

 **KNOXVILLE**

SPONSORSHIP OPPORTUNITIES

2025-2026

**THE JUNIOR LEAGUE OF
KNOXVILLE, INC.**

knoxville.jl.org



INTRODUCTION

The Junior League of Knoxville is a vibrant organization of women dedicated to creating impactful change right here in our community. Our mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. Our organization is proud to include nearly 40 new members, 87 active members, and over 200 sustaining members. Our membership spans all age groups and reflects the diverse communities that make up the greater Knoxville area.

Every day, our members work tirelessly to address some of Knoxville's most pressing challenges, with a special focus on women's education and safety. We are leading the charge in raising awareness about domestic violence, supporting prevention efforts, and empowering women to develop the skills and confidence they need to thrive.

By partnering with local nonprofits, we amplify our impact—bringing together our resources, expertise, and passionate volunteer leadership to launch and sustain programs that make a real difference. Whether it's providing educational workshops, supporting survivors, or creating safe spaces for growth, the Junior League of Knoxville is at the forefront of building a stronger, safer, and more supportive community for women and families.

When you support or partner with the Junior League of Knoxville, you become part of a dedicated network committed to shaping a brighter future for everyone in our community. Together, we are not just responding to needs—we are creating lasting, positive change for Knoxville and surrounding areas.

OUR CURRENT COMMUNITY PROJECTS

Our primary focus of women's education and safety requires immediate action, and our multi-faceted approach is making an impact. We hope to bring awareness to the need for the self-development of women and support organizations in the Knoxville area that provide critical resources for women and children in our community.

Your Contribution Creates Lasting Impact

Your sponsorship directly fuels our mission across three key areas:

1. Member Training & Education
2. Community Impact & Partnerships
3. League Operations & Outreach

WHO WE SUPPORT



Joy D. Baker Center



2024-2025 PROJECTS & INVOLVEMENTS

- Awarded **\$10,000** in Scholarships to 5 local high school students
- Over **500** volunteer hours
- Third Place in Fill The Warehouse Campaign with Helping Mamas
- Over **5,000** Items donated to our partners over the course of the year
- Stickered over **2,000** books for One Book Read City Campaign and sponsored books for two Title One Schools
- Raised over **450** school supplies for local Title One Schools for Find The Good Day!



EARLY BIRD OFFER

We are excited to announce that sponsorship opportunities for 2025-2026 are now open! As a valued partner, we invite you to take advantage of our Early Bird Sponsorship Offer, available exclusively to those who commit by Thursday, July 31, 2025.

WHY COMMIT EARLY?

Exclusive Discount: Enjoy 10% off our standard sponsorship rates.

Premium Visibility: Early sponsors will be featured in our pre-event marketing, press releases, and social media campaigns.

First Choice: Select your preferred sponsorship package and booth location before general release.

Special Recognition: Be acknowledged as a founding supporter in our event materials.



SIGNATURE EVENTS

Breakfast at Tiffany's Fashion Show | November 8, 2025

Step into elegance at our Breakfast at Tiffany's Fashion Show, a dazzling fundraiser celebrating style, community, and purpose. Enjoy a runway showcase featuring the latest ready-to-wear designs from Knoxville's finest local boutiques, and discover one-of-a-kind treasures from our curated selection of local vendors. Embrace the iconic theme by donning your favorite Little Black Dress, and help us celebrate the Little Black Dress Initiative—a campaign dedicated to raising awareness for women's health and safety. Every ticket sold and purchase from event vendors supports our trusted community partners working to empower and protect women in Knoxville. Join us for an unforgettable morning of fashion, philanthropy, and fun, all for a vital cause!

Truck Trek Family Event | Spring (TBD: April 18, 2026)

Gear up for adventure at our Truck Trek Family Event—a hands-on, action-packed day that delights kids and adults alike! Climb aboard fire trucks, police cars, construction vehicles, and more, as you explore an impressive lineup of vehicles up close. Enjoy delicious food, lively games, and engaging activities for all ages, making memories while supporting a cause that matters. Proceeds from Truck Trek benefit our community partners dedicated to advancing women's health and safety in Knoxville. Don't miss this unique, family-friendly experience that brings our community together for learning, laughter, and lasting impact!



