

THE JUNIOR SERVICE LEAGUE OF WOODSTOCK
PRESENTS THE 14TH ANNUAL
HOLIDAY TOUR OF HOMES
NOVEMBER 13 & 14, 2010



Contact:

Susan Becker

2010 Sponsorship Chair

770.485.5793

jslsponsorship@gmail.com

Junior Service League of Woodstock

P.O. Box 1672

Woodstock, GA 30188

770.592.3535

www.jslwoodstock.org

Call for Sponsors

Dear Neighbor:

It's time once again to begin planning for one of Woodstock's most anticipated and beloved holiday traditions: the Junior Service League's Holiday Tour of Homes.

Currently set to feature a showcase selection of local homes decorated by talented professional designers, this year's 14th Annual Tour will enable the JSL to continue to improve the lives of Cherokee County families through the generous donations of our sponsors.

Since its inception in 1997, with the support of local businesses and individuals, the Tour has raised nearly \$300,000, which has been donated to local organizations making a positive and lasting impact on needy Cherokee County families' futures.

We invite you to join our past sponsors in extending your influence into and beyond your community by becoming a valued sponsor of the Holiday Tour of Homes.

Benefits of Sponsorship:

- *Your business and brand will be associated with an organization and event doing good works in the Cherokee County community.**
- *You will catch local consumers' attention at the height of the holiday shopping season.**
- *Unlike other advertising placements, your entire sponsorship fee is tax deductible.**

Details of this year's sponsorship packages are outlined in this packet. We hope you'll join our honored roster of past sponsors by participating in this year's Tour.

Sincerely,

Lindsay Stieckler, JSL President

Allie Hill, Home Tour Co-Chair

Nicole Flint, Home Tour Co-Chair

Susan Becker, Sponsorship Chair



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2010 Major Sponsorship Levels

All Major Sponsors receive a full-page ad in the Tour of Homes ticket book, as well as an invitation to the Preview Party



2010 TOUR SPONSOR: \$3,500

- Advertising in all homes
- Branding on ticket cover
- Full page ad* in the Tour ticket book
- Website acknowledgement of sponsorship
- On site/demo privileges during the Tour
- Promotion in all press outreach as major sponsor
- Six complimentary Tour tickets
- Invitation to Preview Party

* Full Page Ad:



House Sponsor: \$2,000

- Advertising in home of choice
- Full page ad* in the Tour ticket book
- Website acknowledgement of sponsorship
- On site/demo privileges during Tour
- Promotion in all press outreach as major sponsor
- Five complimentary Tour tickets
- Invitation to Preview Party

Driveway Sponsor: \$750

- Advertising outside home of choice
- Full page ad* in the Tour ticket book
- On site/demo privileges during Tour
- Website acknowledgement of sponsorship
- Four complimentary Tour tickets
- Invitation to Preview Party



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2010 Sponsorship Levels, cont'd

Platinum/Room Sponsor: \$500

Advertising/demo space in one room of Tour home
1/2 page ad in the Tour ticket book
Three complimentary Tour tickets
Invitation to Preview Party

* 1/2 Page Ad:



Gold/Room Sponsor: \$250

Advertising in one room of Tour home
1/3 page ad in the Tour ticket book
Two complimentary Tour tickets
Invitation to Preview Party

* 1/3 Page Ad:



Silver Sponsor: \$125

1/4 page/business card size ad in Tour ticket book
One complimentary Tour ticket
Invitation to Preview Party

Benefactor: \$75

Name/logo and URL in the Tour ticket book

Friend of the League: \$25

Name and URL in the Tour ticket book



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FREQUENTLY ASKED QUESTIONS

What's new this year?

- * 2010's Tour Sponsorship Levels have all been reduced from prior years to address the needs of the business community during the recession.
- * As a way of encouraging Tour Ticket holders to patronize sponsor businesses and allow sponsors to gauge the effectiveness of their sponsorship, any ad in the Tour Ticket can be designed as a coupon.
- * To increase exposure for Benefactors and Friend of the League sponsors, URLs (web site addresses) will be included in the Tour Ticket.
- * This year we will be offering online purchase of pre-sale tickets. We anticipate this resulting in a higher-than-ever number of ticket sales and therefore more eyes on your sponsorship ad.

How many people will see my ad in the Tour ticket book?

We anticipate selling between 1,500 and 2,000 tickets for the 14th Annual Tour.

How is the Holiday Tour of Homes advertised?

The JSL's Public Relations committee will reach out to local news outlets including the *Around About* magazines (Towne Lake, Woodstock, Sixes, Canton), *Cherokee Life*, *The Cherokee Tribune*, *Cherokee Ledger*, *Points North*, *Cherokee Connection* and neighborhood newsletters, as well as WXIA, WSB, FOX and WAGA TV.

Who has sponsored the Tour in the past?

Our past sponsor list consists of both local and national companies, including retail, service, restaurant, construction, medical, financial, insurance businesses and more. This includes AirTran, Chick Fil-A, Towne Lake Eye Associates, Indigo Studios, FIG Partners, Linden, The Private Bank and many others.

What is the Preview Party?

On the night before the Tour, JSL members and Tour sponsors join to celebrate and kick off the Tour with drinks, heavy hors d'oeuvres and a special sneak preview into one of the Tour's festively decorated homes. If your sponsorship level is Silver or higher, you will receive an invitation to attend the Preview Party and bring a guest.

Is my sponsorship commitment tax deductible?

Yes. The Junior Service League of Woodstock is a 501c(3) non-profit, and your sponsorship fee therefore qualifies as a charitable donation.

Where do my sponsorship dollars go?

Sponsorship proceeds from the past five years have been donated to: A Day at Reinhardt, Anna Crawford Children's Center, Boys and Girls Club of Cherokee County, CASA, Cherokee County Emergency Shelter, Cherokee Family Violence Center, Cherokee FOCUS, Challenger Baseball, Christmas Joy, Goshen Valley Boys Ranch, Habitat for Humanity, Hillside Christmas Angels, The Hope Center, MUST Ministries, Kaleidoscope, Meals on Wheels, MUST Ministries, Papa's Pantry, Parent to Parent, Rainbows and Turnaround Ministries.

When and how do I sign up to be a sponsor for this year's Tour?

The deadline for sponsorship commitments and ad artwork is September 20. The Sponsorship Form with complete instructions can be found on the last page of this packet.



2010 Tour of Homes Sponsorship Form

- Tour Sponsor - \$3,500
- House Sponsor - \$2,000
- Driveway Sponsor - \$750
- Platinum Sponsor - \$500
- Gold Sponsor - \$250
- Silver Sponsor - \$125
- Benefactor - \$75
- Friend of the League - \$25

Terms of Payment:

**Full sponsorship amount
due by September 20, 2010**

I am unable to sponsor this year, but I wish to contribute \$ _____

of tickets _____ x \$17 (day-of-event ticket price is \$20) = \$ _____

Business/Company Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Alt Phone: _____ Fax: _____

Email: _____ Website URL: _____

Please make your check payable to "Junior Service League" and mail it with this completed form to:

JSL Sponsorship Committee
Attn: Tour of Homes
P.O. Box 1672
Woodstock, GA 30188

You will receive a confirmation receipt for tax purposes and will be contacted by our Sponsorship Chairperson.

Deadline for commitments and advertisements is September 20, 2010