



# EVENT SPONSORSHIP PACKET



Dear Prospective Sponsor:

For 71 years, the Atlanta Chapter of Jack and Jill of America, Inc. has been committed to empowering and improving the lives of children and families in the Atlanta community. We are excited to advance on this legacy with our 6th annual signature event: **Bold Lips + Bow Ties: A Day Party with a Purpose**. On October 8, 2023, Bold Lips + Bow Ties 6 will bring together 1,500 established and emerging professionals to express themselves through philanthropy, fashion, fellowship, and dance at The Gathering Spot, Atlanta's cultural and collaborative hub. Bold Lips + Bow Ties has become a "must-attend" event in Atlanta, where style meets substance, as professionals party for a critical cause: to support Atlanta's children and families!

Since its 1951 founding, the philosophy of the Atlanta Chapter of Jack and Jill of America has been that, with proper guidance and opportunity, every child can be a leader. In recent years, we've put that philosophy into action by engaging thousands of Bold Lips + Bow Ties attendees and hundreds of sponsors to raise hundreds of thousands of dollars to support children and families! In fact, thanks to the generosity of the 2022 sponsors and partygoers, the Atlanta Chapter of Jack and Jill donated \$208,000 collectively to several worthy beneficiaries. In 2023, we will support the following deserving organizations whose efforts align with our mission:

**Asa G. Yancey, Sr. MD, Endowment at Hughes Spalding Hospital of Children's Healthcare of Atlanta** – will generate support for Behavioral and Mental Health, Primary Care, Emergency Medicine, Family Services, Aflac Cancer & Blood Disorders (Sickle Cell), and Asthma Care & Education

**The Jack and Jill of America Foundation** – our national organization's philanthropic arm, which donates to national non-profit partners

**Kids'-Doc-on-Wheels** – a non-profit providing high quality and comprehensive pediatric care in communities, schools, early learning and daycare programs, and local YMCAs

**SEM Link, Inc.** – a non-profit connecting youth to positive adult role models in the STEM community to increase awareness of STEM careers and encouraging participation in STEM research through digital learning and hands-on activities

**Silence the Shame, Inc.** – founded by veteran music industry executive, Shanti Das, a non-profit dedicated to eliminating mental health stigma, reducing health disparities, and decrease the rates of suicide among vulnerable populations

Please join us in our efforts to provide all children with the skills and advantages we desire for our own children by becoming a sponsor at the: **\$25,000+ Diamond Sponsor Level, \$15,000+ Titanium Sponsor Level, the \$10,000+ Platinum Sponsor Level, the \$5,000+ Gold Sponsor Level, the \$3,000+ Silver Sponsor Level, or the \$1,500 Bronze Level**. Below please find our detailed sponsorship information for your review.

Thank you in advance for your support and partnership as we improve the lives of Atlanta's children and families.

A legacy of leadership and love,

Ericka Gibson

Pamela Redd

Dana Ugwonalì

2023 Bold Lips + Bow Ties Event Co-Chairs

# MEMBERSHIP PROFILE

## The Atlanta Chapter of Jack and Jill of America, Inc.

Our 200+ members are moms who make purchasing decisions for their families. They are leaders in Atlanta's business community, from Fortune 100 companies to successful small businesses. They are elected officials, community volunteers, non-profit leaders, attorneys, entrepreneurs, and medical professionals, who are bound and motivated by the common thread of working for Atlanta's children and families.

### EDUCATION

Undergraduate Degree	100%
Graduate or Professional Degree	90%

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### HOUSEHOLD INCOME

\$200,000+	67.3%
\$100-150k	18.4%
\$50-100k	14.3%

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### EMPLOYMENT

Entrepreneurs	24.5%
Stay-at-home moms	22.4%
Physicians	10.2%
Other	20.4%

*The "other" moms range from elected officials and in-house lawyers to those doing policy work and non-profit management.*

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### MARITAL STATUS

Married	55.1%
Single	44.9%
Children	100%

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### EMPLOYMENT OF SPOUSES

Entrepreneurs	38.8%
Physicians	24.5%
Attorneys	20.4%
Professors and Teachers	6.1%

# BOLD LIPS + BOW TIES 6

## BENEFITS OF SPONSORSHIP

	<b>DIAMOND</b> <b>\$25,000</b>	<b>TITANIUM</b> <b>\$15,000</b>	<b>PLATINUM</b> <b>\$10,000</b>
# of Tickets	Fifteen (15)	Ten (10)	Eight (8)
VIP Check-in	✓	✓	✓
Access to BL+BT Sponsor Suite	✓	✓	✓
Recognition on BL+BT Digital Event Screens	✓	✓	✓
Branded Materials in event “swag bags” for BL+BT attendees	✓	✓	✓
Recognition in pre-event social media campaigns	✓	✓	✓
Exclusive Invitation to Pre-event Reception	✓	✓	✓
Logo on print signage and pre-event social media campaigns	✓	✓	✓
On stage recognition at BL+BT by Jack & Jill Atlanta Chapter President	✓	✓	✓
Inclusion in event press release	✓	✓	✓
Reserved Seating at BL+BT for designated sponsor +1	✓	✓	✓
1 minute on stage speaking opportunity at BL+BT	✓	✓	
Standalone banner at BL+BT	✓	✓	
Banner Ad on BL+BT website	✓		

