



SPONSORSHIP OPPORTUNITIES

2025-2026

THE JUNIOR LEAGUE
OF MADISON
madison.jl.org



INTRODUCTION

The Junior League of Madison is a vibrant organization of women dedicated to creating meaningful change right here in our community. Our mission is to advance women's leadership for lasting community impact through volunteer action, collaboration, and training. Our organization is proud to include more than 120 active and sustaining members whose experiences and backgrounds reflect the greater Madison area.

Every day, our members work to identify and address the most pressing needs in our community, with a focus on building leadership skills, fostering connection, and supporting initiatives that strengthen families and neighborhoods. We create opportunities for women to lead, serve, and grow, both within the League and through partnerships with local nonprofits that make Madison a better place for everyone.

By collaborating with community partners, we amplify our impact—combining our time, talent, and resources to support programs that promote education, civic engagement, and volunteerism. Whether it's organizing service projects, leading fundraising events, or developing women as community leaders, the Junior League of Madison is committed to building a stronger, more connected Madison.

When you support or partner with the Junior League of Madison, you join a network of dedicated women shaping a brighter future for our community. Together, we are not just meeting needs—we are creating lasting, positive change for Madison and the surrounding area.

OUR CURRENT COMMUNITY PROJECTS

The Junior League of Madison focuses on building connections, developing women as leaders, and creating meaningful volunteer opportunities that make a lasting difference across Dane County. Our projects reflect a shared commitment to service, community partnership, and personal growth. Together, our members lead initiatives that strengthen families, support local organizations, and inspire future leaders.

Your Contribution Creates Lasting Impact

Your sponsorship directly fuels our mission across three key areas:

- 1. Member Training & Education
- 2. Community Impact & Partnerships
- 3. League Operations & Outreach

WHO WE SUPPORT



HOW WE MAKE AN IMPACT

Each year, members of the Junior League of Madison dedicate their time and talents to strengthen our community through volunteer service, fundraising events, and local partnerships. From supporting youth programs to advancing access to resources for families, our members create meaningful impact across Madison while developing the leadership skills to continue serving long into the future.

2025-2026 SIGNATURE EVENT

Superheroine Bingo Night | February 26, 2026 | Old Sugar Distillery

Channel your inner hero at Superheroine Bingo Night, a lively fundraiser celebrating strength, community, and purpose. Enjoy an evening of bingo and themed prizes, all while honoring the everyday heroes (and heroines) who make Madison a better place. Superheroine Bingo Night celebrates the power and leadership of women while raising funds to support programs that strengthen families and communities across Madison. Align your brand with confidence, purpose, and meaningful change!



ANNUAL SPONSORSHIPS

PRESENTING SPONSOR

\$5,000

- **Exclusive Recognition:** Recognized as the Presenting Sponsor of all Junior League of Madison signature events, including Superheroine Bingo Night, Play It Forward: JLM March Madness Bracket, and our annual report.
- **Premium Branding:** Prominent logo placement on all event materials, the JLM website, and League-wide communications throughout the League year (through April 2026).
- **VIP Event Access:** Receive one (1) premiere table at the Superheroine Bingo Fundraiser for eight (8) guests.
- **Community Visibility:** Verbal acknowledgment and logo display at each signature event, plus recognition at the final General Membership Meeting of the year.
- **Engagement Opportunities:** Option to provide branded giveaway items, promotional materials, or door prizes at up to three Junior League events or member meetings.
- **Digital Promotion:** Your logo will be featured in League newsletters, one dedicated social media post across Facebook and Instagram, and monthly story mentions highlighting your ongoing support of women's leadership and community impact.



ANNUAL SPONSORSHIPS

COMMUNITY PARTNER

\$1,500

- **Recognition:** Recognized as a Community Partner of the Junior League of Madison, with acknowledgment at one signature event and one member meeting.
- **Access:** Four (4) general admission tickets to *Superheroine Bingo Night*.
- **Brand Visibility:** Logo included on select event materials, the JLM website, and League-wide emails throughout the League year (through April 2026).
- **Community Connection:** Recognition in event remarks and option to provide giveaway items, promotional materials, or door prizes at two Junior League events.
- **Digital Promotion:** Logo featured in League newsletters, one shared social media post, and quarterly story mentions highlighting your partnership and support of women's leadership and community impact.

FRIEND OF THE LEAGUE

\$250

- **Event Recognition:** Recognized as a Friend of the League on the JLM website, social media, and event signage.
- **Community Visibility:** Acknowledgment at one member meeting or fundraiser during the League year (through April 2026).
- **Engagement Opportunities:** Option to provide a giveaway item or small promotional material at your selected event.
- **Digital Promotion:** Recognition in one League newsletter and one social media story thanking you for your support of JLM's mission to advance women's leadership and strengthen our community.

