, and build our community.*

PRESENTING SPONSOR \$10,000+ (One available)

- Presenting Sponsor Designation as “Junior League of New Orleans TOUCH-A-TRUCK® presented by [Your Company Name]”
- Exclusive sponsor of event “Host Tent”
- Headlining name on signage at event
- Prominent business logo inclusion on hard hat
- Business is a destination on scavenger hunt sheet.
- 2 exclusive and 2 non-exclusive social media mentions on Facebook, Instagram & LinkedIn
- Business logo and link on the TOUCH-A-TRUCK® website
- Business logo on flyers, posters and remaining print advertisements
- Business name in any press releases
- Logo in JLNO emails marketing the event
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 40 tickets to the event on Saturday

HEAVY HAULER \$7,500+

- Exclusive sponsor of the “Color Wall”
- Business logo inclusion on hard hat
- Business is a destination on scavenger hunt sheet
- 1 exclusive and 2 non-exclusive social media mentions on Facebook, Instagram & LinkedIn
- Business logo and link on the TOUCH-A-TRUCK® website
- Business logo on flyers, posters and remaining print advertisements
- Business name on signage at the event
- Business name in any press releases
- Logo in JLNO emails marketing the event
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 30 tickets to the event on Saturday

EVENT SPONSORSHIPS

CRAWLER CRANE \$5,000+

- Sponsor of the "Face Painting Station"
- 1 exclusive and 1 non-exclusive social media mentions on Facebook, Instagram & LinkedIn
- Business logo and link on the TOUCH-A-TRUCK® website
- Business logo on flyers, posters and remaining print advertisements
- Business name on signage at the event
- Business logo listed on scavenger hunt sheet
- Logo in JLNO emails marketing the event
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 20 tickets to the event on Saturday

BULLDOZER \$2,500+

- 2 non-exclusive social media mentions on Facebook, Instagram & LinkedIn
- Business logo and link on the TOUCH-A-TRUCK® website
- Business name on signage at the event
- Business logo listed on scavenger hunt sheet
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 15 tickets to the event on Saturday

TRACTOR TRAILER \$1,000+

- 1 non-exclusive social media mention on Facebook, Instagram & LinkedIn
- Business name & link on the TOUCH-A-TRUCK® website
- Business name on signage at the event
- Business name listed on scavenger hunt sheet
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 10 tickets to the event on Saturday

EXCAVATOR \$500+

- Business name and link on the TOUCH-A-TRUCK® website
- Business name on signage at the event
- Business name listed on scavenger hunt sheet
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 5 tickets to the event on Saturday

To guarantee listing in printed and digital materials, registration, insurance certificate, and payment must be received by October 1, 2026.

EVENT SPONSORSHIPS



Holly Jolly Market 2026 Sponsorship Opportunities

The Junior League of New Orleans offers the following opportunities to sponsor its annual holiday shopping market - Holly Jolly Market. This festive gathering draws more than 350 attendees annually and features 25+ vendors. We will host the ticketed Preview Party again this year on the evening before the Main Market night - the annual shopping event open to the public.

Presenting Sponsor \$5000 (One Available)

- Presenting Sponsor Designation as "Junior League of New Orleans Holly Jolly Market presented by [Your Company Name]. Only one presenting sponsor slot available for Holly Jolly Market annually.
- Business logo inclusion on Holly Jolly Market shopping bags (complimentary for Preview Party attendees, while supplies last)
- Premium placement of large vendor booth (two 6-Foot Tables, side by side) on Preview Party night and Main Market night to sell goods or services
- Business logo and link on Holly Jolly Market website (<https://www.jlno.org/holly-jolly-market/>)
- Receive four Preview Party tickets
- One exclusive and two non-exclusive social media mentions on Facebook, Instagram & LinkedIn
- Business logo on remaining print advertisements
- Business name in prominent position on signage at the event
- Business name in remaining press releases*
- Business logo inclusion in JL in the kNOw newsletter to members

Winter Wonderland Sponsor - \$1,500

- Business logo inclusion on Holly Jolly Market shopping bags (complimentary for Preview Party attendees, while supplies last)
- Premium placement of large vendor booth (two 6-Foot Tables, side by side) on Preview Party night and Main Market night to sell goods or services
- Business logo and link on Holly Jolly Market website (<https://www.jlno.org/holly-jolly-market/>)
- Receive two Preview Party tickets
- Two non-exclusive social media mentions on Facebook, Instagram & LinkedIn
- Business name on signage at the event
- Business name in remaining press releases*
- Business logo inclusion in JL in the kNOw newsletter to members

*A minimum of six weeks lead time must be provided for press release inclusion.