# BOLD LIPS + BOW TIES 6

## BENEFITS OF SPONSORSHIP

	<b>GOLD</b> <b>\$5,000</b>	<b>SILVER</b> <b>\$3,000</b>	<b>BRONZE</b> <b>\$1,500</b>
# of Tickets	Six (6)	Four (4)	Two (2)
VIP Check-in	✓	✓	✓
Access to BL+BT Sponsor Suite	✓	✓	✓
Recognition on BL+BT Digital Event Screens	✓	✓	✓
Branded Materials in event “swag bags” for BL+BT attendees	✓	✓	✓
Recognition in pre-event social media campaigns	✓	✓	
Exclusive Invitation to Pre-event Reception	✓		
Logo on print signage and pre-event social media campaigns			
On stage recognition at BL+BT by Jack & Jill Atlanta Chapter President			
Inclusion in event press release			
Reserved Seating at BL+BT for designated sponsor +1			
1 minute on stage speaking opportunity at BL+BT			
Standalone banner at BL+BT			
Banner Ad on BL+BT website			



## EVENT SPONSORSHIP PAGE

*(Check to indicate selection)*

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- DIAMOND SPONSORSHIP \$25,000** 15 Tickets, VIP Check-In, Access to BL+BT Sponsor Suite, Recognition on BL+BT Digital Event Screens, Branded Materials in event “swag bags” for BL+BT attendees, Recognition in pre-event social media campaigns, Exclusive Invitation to Pre-event Reception, Logo on print signage and pre-event social media campaigns, On stage recognition at BL+BT by Jack & Jill Atlanta Chapter President, Inclusion in event press release, Reserved Seating at BL+BT for designated sponsor +1, 1 minute on stage speaking opportunity at BL+BT, Standalone banner at BL+BT, Banner Ad on BL+BT website
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- TITANIUM SPONSORSHIP \$15,000** 10 Tickets, VIP Check-In, Access to BL+BT Sponsor Suite, Recognition on BL+BT Digital Event Screens, Branded Materials in event “swag bags” for BL+BT attendees, Recognition in pre-event social media campaigns, Exclusive Invitation to Pre-event Reception, Logo on print signage and pre-event social media campaigns, On stage recognition at BL+BT by Jack & Jill Atlanta Chapter President, Inclusion in event press release, Reserved Seating at BL+BT for designated sponsor +1, 1 minute on stage speaking opportunity at BL+BT, Standalone banner at BL+BT
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- PLATINUM SPONSORSHIP \$10,000** 8 Tickets, VIP Check-In, Access to BL+BT Sponsor Suite, Recognition on BL+BT Digital Event Screens, Branded Materials in event “swag bags” for BL+BT attendees, Recognition in pre-event social media campaigns, Exclusive Invitation to Pre-event Reception, Logo on print signage and pre-event social media campaigns, On stage recognition at BL+BT by Jack & Jill Atlanta Chapter President, Inclusion in event press release, Reserved Seating at BL+BT for designated sponsor +1



## EVENT SPONSORSHIP PAGE

*(Check to indicate selection)*

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- |                          |                           |                |  |
|--------------------------|---------------------------|----------------|--|
| <input type="checkbox"/> | <b>GOLD SPONSORSHIP</b>   | <b>\$5,000</b> | 6 Tickets, VIP Check-In, Access to BL+BT Sponsor Suite, Recognition on BL+BT Digital Event Screens, Branded Materials in event “swag bags” for BL+BT attendees, Recognition in pre-event social media campaigns, Exclusive Invitation to Pre-event Reception |
| <input type="checkbox"/> | <b>SILVER SPONSORSHIP</b> | <b>\$3,000</b> | 4 Tickets, VIP Check-In, Access to BL+BT Sponsor Suite, Recognition on BL+BT Digital Event Screens, Branded Materials in event “swag bags” for BL+BT attendees, Recognition in pre-event social media campaigns  |
| <input type="checkbox"/> | <b>BRONZE SPONSORSHIP</b> | <b>\$1,500</b> | 2 Tickets, VIP Check-In, Access to BL+BT Sponsor Suite, Recognition on BL+BT Digital Event Screens, Branded Materials in event “swag bags” for BL+BT attendees   |





## Checklist to Finalize your Bold Lips + Bow Ties Sponsorship:

1. Complete the Online Sponsorship Submission Form at <https://form.jotform.com/CommitteeFundraising/SponsorshipApp>

OR

Mail the completed Sponsorship Submission Form above along with your check made payable to “Jack & Jill of America Foundation” to: Financial Secretary Arica Coleman, P.O. Box 20363, Atlanta, GA 30325-0363

2. Contact us at [fundraising@jackandjillatlanta.org](mailto:fundraising@jackandjillatlanta.org) with any questions about Bold Lips + Bow Ties sponsorships and/or your tax-deductible donation (Tax ID # 51-0224656)

Thank you for supporting our efforts to improve the lives of children and families!

- I am unable to attend or commit to the above sponsorship levels, but would like to contribute to support the Atlanta Chapter of Jack and Jill’s **Bold Lips + Bow Ties: A Day Party with a Purpose** and its community partner beneficiaries, please use the link below to donate as a Bold Benefactor.

Donate

<https://secure.givelively.org/donate/jack-and-jill-of-america-foundation-inc/bold-lips-bow-ties-6>

Website

[www.BLBT.org](http://www.BLBT.org)

YouTube

[https://youtu.be/dHE8pi\\_6OjA](https://youtu.be/dHE8pi_6OjA)