SUPERHEROINE BINGO NIGHT

SPONSORSHIPS

Be part of a signature event that blends fun, philanthropy, and community impact. Superheroine Bingo Night celebrates the power and leadership of women while raising funds to support programs that strengthen families and communities across Madison. Align your brand with confidence, purpose, and meaningful change.



PRESENTING SPONSOR **\$2,500**

- **Exclusive Partnership:** Enjoy exclusive recognition as the only Presenting Sponsor of Superheroine Bingo Night.
- **Event Access:** Premium seating for one (1) table for eight (8) guests at Superheroine Bingo Night.
- **Event Branding:** Featured prominently in all event communications, press releases, and community outreach related to Superheroine Bingo Night. Presenting name and logo included on all invitations, signage, and marketing materials.
- **Recognition:** Acknowledged as the Superheroine Bingo Night Presenting Sponsor on the Junior League of Madison website and all social media channels. Includes a full-page color ad in the event program and sponsorship level accolade on your table. Company recognized during the event welcome and closing remarks.
- **Brand Engagement:** Opportunity to provide branded giveaway items, prizes, or promotional materials for event attendees.
- **Digital Exposure:** Featured twice per month on JLM social media leading up to the event (January–March 2026), including one (1) dedicated feed post and seven (7) Instagram and Facebook stories highlighting your business and partnership with the Junior League of Madison.



SUPERHEROINE BINGO NIGHT SPONSORSHIPS

INSPIRE SPONSOR

\$1,000

- **Heroic Recognition:** Honored as an Inspire Sponsor of *Superheroine Bingo Night*, celebrating the strength and leadership of women in our community.
- **Access:** Four (4) general admission tickets.
- **Branding:** Logo on event signage, marketing materials, and in the program. Mentioned in event remarks.
- **Engagement:** Opportunity to contribute a prize, gift cards, or giveaway connected to your brand's "superpower."
- **Digital:** Featured on JLM social media and in one League newsletter highlighting your partnership and impact.

EMPOWER SPONSOR

\$750

- **Heroic Recognition:** Acknowledged as an Empower Sponsor of *Superheroine Bingo Night*, supporting women's leadership and community impact.
- **Access:** Two (2) general admission tickets.
- **Branding:** Logo on event signage and in the program. Mentioned in event remarks.
- **Engagement:** Option to provide a small giveaway or promotional item.
- **Digital:** Recognition in one JLM social media story and one League newsletter thanking your business for empowering women in Madison.

DEFENDER SPONSOR

\$500

- **Heroic Recognition:** Recognized as a Defender Sponsor of *Superheroine Bingo Night*, supporting women's leadership and community impact.
- **Branding:** Logo listed in the event program and on event signage.
- **Engagement:** Option to provide a small giveaway or promotional item.
- **Digital:** Thank-you mention on JLM social media.

HOW TO GET INVOLVED?

SPONSORSHIPS

Sponsorships range with each level including many event-related and marketing benefits and recognition. Sponsorship opportunities may be tailored, and we are open to discussing customized packages that align with your specific needs and budget.

IN-KIND AND UNDERWRITING OPPORTUNITIES

Donors can contribute through in-kind donations or underwriting specific costs, such as spirits, entertainment, signage, table or event décor, and more. Each in-kind and underwriting sponsor will receive benefits detailed in this brochure, including recognition in the event slideshow, logo placement on the event website and printed materials, and mentions in social media posts.

SWAG BAG CONTRIBUTIONS

A donor may contribute the bag itself and/or items to be included in the swag bag for the *Superheroine Bingo Night* event. Swag bags will be distributed to all 75+ attendees.

WITH GRATITUDE

We extend our thanks to the members, volunteers, and community organizations who support the Junior League of Madison throughout the year. Your time, energy, and partnership make a lasting difference in the lives of women and families in our community.





SPONSORSHIP ELIGIBILITY

The Junior League of Madison seeks nonprofit and corporate support for activities related to programs and initiatives that align with our mission and strategic priorities. We reserve the right to reject any sponsorship or application that is inconsistent with our organization’s mission and activities. Sponsorship will only be accepted if it does not pose a conflict of interest or impact our ethical and professional standards and mission. We further reserve the right to negotiate any aspect of a proposed sponsorship and to decline sponsorship as deemed necessary.

Please note that the prices listed in this sponsorship guide are negotiable. We understand that each sponsorship opportunity is unique, and we are open to discussing customized packages that align with your specific needs and budget. Feel free to contact us to explore mutually beneficial arrangements that can provide maximum value for your support.

If you have any questions or would like to proceed with in-kind, underwriting, or swag bag opportunities, please contact

Alyx Park, Executive Vice President
ExecutiveVP@juniorleagueofmadison.org

To fill out the sponsorship application and make a payment, please follow [this link](#) or scan the QR code to the right.