ANNUAL SPONSORSHIPS

PRESENTING SPONSOR

\$6,000

- **Exclusive in Category:** Only one presenting sponsor per business category.
- **Premium Recognition:** Your business will be announced and recognized as the Presenting Sponsor at all major JLK events, including Breakfast at Tiffany's, Truck Trek and the final General Membership Meeting of the year.
- **High-Visibility Branding:** Prominent logo placement on the JLK Sponsorship webpage, with a direct link to your website's homepage (through May 2026).
- **VIP Event Access:** Receive one (1) premier table at the Breakfast at Tiffany's Fashion Show and ten (10) entrance tickets to Truck Trek.
- **Engagement Opportunities:** Distribute branded give-away items, samples, gift certificates, and/or coupons at three (3) membership meetings (virtual and/or in-person) and two (2) Junior League fundraising events.
- **Ongoing Exposure:** Your logo will be featured in the monthly League-wide emails from the date of your sponsorship through May 2026, one Instagram and Facebook feed post in the month of your choosing, plus one monthly Instagram and Facebook story about your business, ensuring continuous and direct exposure to one of Knoxville's largest networks of women, their families, friends, and supporters.



ANNUAL SPONSORSHIPS

GENERAL MEMBERSHIP MEETING (GMM) SPONSOR

\$2,200

- **Event Recognition:** Acknowledgment as a GMM Sponsor on the sponsor screen at a GMM of your choice.
- **Online Visibility:** Prominent logo placement on the JLK Sponsorship webpage, with a link to your website's homepage for the month following your sponsored meeting.
- **Onsite Engagement:** Set up and marketing presence at your sponsored GMM (no hard sell; elevator speech at set-up).
- **Brand Exposure:** Opportunity to provide branded give-away items, samples, gift certificates, and/or coupons at one (1) membership meeting and one (1) Junior League fundraising event.
- **Digital Promotion:** Logo included in one (1) monthly League-wide email and one (1) Instagram and Facebook feed post, connecting your business to Knoxville's influential women's network.

FRIEND OF THE LEAGUE

\$450

- **Event Recognition:** Acknowledgment as a Friend of the League on the Sponsor Screen for one selected GMM.
- **Special Feature:** Inclusion in a special email in May 2026 highlighting League sponsors.
- **Event Highlight:** One (1) feature at the Jingle and Mingle event in December 2025.
- **Brand Engagement:** Opportunity to provide branded give-away items, samples, gift certificates, and/or coupons at one (1) membership meeting and one (1) Junior League fundraising event.

BREAKFAST AT TIFFANY'S FASHION SHOW SPONSORSHIPS

Be part of a signature event that blends fashion, philanthropy, and community impact. The Breakfast at Tiffany's Fashion Show spotlights local style and the Little Black Dress Initiative, all in support of programs that promote women's health and safety in Knoxville. Align your brand with elegance, purpose, and powerful change.



PRESENTING SPONSOR **\$4,000**

- **Category Exclusivity:** Only one presenting sponsor per business category.
- **Event Access:** Premium seating for 2 tables (16 tickets).
- **Event Branding:** Highlighted in all event communications, media releases, & newspaper coverage of the event. Logo displayed at the fashion show. Presenting name and logo recognition on event invitations and marketing materials.
- **Recognition:** Acknowledgment as a Breakfast at Tiffany's Presenting Sponsor on the Junior League of Knoxville website and all social media outlets. Inside the front cover full page color ad in the program. Sponsorship level accolade on table(s). Company announced during the opening address.
- **Brand Engagement:** Opportunity to provide branded give-away items, samples, gift certificates, and/or coupons at the event.
- **Digital Exposure:** Social media exposure twice per month (August–November 2025). One (1) Instagram and Facebook feed post, plus seven (7) Instagram and Facebook stories about your business, ensuring continuous and direct exposure to one of Knoxville's largest networks of women, their families, friends, and supporters.



BREAKFAST AT TIFFANY'S FASHION SHOW SPONSORSHIPS

DIAMOND SPONSOR

\$2,500

- **Event Access:** Premium seating for 8 tickets/1 table
- **Event Branding:** Logo displayed at the fashion show.
- **Recognition:** Acknowledgment as a Breakfast at Tiffany's Sponsor on the Junior League of Knoxville website and all social media outlets. Inside back cover full page color ad in program. Sponsorship level accolade on table(s). Company announced during the opening address.
- **Brand Engagement:** Opportunity to provide branded give-away items, samples, gift certificates, and/or coupons at the event.
- **Digital Exposure:** Social media exposure once per month (August–November 2025). One (1) Instagram and Facebook feed post, plus three (3) Instagram and Facebook stories about your business, ensuring continuous and direct exposure to one of Knoxville's largest networks of women, their families, friends, and supporters.

PEARL SPONSOR

\$2,000

- **Event Access:** Premium seating for 8 tickets/1 table
- **Event Branding:** Logo displayed at the fashion show.
- **Recognition:** Acknowledgment as the Tiffany's Presenting Sponsor on the Junior League of Knoxville website and all social media outlets. Full page color ad in program. Sponsorship level accolade on table(s). Company announced during the opening address.
- **Brand Engagement:** Opportunity to provide branded give-away items, samples, gift certificates, and/or coupons at the event.
- **Digital Exposure:** Social media exposure once per month (August–November 2025). One (1) Instagram and Facebook feed post, plus three (3) Instagram and Facebook stories about your business, ensuring continuous and direct exposure to one of Knoxville's largest networks of women, their families, friends, and supporters.

