



JUNIOR LEAGUE OF ROANOKE VALLEY

Women building better communities

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Dear Potential Sponsor,

Our 2020-21 Junior League of Roanoke Valley (JLRV) year is underway, and there's no doubt things look a little different due to COVID-19. We are optimistic about the year and look forward to fulfilling our mission and continuing to help the community.

As you may have heard, the JLRV made the difficult decision to cancel this year's Stocked Market, scheduled for November 13-15, due to the ongoing uncertainty regarding the COVID-19 pandemic, as well as unknown regulations for large in-person events and fluid short- and long-term reopening guidance. This is the first cancellation in Stocked Market's 30+ year history, and we know how many people look forward to the event every year as the kickoff to the Holiday shopping season. The JLRV is dedicated to the health and safety of our community and looks forward to planning a great event in November 2021.

The Stocked Market Executive team has been diligently working on new fundraisers that can keep the spirit of Stocked Market alive, including Stocked Market in a Box, Letters to Santa, and a Stocked Market Raffle. **We invite you to join us as a sponsor of these upcoming Junior League fundraising events, to enable us to continue our community focus of addressing poverty by connecting the community to existing resources and removing barriers to healthcare and food.** The JLRV relies on the support of corporate sponsors, like you, to carry out our mission. We also have other sponsorships available if you would like to support JLRV throughout the year and that would include some unique opportunities to personally address our members.

Within the last year, the JLRV gave out more than \$40,000 through grants and scholarships:

- Bradley Free Clinic: \$22,270 will allow the clinic to provide more care to patients in the form of lab, pharmacy, and medical supply expenses
- Feeding Southwest Virginia: \$1,000 to help with COVID-19 relief efforts
- Ronald McDonald House of Southwest Virginia: \$1,000 to help with COVID-19 relief efforts
- Feeding hospital workers at Carilion Roanoke Memorial Hospital during the pandemic
- LEAP Mobile Market: \$7,901 will allow LEAP to install cold storage on the vehicle and fix and update Mobile Market infrastructure to serve more customers in food deserts
- Kids Soar: \$5,000 to help provide year-round multi-generational literacy education to the underserved communities of Roanoke. The Kids Soar Literacy Initiative specifically targets children who are behind on the reading scores Roanoke Schools use to assess reading ability
- Child Health Investment Partnership of Roanoke Valley (CHIP): \$5,000 to help with childcare costs while women go to school or get job training
- Boys & Girls Club: \$2,500 to purchase and install two refrigerators so kids have access to fresh food and produce
- \$4,000 given to two graduating high school seniors for college scholarships

Last year, our members provided more than 14,000 hours of community service to the Roanoke Valley, valued at more than \$360,000.

The JLRV's impact on the Roanoke Valley goes further than handing over grant money. Funds are also utilized to allow members of the JLRV reach their leadership potential, further strengthening our community. This allows the JLRV to not only provide funding to worthwhile projects and organizations in the community, but also provide trained volunteers to positively impact the Roanoke Valley. Our 400+ members work through advocacy, education, fundraising and partnership with existing programs and community organizations to promote change in our community.



Like you, we recognize the importance in investing in the Roanoke Valley to improve the overall quality of our community. It is so important that we work together this year to help support the community as we navigate COVID-19 together. We are hoping this partnership will benefit you as well. Should you have any questions, please feel free to contact one of our Stocked Market Co-Chairs Lindsay Tate or Brittany Turman at stockedmarket@jlr.org. Thank you for joining us in support of the Roanoke Valley's future.

Very truly yours,

Jenna Zibton
President

Katie Jones
Executive Vice President

Lindsay Tate
Stocked Market Co-Chair

Brittany Turman
Stocked Market Co-Chair

A member of the Association of Junior Leagues International

The Junior League of Roanoke Valley, Virginia, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The Junior League of Roanoke Valley, Virginia, Inc. reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.



**JUNIOR LEAGUE OF
ROANOKE VALLEY**
Junior League of Roanoke Valley, Inc.
541 Luck Avenue, Suite 319, Roanoke, VA 24016

Sponsor/Business Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Email Address: _____ Phone: _____

Sponsorship Opportunities for the 2020 Fundraising Year:

<input type="checkbox"/> Diamond \$3,000 plus	<input type="checkbox"/> Gold \$2,000 to \$2,999
<p>Marketing Opportunities</p> <ul style="list-style-type: none"> • (1) Full Page Ad in STAR Magazine (3 issues) • (4) Promotional Social Media posts • Provide 100 promotional items in "Stocked Market in a Box" sold to general public (restrictions apply) • Promotional logo displayed on www.stockedmarket.org <p>Seasonal "Extras"</p> <ul style="list-style-type: none"> • (30) Raffle Ticket Entries • (4) Complimentary Letters to Santa Submissions 	<p>Marketing Opportunities</p> <ul style="list-style-type: none"> • (1) Half Page Advertisement in STAR Magazine (3 issues) • (3) Promotional Social Media posts • Provide 100 promotional items in "Stocked Market in a Box" sold to general public (restrictions apply) • Promotional logo displayed on www.stockedmarket.org <p>Seasonal "Extras"</p> <ul style="list-style-type: none"> • (20) Raffle Ticket Entries • (3) Complimentary Letters to Santa Submissions
<input type="checkbox"/> Silver \$1,000 to \$1,999	<input type="checkbox"/> Bronze \$500 to \$999
<p>Marketing Opportunities</p> <ul style="list-style-type: none"> • (1) Quarter Page Advertisement in STAR Magazine (2 issues) • (2) Promotional Social Media posts • Provide 100 promotional items in "Stocked Market in a Box" sold to general public (restrictions apply) • Promotional logo displayed on www.stockedmarket.org <p>Seasonal "Extras"</p> <ul style="list-style-type: none"> • (10) Raffle Ticket Entries • (2) Complimentary Letters to Santa Submissions 	<p>Marketing Opportunities</p> <ul style="list-style-type: none"> • (1) 1/8 Page Advertisement in STAR Magazine (1 issue) • (1) Promotional Social Media post • Business Name displayed on www.stockedmarket.org <p>Seasonal "Extras"</p> <ul style="list-style-type: none"> • (5) Raffle Ticket Entries • (1) Complimentary Letter to Santa Submission

Supporter \$100 to \$499

94th Junior League of Roanoke Valley Anniversary Donation: \$94

32nd Stocked Market Anniversary Donation: \$32

I elect to decline the seasonal "extra" benefits associated with the Sponsorship level chosen.

If you are interested in discussing a customized sponsorship opportunity or are interested in contributing an "in kind" donation, please reach out to Jessica Beemer, 2020-2021 Fund Development Vice President, at funddevelopmentvp@jlr.org or by phone at (434) 665-5626.

Please mail completed forms with check payable to Junior League of Roanoke Valley, Inc. to the JLRV Office at 541 Luck Avenue, Suite 319, Roanoke, VA 24016. Check this box if a formal invoice is needed. Amount of invoice: _____

The Junior League of Roanoke Valley, Inc. is a nonprofit charitable organization authorized under IRC Section 501(c)(3). Donations are tax deductible under applicable rules of the Internal Revenue Code.

Signature of Authorizing Contributor

Signature of Junior League Roanoke Valley, Inc.