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2025 - 2027

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JUNIOR LEAGUE OF FAYETTEVILLE

The Junior League of Fayetteville is proud to present the 58th Annual Holly Day Fair, a beloved tradition that began in 1966 at the YMCA and found its long-time home at the Crown Expo Center (formerly the Cumberland County Memorial Arena) in 1977. For nearly six decades, generations of dedicated women—donning their signature red aprons—have come together to raise vital funds that support children and families across our community. This legacy of service and celebration continues today, made possible by your incredible support and shared commitment.

As the largest holiday gift and craft show in eastern North Carolina, the Holly Day Fair welcomes over 15,000 attendees each year and features around 150 vendors offering a wide variety of items—from festive décor and artisan goods to clothing, gourmet treats, toys, and more. It's the ultimate one-stop holiday shopping experience and a treasured seasonal event for many. More than just a fair, it's a tradition rooted in purpose, giving back with every purchase.

Businesses are invited to partner with us through two unique opportunities: sponsorship or advertising in our official Holly Day Fair Mobile App. Sponsorship includes year-round exposure and alignment with one of the region's most impactful fundraisers. For businesses looking to maximize visibility during the event, advertising in the mobile app ensures your brand reaches thousands of attendees—and includes a listing in the Fayetteville Observer's full-page preview insert the week of the fair.

Join us November 6–9, 2025, as we celebrate 58 years of festive fun, community connection, and meaningful impact. With your support, this year's Holly Day Fair is sure to be the most memorable yet!

Sincerely,

Marian Brown, Tamara Colvin, Inda Powell, and Juelle McDonald
2025 Holly Day Fair Leadership Team



Junior League of Fayetteville, Inc. 2605 Fort Bragg Road
Fayetteville, NC 28303 | www.jlfay.org | info@jlfay.org

We are the



JUNIOR LEAGUE OF FAYETTEVILLE

The Junior League of Fayetteville is a community volunteer organization with over 200 local volunteers. We began as a Junior Service League in 1960 and became the Junior League of Fayetteville in 1977. Junior League of Fayetteville volunteers partner with various agencies to effect change in child health and welfare. The Junior League of Fayetteville is a member of the Association of Junior Leagues International (AJLI), which has 290 member Junior Leagues and 160,000 members internationally.

The Junior League of Fayetteville recognizes that the health and welfare of our society depends on the health and welfare of its children. We commit our programs, projects, and advocacy to ensuring children ages 0 to 18 have the opportunity and services essential to their physical, intellectual, emotional, and social well-being.

For more information, contact us at

info@jlfay.org | www.jlfay.org

Women building better communities

A word cloud graphic on a red background with a repeating pattern of white silhouettes of women holding hands. The words are in various sizes and orientations, centered around the words 'fayetteville' and 'community'.

prevention homelessness members volunteers
non-profit training development children jlf support communities
enrichment projects efficient committed fayetteville benefit work
well-being programs contribute insecurities
advocates women community
local funding effective food service education improve families
learning invaluable improve families



MISSION STATEMENT

The Junior League of Fayetteville (JLF) is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

VISION STATEMENT

Fostering a rewarding and welcoming environment for women, the Junior League of Fayetteville's membership will use its training, education, and expertise to address community issues through voluntarism. The Junior League of Fayetteville will be the organization to which the community turns for resources, knowledge, and funding.

HISTORY

In 1960, Jane Williamson, Jan Stedman, and Ellenor Barker saw the need for a local volunteer group and asked Martha Hutaff to advise them in forming a service league. On November 11, 1960, a group met at the Hutaff home and from that meeting the Junior Service League was formed with twenty active and six sustaining members. Martha Hutaff was named permanent advisor and Jane Williamson became the first President.

Throughout the years, League volunteers have been involved with numerous community organizations and worthy programs. We continue to provide volunteer hours, financial support, and leadership for many organizations in Cumberland County and the surrounding areas.

AJLI

We are a member of the Association of Junior Leagues International, Inc. (AJLI). Since its founding in 1901 in New York City by social activist Mary Harriman, The Junior League has evolved into one of the oldest, largest, and most effective women's volunteer organizations in the world, encompassing more than 125,000 women in 295 Leagues in the US, UK, Canada, and Mexico.



Advertising Agreement

Our official Holly Day Fair mobile app will be accessible to all shoppers at the 58th 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 2022, despite another 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!

DONOR INFORMATION

Donor/Company Recognition Name: _____

Contact Name: _____

Company Name: _____

Mailing Address: _____

Phone: _____

Email: _____

SPONSOR LEVEL

Please accept my tax-deductible gift for the following level of sponsorship.

- \$10,000 - Presenting
- \$5,000 - Holly
- \$2,500 - Reindeer
- \$1,000 - Gift
- \$500 - Ornament
- \$250 - Candy Cane
- \$100 - Tinsel
- \$_____ - Donation

We respectfully request that all donations be confirmed by October 3, 2025 for inclusion in any printed materials.

Please send me an invoice via email: _____

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 _____

Signature: _____

Email artwork to publicity@hollydayfair.com by October 3, 2025.

Camera ready artwork must to be attached to this contract.

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

- Full page \$450.00
- 1/2 page \$275.00
- 1/4 page \$175.00
- 1/8 page \$125.00

Authorized Signature: _____












































Date: _____

Please email the completed application to: publicity@hollydayfair.com

Once the application has been reviewed, an invoice will be sent for payment.



❄️ Sponsorship Levels ❄️

	PRESENTING	HOLLY	REINDEER	GIFT	ORNAMENT	CANDY CANE	TINSEL
	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250	\$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.jlffair.org)							
Recognition on event social media postings							
Recognition in print media advertisements including The Fayetteville Observer Thank You advertisement							
Thank You advertisement in the official Holly Day Fair mobile app							
Business name prominently displayed on all Holly Day Fair publicity materials	 + logo	 + logo	 + logo	 + logo			
Opportunity to market business to over 20,000 HDF shoppers with booth and/or space for product placement at the 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 official Holly Day Fair mobile app	Full page ad with prime location on front page 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

*These tickets may not be sold