EVENT SPONSORSHIPS

Silver Bells Sponsor - \$750

- Large vendor booth (two 6-Foot Tables, side by side) on Preview Party night and Main Market night to sell goods or services
- Business logo and link on Holly Jolly Market website (<https://www.jlno.org/holly-jolly-market/>)
- One non-exclusive social media mention on Facebook, Instagram & LinkedIn
- Business name on signage at the event

Candy Cane Sponsor - \$375

- Vendor booth (one 6-Foot Table) on Preview Party night and Main Market night to sell goods or services
- Business logo and link on Holly Jolly Market website (<https://www.jlno.org/holly-jolly-market/>)
- Business name on signage at the event

Santa's Helper - \$100

- Business name on signage at the event
- Funds raised through the Santa's Helper sponsor level will supplement the WE Fellowship Pitch Competition prize package. [Click here](#) to learn more about Junior League New Orleans We Fellowship Pitch Competition.

Note:

Any in-kind donation of services or goods are valued at half its cash value. For example, an in-kind donation of \$3,000 qualifies a business at the Winter Wonderland Sponsor level (\$1,500) and corresponding benefits. Please note that Silver Bells, Candy Cane, and Santa's Helper Sponsorships are cash donations only.

In order to be included in event collateral, sponsorship commitments must be made by: Nov. 3, 2026

EVENT SPONSORSHIPS



Women's Leadership Summit 2027 Sponsorship Opportunities

The Women's Leadership Summit is a one-day conference for all women who are ready to elevate their personal and professional lives while driving meaningful change in their communities, this one-day experience will feature plenary sessions, interactive breakouts and opportunities to connect with like-minded women committed to making a difference.

Presenting Sponsor (1 Available)

\$15,000

- Presenting Sponsor Designation as "Junior League of New Orleans Women's Leadership Summit Presented By [Your Company Name]" in online advertisements and in JLNO member newsletter
- Co-Branded Step and Repeat with JLNO at day-of Summit
- Business name and logo promoting business as presenting sponsor in all Summit advertisements and all Summit press releases
- Opportunity to introduce a breakout session
- Single, dedicated email blast to registered event attendees promoting [Your Company] program or event of your choice
- Full-page ad in Summit program
- 3 exclusive and 3 non-exclusive social media mentions Facebook, Instagram & LinkedIn
- Mentioned as a sponsor during main Summit sessions
- Opportunity for table set-up in Vendor Marketplace with ability to show and/or sell goods and services
- Admission for 20 tickets
- Includes Branded Table Signage at both tables (business name and logo on signage at reserved tables)
- Business name, logo and link on Summit website
- Business name listed in Summit program and logo looping on screen in main ballroom

Luncheon Sponsor (1 Available)

\$10,000

- Luncheon Presented by [Your Company Name] on screen during keynote
- Opportunity to introduce your company and/or services prior to introducing luncheon keynote speaker
- Business name and/or logo included in all Summit advertisements and all Summit press releases
- Opportunity to provide branded/promotional materials on the tables during lunch
- Full-page ad in Summit program
- 2 exclusive and 2 non-exclusive social media mentions on JLNO Facebook, Instagram & LinkedIn
- 2 mentions in JLNO's weekly newsletter
- Opportunity for table set-up in Vendor Marketplace with ability to show and/or sell goods and services
- Admission for 10 tickets
- Business name, logo and link on Summit website
- Business name listed in summit program and logo looping on screen during main Summit
- Includes Co-Branded Table Signage (business name and logo on signage at reserved table)

EVENT SPONSORSHIPS

Networking Happy Hour Sponsor (1 Available)

\$10,000

- Networking Happy Hour Presented by [Your Company Name] on screen during keynote
- Opportunity to introduce your company and/or services prior to introducing luncheon keynote speaker
- Business name and/or logo included in all Summit advertisements and all Summit press releases
- Opportunity to provide branded/promotional materials on the tables in the session
- Full-page ad in Summit program
- 2 exclusive and 2 non-exclusive social media mentions on JLNO Facebook, Instagram & LinkedIn
- 2 mentions in JLNO's weekly newsletter
- Opportunity for table set-up in Vendor Marketplace with ability to show and/or sell goods and services
- Admission for 10 tickets Includes Branded Table Signage (business name and logo on signage at reserved table)
- Business name, logo and link on Summit website
- Business name listed in summit program and logo looping on screen during main Summit