TRUCK TREK SPONSORSHIPS



Support a high-energy, hands-on experience that brings families together for fun and impact. Truck Trek offers kids and adults an exciting look inside emergency, construction, and utility vehicles—all while benefiting critical initiatives for women’s health and safety. Partner with us to drive visibility, engagement, and meaningful community change.

MONSTER TRUCK

\$3,000

- **Event Branding:** Logo in event day signage and marketing materials. Full page ad in activity booklet.
- **Recognition:** Acknowledgment as a Monster Truck Sponsor on the Junior League of Knoxville website and all social media outlets.
- **Event Access:** Twenty (20) entrance tickets to Truck Trek.
- **Brand Engagement:** Promotional item placement in goody bags. Opportunity to provide branded give-away items, samples, gift certificates, and/or coupons at the event
- **Digital Exposure:** Social media exposure twice per month (January 2026–event date). One (1) Instagram and Facebook feed post, plus seven (7) Instagram and Facebook stories about your business, ensuring continuous and direct exposure to one of Knoxville’s largest networks of women, their families, friends, and supporters.

TRUCK TREK SPONSORSHIPS

BULLDOZER

\$1,000

- **Recognition:** Acknowledgment as a Bulldozer Sponsor on the Junior League of Knoxville website and all social media outlets.
- **Event Access:** Ten (10) entrance tickets to Truck Trek.
- **Brand Engagement:** Opportunity to provide branded give-away items, samples, gift certificates, and/or coupons at the event.
- **Digital Exposure:** Social media exposure once per month (January 2026–event date). One (1) Instagram and Facebook feed post, plus three (3) Instagram and Facebook stories about your business, ensuring continuous and direct exposure to one of Knoxville’s largest networks of women, their families, friends, and supporters.

EXCAVATOR

\$500

- **Event Branding:** Logo displayed at Truck Trek.
- **Event Access:** Five (5) entrance tickets to Truck Trek.
- **Digital Exposure:** Featured in 2 Facebook and Instagram story promotions directly related to the event (within 2 weeks prior to event) and 1 post-event story.



HOW TO GET INVOLVED?

SPONSORSHIPS

Sponsorships range with each level including many event-related and marketing benefits and recognition. Sponsorship opportunities may be tailored, and we are open to discussing customized packages that align with your specific needs and budget.

IN-KIND AND UNDERWRITING OPPORTUNITIES

Donors can contribute through in-kind donations or underwriting specific costs, such as spirits, entertainment, signage, table or event décor, and more. Each in-kind and underwriting sponsor will receive benefits detailed in this brochure, including recognition in the event slideshow, logo placement on the event website and printed materials, and mentions in social media posts.

SWAG BAG CONTRIBUTIONS

A donor may contribute the bag itself and/or items to be included in the swag bag for the Breakfast at Tiffany's or Truck Trek annual events. Swag bags will be distributed to all 300+ attendees.



THANK YOU TO PAST SPONSORS

We would like to thank last year's sponsors and vendors for helping to make our events a success.

Admiral Title, First Bank, Nicole Yarbrough - State Farm Insurance Agent, Angie Riedl - Real Estate Agent, Pickering and Allen, Bradley, Home Federal Bank, Axle Logistics, Jessica Walker, Blalock Construction, Hardin Valley Children's Dentistry, Epic Orthodontics, NurseFirst, AAA, Bunnyhive



SPONSORSHIP ELIGIBILITY

The Junior League of Knoxville seeks nonprofit and corporate support for activities related to programs and initiatives that align with our mission and strategic priorities. We reserve the right to reject any sponsorship or application that is inconsistent with our organization's mission and activities. Sponsorship will only be accepted if it does not pose a conflict of interest or impact our ethical and professional standards and mission. We further reserve the right to negotiate any aspect of a proposed sponsorship and to decline sponsorship as deemed necessary.

Please note that the prices listed in this sponsorship guide are negotiable. We understand that each sponsorship opportunity is unique, and we are open to discussing customized packages that align with your specific needs and budget. Feel free to contact us to explore mutually beneficial arrangements that can provide maximum value for your support.

If you have any questions or would like to proceed with in-kind, underwriting, or swag bag opportunities, please contact

Gianna Carroll
Director of Fundraising
fundraising@jlknoxville.org

To fill out the sponsorship application and make a payment, please follow [this link](#) or scan the QR code to the right.

