



2018 Sponsorship Benefits

The Junior League of New Orleans offers the following opportunities to sponsor its *Freret 5K*, a fun, family friendly activity raising funds to support JLNO's mission and community projects.

Grand Champion Sponsor

\$7,500

- Business name and logo inclusion on race t-shirt
- Table set-up before, during, and after the *Freret 5K* with ability to show and/or sell goods or services
- Opportunity to include promotional materials in the participant bag
- Business name, logo, and link on the *Freret 5K* website (www.jlno.org/Freret5K)
- Business name and logo on flyers, posters, signage at the event, and print advertisements
- 2 social media mentions on JLNO's Facebook page and 1 mention (tweet) on Twitter*
- Business name in all press releases*
- 10 Freret 5K Registrations (\$250 value)

Gold Sponsor

\$5,000

- Business logo inclusion on race t-shirt
- Table set-up before, during, and after the *Freret 5K* with ability to show and/or sell goods or services
- Opportunity to include promotional materials in the participant bag
- Business logo and link on the *Freret 5K* website (www.jlno.org/Freret5K)
- Business logo on flyers, posters, signage at the event, and print advertisements
- 1 social media mention on JLNO's Facebook page and 1 mention (tweet) on Twitter*
- 5 *Freret 5K* Registrations (\$125 value)

Silver Sponsor

\$2,500

- Business logo inclusion on race t-shirt
- Opportunity to include promotional materials in the participant bag
- Business name and link on the *Freret 5K* website (www.jlno.org/Freret5K)
- Business name on signage at the event and print advertisements
- 1 mention (tweet) on Twitter
- 2 *Freret 5K* Registrations (\$50 value)

Bronze Sponsor

\$1,000

- Business name inclusion on race t-shirt
- Opportunity to include promotional materials in the participant bag
- Business name and link on the *Freret 5K* website (www.jlno.org/Freret5K)
- Business name on signage at the event
- 1 mention (tweet) on Twitter

Friend of Freret

In-kind value of \$500

An in-kind donation valued at \$500 will receive the following Friend of Freret sponsor benefits:

- Opportunity to include promotional materials in the participant bag
- Business name and link on the *Freret 5K* website (www.jlno.org/Freret5K)
- Business name on signage at the event
- 1 mention (tweet) on Twitter

Friend of Freret

In-kind value under \$500

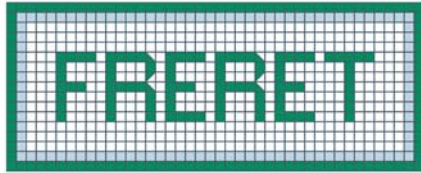
An in-kind donation valued under \$500 will receive the following Friend of Freret sponsor benefits:

- Opportunity to include promotional materials in the participant bag
- Business name and link on the *Freret 5K* website (www.jlno.org/Freret5K)
- Business name on signage at the event

An in-kind donation is valued at half its worth. For example, an in-kind donation of \$2,000 qualifies a business at the Bronze Sponsor (\$1,000) level; a combination of a \$3,000 in-kind donation and a \$1,000 cash donation qualifies a business at the Silver Sponsor (\$2,500) level.

*Mentions in press releases and social media will occur between the beginning of February and end of April 2018.

To receive recognition on specified printed materials and advertisements, please complete and submit the Sponsor Form and payment or the notice of in-kind donation no later than **March 1, 2018**.



2018 Sponsorship Benefits

	Grand Champion \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Friend of Freret In-kind at \$500
Race T-Shirt	Name & logo	Logo	Logo	Logo	
Promotional Materials in Participant Bag	Yes	Yes	Yes	Yes	Yes
Website (www.jlno.org/Freret5K)	Name, logo, & link	Logo & link	Name & link	Name & link	Name & link
Signage at the Event	Name & logo	Logo	Name	Name	Name
Social Media (reach of over 3500)	2 posts on Facebook & 1 tweet on Twitter	1 post on Facebook & 1 tweet on Twitter	1 tweet on Twitter	1 tweet on Twitter	
Flyers	Name & logo	Logo	Name		
Print Advertisements	Name & logo	Logo	Name		
Posters (over 100 in Metro New Orleans)	Name & logo	Logo			
Table at Event	Yes	Yes			
Registrations (value of \$25 per registration)	10	5	2		