Platinum Sponsor

\$7,500

- Half-page ad included in Summit program
- 1 exclusive and 2 non-exclusive social media mentions on JLNO Facebook, Instagram & LinkedIn
- 1 mention in JLNO's weekly newsletter
- Mentioned as a sponsor during main Summit sessions
- Opportunity for table set-up in Vendor Marketplace to show and/or sell goods and services
- Admission for 10 including branded table signage (business name and logo at reserved table)
- Business name, logo and link on Summit website
- Business name listed in summit program and logo looping on screen during main Summit
- Named Sponsorship Opportunities:
 - **Opening Plenary Session (1 Available)**
 - Opening Plenary Session Presented by [Your Company Name] on screen during session
 - Opportunity to provide branded/promotional materials on the tables in the session
 - Opportunity to introduce your company and/or services prior to introducing opening plenary session speaker
 - **Networking Coffee Break (1 Available)**
 - Opportunity for branded/promotional materials during coffee break
 - Opportunity to do short presentation to Summit attendees
 - Signage during break, "This break is sponsored by [Your Company Name]"

Gold Sponsor

\$5,000

- Quarter-page ad included in Summit program
- 1 exclusive and 1 non-exclusive social media mentions Facebook, Instagram & LinkedIn
- Mentioned as a sponsor during main Summit sessions
- Opportunity for table set-up in Vendor Marketplace to show and/or sell goods and services
- Admission for 5 tickets
- Business name, logo and link on Summit website
- Business name listed in Summit program and logo looping on screen in main ballroom
- Named Sponsorship Opportunities:
 - **Mother's Lounge (1 Available)**
 - Table set up in Mother's Lounge to show and/or sell goods or services
 - Opportunity for branded/promotional materials on tables in the lounge throughout the Summit.

EVENT SPONSORSHIPS

Silver Sponsor

\$3,000

- Mentioned as a sponsor during main Summit sessions
- Opportunity for table set-up in Vendor Marketplace to show and/or sell goods and services
- Admission for 5 tickets
- Business name, logo and link on Summit website
- Business name listed in Summit program and logo looping on screen in main ballroom
- Named Sponsorship Opportunities:
 - **Breakout Sessions (9 Available)**
 - "Breakout Session Presented by [Your Company Name]" on screen during session
 - "Breakout Session Presented by [Your Company Name]" on printed signage outside of breakout session room
 - Opportunity to provide branded/promotional materials on the tables in the session
 - Opportunity to introduce your company and/or services prior to introducing breakout session speaker(s)

Bronze Sponsor

\$2,500

- Opportunity for table set-up in Vendor Marketplace to show and/or sell goods and services
- Admission for 5 tickets
- Business name, logo and link on Summit website
- Business name listed in Summit program and logo looping on screen in main ballroom
- Named Sponsorship Opportunities:
 - **Break Lounge/Volunteer Lounge (1 Available)**
 - Opportunity for branded/promotional materials on the tables in the break lounge/volunteer lounge
 - Signage during break, "This break is sponsored by [Your Company Name]"

Full Table Sponsor

\$2,000

- Admission for 10 tickets
- Includes Co-Branded Table Signage (business name and logo on signage at reserved table)
- Business name, logo and link on Summit website
- Business name listed in Summit program

Green Sponsor

\$800

- Table set-up in Vendor Marketplace with ability to show and/or sell goods or services
- Admission for 2 tickets
- Business name, logo and link on Summit website
- Business name listed in Summit program

Vendor Marketplace Sponsor (12 Available)

\$500

- Table set-up in Vendor Marketplace with ability to show and/or sell goods or services
- Business name, logo and link on Summit website
- Business name listed in Summit program

**A minimum of six weeks lead time must be provided for press release inclusion*

In order to be included in event collateral, sponsorship commitments must be made by: April 14, 2027

EVENT SPONSORSHIPS



Run, Walk, Give 2027 Sponsorship Levels

Each year, the Crescent City Fitness Foundation selects local charities to support and partner with for the Crescent City Classic 10k race. The goal of the “Run For It” program is to raise \$1 million annually and the serve the Greater New Orleans Area.

Your generosity to JLNO’s Run, Walk, Give helps to advance the wellbeing of women and families in our area. Your support not only fuels this race, but also furthers a broader mission of empowerment and lasting change.

