

**BOARD OF DIRECTORS
2024 - 2025**

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The Junior League of Fayetteville is excited to be celebrating our 57th 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 20,000 attendees and 150 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 the official 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 Holly Day Fair Mobile App, your ad will not only be seen by more than 20,000 attendees, but 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 7-10, 2024 as we celebrate 57 years of the Holly Day Fair and continue to give back to the community. We can make it the best year yet!

Sincerely,

Tamara Colvin, Inda Powell, and Juelle
McDonald
2024 Holly Day Fair Leadership Team

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

WHO WE ARE



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.

OUR HISTORY

In 1960, Jane Williamson, Jan Stedman, and Ellenor Barker saw need for a local volunteer group and asked Martha Hutaff to advise them in forming a service league. On November 11, 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.



THE JUNIOR LEAGUE OF FAYETTEVILLE'S ADVERTIZING AGREEMENT

Our official Holly Day Fair mobile app will be accessible to all shoppers at the 57th 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 adress: _____

Phone: _____

Email: _____

SPONSOR LEVEL

Would you 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.

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

We respectfully request that all donations be confirmed by October 1, 2024 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 installments of \$ _____

to be made _____, 20 _____

Signature: _____

Please email artwork to publicity@hollydayfair.com by October 5, 2024
Camera ready artwork needs 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: _____

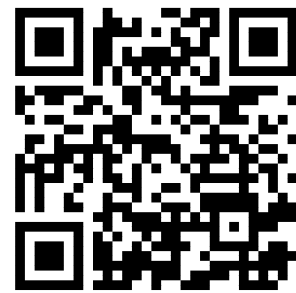
Date: _____

Please return to the Junior League of Fayetteville office:

JUNIOR LEAGUE OF FAYETTEVILLE
2605 Fort Bragg Road Fayetteville, NC 28303

Electronic payment options available here:

www.jlfay.org



SPONSORSHIP LEVELS

*These tickets may not be sold

	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	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 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