



JUNIOR LEAGUE OF FAYETTEVILLE

Women building better communities

2022

Holly Day Fair Sponsorship Guide

JUNIOR LEAGUE OF FAYETTEVILLE

Women building better communities



Mission

The Junior League of Fayetteville, Incorporated 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.

Invest in your Community

The Junior League of Fayetteville is excited to be celebrating our 55th Annual Holly Day Fair, which began in 1966 in the YMCA and moved to the Cumberland County Memorial Arena, now the Crown Expo Center, in 1977. There have been generations of women wearing their red aprons and raising money for this community. We could not do this without your support, commitment and dedication to our cause. As you shop, you provide support and help us raise needed funds to help the children in our community.

As the largest holiday gift and craft show in eastern North Carolina, the Holly Day Fair draws an average of over 22,000 attendees and 200 vendors. Show-goers have an extensive selection of “one stop shopping” including Christmas decorations, unique gifts, handcrafted artisan ware as well as clothes, toys, gourmet food items, household accents and more! Our show continues to grow and it is with good reason we are celebrating over 50 years! It is an annual tradition for many and one that is continued for cause and for fun.

Your business participation can be customized with the following two options: become a sponsor with extensive publicity or advertise in on official 2022 Holly Day Fair Mobile App.

By becoming a sponsor, you are partnering with one of the largest fundraisers in Fayetteville and Cumberland County and will receive publicity throughout the year for your business. It is truly a win-win! Please look over levels and see how we can work together.

Should you choose to advertise on the official 2022 Holly Day Fair Mobile App, your ad will not only be seen by more than 22,000 attendees, your business will also be listed in our full page Fayetteville Observer preview insert that runs the week of Holly Day Fair.

Join us November 3 - 6, 2022 as we celebrate 55 years of the Holly Day Fair and continue to give back to the community. We can make it the best year yet!

Sincerely,

Juelle McDonald
2022 Holly Day Fair Chair

Become a Sponsor



Presenting \$10,000

- Business name and/or logo prominently displayed on all Holly Day Fair publicity materials
- Inclusion on event publicity posters and direct mailers
- Inclusion on event venue electronic marquee
- Recognition on official JLF website (www.jlfay.org)
- Recognition on event social media postings and JLF Facebook page
- Recognition in all print media advertisements including The Fayetteville Observer Thank You advertisement
- Thank You advertisement on the official Holly Day Fair mobile app
- Professional full color, full page advertisement in the 2022 official Holly Day Fair mobile app, with prime location on the front page of the app
- Professional rotating digital banner ad throughout the 2022 official Holly Day Fair mobile app
- Optimal placement of business logo/name on all professional outdoor advertisements
- Official name recognition on all HDF associated radio advertisements
- Speaking opportunity at the Holly Day Fair Ribbon Cutting on Opening Day, complete with press, media, and city officials
- Fifty (50) event general admission tickets to the 2022 Holly Day Fair
- Two (2) reserved tables at the Holly Day Fair Preview Party
- Opportunity to market business to over 22,000 HDF shoppers with booth and/or space for product placement at the 2022 Holly Day Fair
- Option to donate items to hourly raffle with additional Business sponsor information near the table in League Bay
- Opportunity to inform JLF members about your business/product, during a General Membership Meeting (meeting date to be determined by JLF Board of Directors)



Holly \$5,000

- Optimal placement of business logo/name on all professional outdoor advertisements
- Business name and/or logo prominently displayed on all Holly Day Fair publicity materials
- Inclusion on event publicity posters and direct mailers
- Recognition on official JLF website (www.jlfay.org)
- Recognition on event social media postings and JLF Facebook page
- Recognition in all print media advertisements including The Fayetteville Observer Thank You advertisement
- Business name and/or logo will be worn on a button by the Junior League ladies during the Holly Day Fair
- Thank You advertisement in the 2022 official Holly Day Fair mobile app
- Professional full color, full page advertisement in the 2022 official Holly Day Fair mobile app
- Professional rotating digital banner ad throughout the 2022 official Holly Day Fair mobile app
- Thirty (30) event general admission tickets to the 2022 Holly Day Fair
- One (1) reserved tables at the Holly Day Fair Preview Party
- Opportunity to market business to over 22,000 HDF shoppers with booth in lobby and/or space for product placement at the 2022 Holly Day Fair
- Opportunity to market business to over 22,000 HDF shoppers with booth and/or space for product placement at the 2022 Holly Day Fair
- Option to donate items to hourly raffle with additional Business sponsor information near the table in League Bay



Reindeer: \$2,500

- Business name displayed on Holly Day Fair publicity materials:
- Recognition on official JLF website (www.jlfay.org)
- Recognition on event social media postings and JLF Facebook page
- Recognition in print media; including The Fayetteville Observer Thank You advertisement
- Thank You advertisement in the 2022 official Holly Day Fair mobile app
- Professional rotating digital banner ad throughout the 2022 official Holly Day Fair mobile app
- Hanging aisle sign (limit to first six)
- Option to donate items to hourly raffle with additional Business sponsor information near the table in League Bay
- Fifteen(15) event general admission tickets to the 2022 Holly Day Fair
- Four (4) tickets to the Holly Day Fair Preview Party



Gift: \$1,000

- Business name displayed on publicity materials:
- Recognition on official JLF website (www.jlfay.org)
- Recognition on event social media postings and JLF Facebook page
- Recognition in print media; including The Fayetteville Observer Thank You advertisement
- Thank You advertisement in the official Holly Day Fair mobile app
- Professional sponsored page banner ad placed in the 2022 official Holly Day Fair mobile app
- Ten (10) event general admission tickets to the 2022 Holly Day Fair
- Two (2) tickets to the Holly Day Fair Preview Party
- Option to donate items to hourly raffle with additional Business sponsor information near the table in League Bay