Ultra Marathon: This is more than a race—it’s a movement. As flagship sponsors, we’re honored to support every step, every runner, and every dream that crosses the finish line. This donation supports 20 participants .	\$5,000
Full Marathon: We’re going all in. As premier sponsors, we’re helping bring this event to life and helping runners make it to the finish line—some for the first time ever. This donation supports 10 participants .	\$2,620
Half Marathon: We believe in leadership through action. At this level, we proudly stand as partners in the mission—and sponsors of several opportunities to race. This donation supports 5 participants .	\$1,310
10K: Our commitment runs deep. Supporting at this level lets us make a strong impact, uplift fellow participants, and show that we care. This donation supports 4 participants .	\$1,000
5K: We’re excited to take it up a notch—this level gives our brand more exposure, helps us get more involved, and opens doors for multiple runners to join the race. This donation supports 2 participants .	\$500
Fun Run: Supporting the event in a fun, visible way fits our spirit—and at this level, we’re also fully sponsoring a charity runner’s participation.	\$250
1-Miler: We’re honored to be recognized as community supporters. It’s our way of showing up, giving back, and helping others cross the starting line.	\$100

No matter the level, we’re proud to support Run, Walk, Give and the Junior League of New Orleans—because together, we go farther.

BENEFITS:

As sponsor or in-kind donor to our event, your business has a unique opportunity to gain visibility and connect with a community that values local support. In appreciation of your contribution, you'll receive the following benefits:

- Recognition on our Junior League of New Orleans (JLNO) Facebook page, which includes nearly 1,000 active members.
- Your business name featured on our sponsor signage, prominently displayed at our post-race party tent and showcased at all events leading up to the Crescent City Classic.
- Marketing and promotional exposure before, during, and after the event, ensuring your support is seen across multiple channels including JLNO Website, Facebook, Instagram and LinkedIn.
- Visibility to over 1,700 engaged and influential JLNO members, many of whom are leaders and decision-makers in the New Orleans community.
- Public acknowledgment as a business that gives back and actively invests in the well-being of its community.

Your donation not only enhances the experience for our participants—it also deepens your connection to a cause and a community that values collaboration and generosity.

👉 If you would like to donate in-kind goods or services, we'd love to hear from you!

In order to be included in event collateral, sponsorship commitments must be made by: Feb. 27, 2027

Sponsorships At A Glance

Sponsorship Opportunity	Preferred Partners	Diaper Bank	Get on Board	Touch a Truck®	Holly Jolly Market	Women's Leadership Summit	Woman Entrepreneur Fellowship	Run, Walk, Give
Year Long								
Fall								
Winter								
Spring								
Summer								
Target Audience-Families								
Target Audience-Women								
Issue - Health								
Issue - Wellness								
Issue - Professional Training								
Issue - Empowerment								
Benefit - Marketing								
Benefit - Corporate Volunteering								
Benefit - Small Business								

Marketing and Communications

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

- Combined digital audience includes more than 15,000 followers across Instagram, Facebook, and LinkedIn, extending the organization's reach throughout the Greater New Orleans community.
- Social media content reached more than 47,800 accounts on Instagram and generated over 627,000 content views on Facebook, with more than 12,300 interactions across platforms reflecting strong community engagement with JLNO programs, events, and initiatives.
- Email communications reached 1,721 subscribers with an average open rate of 34% and a click rate of 6.7%.
- JLNO.org received 16,260 website visits annually, serving as the organization's central hub for programs, membership, events, and sponsorship engagement.
- Lagniappe, JLNO's quarterly editorial feature in St. Charles Avenue magazine, highlights JLNO's mission, programs, and community impact.

Junior League of New Orleans (JLNO) provides services through its community impact projects to parishes within a 40 mile radius of its headquarters including Orleans, Jefferson, Plaquemines, and St. Bernard parishes.

JLNO is a 100% volunteer-run, IRS-recognized 501(c)(3) nonprofit.
EIN 72-6000609

All donations to JLNO are fully tax deductible minus the value of any goods or services received such as event tickets or consumables.

Ready to sponsor?
Contact **Maria Huete**:
Email: maria@jlno.org
Office: 504-891-5845
Cell: 504-453-2314

Important Deadlines

In order to be included in all event collateral, sponsorship commitments must be made by:

Get on Board - Sept. 3, 2026

TOUCH-A-TRUCK® - Oct. 1, 2026

Holly Jolly Market - Nov. 3, 2026

Run, Walk, Give - Feb. 27, 2027

WE Fellowship - March 1, 2027

**Women's Leadership Summit -
April 14, 2027**

Preferred Partnerships are accepted on a rolling basis and benefits are good for one year from agreement date.



Junior League of
New Orleans
Women Leading for a Greater New Orleans