

























































# Sponsorship Levels and Benefits - "A Christmas Fair, 2021"

|    | Community Partner   | Diamond   | Gold  | Silver  | Bronze  | Benefactor  | Patron  | Friend  |
|---|---|---|---|---|---|---|---|---|
|   | \$15,000 +  | \$15,000 +  | \$10,000-\$14,999   | \$5,000-\$9,999   | \$2,000-\$4,999   | \$750-\$1,999   | \$100-\$749   | Up to \$99  |
|   | Cash  | Cash/In-kind  | Cash/In-kind  | Cash/In-kind  | Cash/In-kind  | Cash/In-kind  | Cash/In-kind  | Cash/In-Kind  |
| Sponsor Recognition   |   |   |   |   |   |   |   |   |
| Invitation to be recognized and speak at a JLEP membership meeting  |    |   |   |   |   |   |   |   |
| Recognition as Community Partner at all JLEP events for the fiscal year 2021-2022   |    |   |   |   |   |   |   |   |
| Recognition as Community Partner in all JLEP press releases, radio and television advertisements                            |    |   |   |   |   |   |   |   |
| Logo prominently displayed on all print materials for JLEP and JLEP events  |    |   |   |   |   |   |   |   |
| Recognition in all "A Christmas Fair" 2021 and/or "Storytellers" 2022 press releases, radio and television advertisements * |    |    |    |   |   |   |   |   |
| Logo prominently displayed on "A Christmas Fair" 2021 invitation, print media, billboards, social media and websites. *     |  |  |  |   |   |   |   |   |
| Recognition at a selected "A Christmas Fair" 2021 special event including print media and press releases *                  |  |  |  |  |   |   |   |   |
| Acknowledgement at JLEP November 2021 General meeting   |  |  |  |  |  |   |   |   |
| Recognition in "A Christmas Fair" 2021 Program * (distributed to 15,000 attendees)**  | Logo on Front Cover   | Logo on Front Cover   | Prominent Location  |  |  |  |  |  |
| Recognition in JLEP Publication (distributed to 650 members and community associates)                                       |  |  |  |  |  |  |  |  |
| Sponsor Visibility and Signage  |   |   |   |   |   |   |   |   |
| Balcony signage at "A Christmas Fair" 2021  |  |  |  |   |   |   |   |   |
| Sponsor signage at a selected "A Christmas Fair" 2021 special event   |   |   |   |  |   |   |   |   |
| Sponsor signage at a selected "A Christmas Fair" 2021 décor display   |   |   |   |   |  |   |   |   |

## Digital Offerings

|   |   |   |   |   |   |    |   |   |
|---|---|---|---|---|---|----|---|---|
| Recognition on JLEP social media spaces, including an acknowledgement with a logo link to website on JLEP website |  |  |  |  |  |    |   |   |
| Premium Shout Out Posts, boosts during peak viewing times to be featured on all JLEP Social Media Platforms       |  |   |   |   |   |    |   |   |
| Standard Shout Out Posts plus boosts during peak viewing times on all JLEP Social Media platforms                 |  |  |  |   |   |    |   |   |
| Premium Shout Out Posts, featuring detailed logos and other print, featured on all JLEP Social Media platforms    |  |  |  |  |   |    |   |   |
| Standard Shout Out Posts to be featured on all JLEP Social Media platforms  |  |  |  |  |  |    |   |   |
| <b>Sponsor Participation</b>  |   |   |   |   |   |    |   |   |
| General Admission Tickets to "A Christmas Fair" 2021***   | 100   | 100   | 75  | 50  | 30  | 15 | 5 | 2 |

\*for all contracts submitted and accepted before September 13, 2021

\*\* may change due to capacity limits

\*\*\* due to capacity limits may be subject time restrictions