Ornament: \$500

- Business name displayed on Holly Day Fair publicity materials:
- Recognition on official JLF website (www.jlfay.org)
- Recognition on event social media postings and JLF Facebook page
- Recognition in print media; including The Fayetteville Observer Thank You advertisement
- Thank You advertisement in the official Holly Day Fair mobile app
- Professional rotating digital banner ad throughout the 2022 official Holly Day Fair app
- Six (6) event general admission tickets to the 2022 Holly Day Fair
- Option to donate items to hourly raffle with additional Business sponsor information near the table in League Bay



Candy Cane: \$250

- Business name displayed on Holly Day Fair publicity materials
- Recognition on official JLF website (www.jlfay.org)
- Recognition on event social media postings and JLF Facebook page
- Recognition in print media; including The Fayetteville Observer Thank You advertisement
- Thank You advertisement in the 2022 official Holly Day Fair mobile app
- Professional rotating digital banner ad throughout the 2022 official Holly Day Fair app
- Option to donate items to hourly raffle with additional Business sponsor information near the table in League Bay
- Four (4) event admission tickets to the 2022 Holly Day Fair



Tinsel: \$100

- Business name displayed on Holly Day Fair publicity materials:
- Recognition on official JLF website (www.jlfay.org)
- Recognition on event social media postings and JLF Facebook page
- Recognition in The Fayetteville Observer Thank You advertisement
- Thank You advertisement in the 2022 official Holly Day Fair mobile app
- 25% off discount for a rotating digital banner ad throughout the 2022 official Holly Day Fair app
- Option to donate items to hourly raffle with additional Business sponsor information near the table in League Bay
- Two (2) event admission tickets to the 2022 Holly Day Fair

Let's make this Easy

	Presenting \$10,000	Holly \$5,000	Reindeer \$2,500	Gift \$1,000	Ornament \$500	Candy Cane \$250	Tinsel \$100
Number of Holly Day Fair General Admission Tickets	50	30	15	10	6	4	2
Number of Holly Day Fair Preview Party Tickets	16	8	4	2			
Recognition on official JLF website (www.jlfay.org)	✓	✓	✓	✓	✓	✓	✓
Recognition on event social media postings	✓	✓	✓	✓	✓	✓	✓
Recognition in print media advertisements including The Fayetteville Observer Thank You advertisement	✓	✓	✓	✓	✓	✓	✓
Thank You advertisement in the 2022 official Holly Day Fair mobile app	✓	✓	✓	✓	✓	✓	✓
Business name prominently displayed on all Holly Day Fair publicity materials	✓ + logo	✓ + logo	✓ +logo	✓	✓	✓	
Opportunity to market business to over 22,000 HDF shoppers with booth and/or space for product placement at the 2022 Holly Day Fair	✓	✓					
Premier Banner Placement	✓	✓					
Hanging aisle banner or premier floor sticker options	✓	✓	✓				
Official name recognition on all HDF associated radio advertisements	✓						
Speaking opportunity at the Holly Day Fair Ribbon Cutting on Opening Day, complete with press, media, and city officials	✓						
Inclusion in the 2022 official Holly Day Fair mobile app	Full page ad with prime location on front page of app and rotating digital banner ad throughout app	Full page ad on front page of app and rotating digital banner ad throughout app	Full page ad on front page of app and rotating digital banner ad throughout app	Professional sponsored page banner ad placed in the HDF mobile app	Rotating digital banner ad throughout the HDF mobile app	Rotating digital banner ad throughout the HDF mobile app	25% discount for a rotating banner ad in the mobile app

Sponsorship Agreement

(Company or individual)

would like to support the Junior League of Fayetteville as they continue their mission.
Please accept my tax deductible gift for the following level of sponsorship:



Yes, I would like to sponsor the 2022 Holly Day Fair



Presenting Sponsor
\$10,000



Holly
\$5,000



Reindeer
\$2,500



Gift
\$1,000



Ornament
\$500



Candy Cane
\$250



Tinsel
\$100



Donation
\$_____

Sponsor Contact Info

Name _____

Telephone _____

Email _____

Address _____

Contribution

Enclosed is my check in the amount of \$ _____

*Please make checks payable to
The Junior League of Fayetteville,
memo Holly Day Fair Sponsorship*

Please charge my contribution of \$ _____
to my ____ Visa or ____ Mastercard

Account Number _____

Exp Date _____

CVV _____

Signature _____

I would like to Pledge \$ _____ in support of the
Junior League of Fayetteville.

My pledge will be made ____ Monthly ____ Quarterly ____ Annually
beginning with an initial installment of \$ _____
to be made _____, 20 _____

Sponsor Signature

Advertising Agreement

Our official 2022 Holly Day Fair mobile app will be accessible to all shoppers at the 55th Annual Holly Day Fair this year. This mobile app includes a layout of the Crown Expo Center as well as a list of all vendors and information about the Junior League of Fayetteville. In 2021, despite a challenging year for businesses, almost 20,000 shoppers attended the Holly Day Fair. We hope your business will lend its support to this worthy cause with an advertisement in this commemorative publication!

Contact Name: _____

Company Name: _____

Mailing Address: _____

Contact Number: _____

Email: _____

Please email artwork to publicity@hollydayfair.com by October 5, 2022
Camera ready artwork needs to be attached to this contract.

Please note your choice of ad within the HDF mobile app:



Full Page \$450.00



½ Page \$275.00



¼ Page \$175.00



1/8 Page \$125.00

Authorized Signature: _____

Date: _____

