



# Mistletoe & Magic

*Celebrating the Meaning of Mistletoe*

Presented by The Junior League of Tyler

## *2019 Sponsorship Packet*

**2019 Gala | November 16<sup>th</sup>**

Willow Brook Country Club

**2019 Market | December 4<sup>th</sup>-7<sup>th</sup>**

Harvey Convention Center





March 1, 2019

Dear Prospective Donor,

Thanks to generous donors, the Junior League of Tyler has distributed nearly **\$8 million** to our community through nonprofit organizations and League initiated projects over the past 68 years. On average annually, more than **\$275,000, 650 members** and **15,000 volunteer hours** enables the community programs at agencies such as Children's Advocacy Center of Smith County, St. Paul Children's Foundation, Literacy Council of Tyler, East Texas Food Bank, Meals on Wheels and many others to positively impact women, children and elderly in Smith County.

**Preparations are underway for the 41<sup>st</sup> annual, Mistletoe & Magic, the Junior League's largest fundraiser.** The holiday shopping market is scheduled for December 4<sup>th</sup> – 7<sup>th</sup>, and will feature more than 90 merchants from across the country. We will also host an all new **Gala** on Saturday, November 16<sup>th</sup> at Willow Brook Country Club to kick off the festivities and thank our sponsors.

This year, The Junior League of Tyler has received funding requests from area agencies in excess of **\$450,000** and we anticipate additional donation requests throughout the year. We are increasing our efforts to raise more funds and enhance our assistance to meet these needs. By becoming a supporter of Mistletoe & Magic, you are helping to ensure that these efforts successfully continue. Your contribution makes it possible to help the many worthy projects and agency needs within our community.

Additionally, we have **Community Partner** opportunities for supporters who would like to donate to the League and receive recognition at all of our League initiated projects: Summer Reading Camp, Girl Power, Kids in the Kitchen, Touch a Truck, as well as Mistletoe & Magic. Your help is what enables us to continue providing these enriching learning opportunities for children.

This year we will be offering many sponsorship levels that allow for recognition throughout the Mistletoe & Magic gala, market week and within our other League initiated events during the year.

We hope you will consider joining us in our fundraising efforts because with your help, we will make a difference in our community.

Sincerely,

Michelle Denson Boykin  
2019-2020 President

Misty Lewis Coker  
Vice President Fund Development

Kay K. Latta  
Sustaining Advisor Fund Development

Nicole Dickerson Robbins  
Mistletoe & Magic Chairman

Chelsea Dickerson Cooper  
Mistletoe & Magic Marketing Chairman

Debbie Roosth  
Mistletoe & Magic Sustaining Advisor



Date \_\_\_\_\_

**DECEMBER 4-7, 2019**  
**MISTLETOE & MAGIC PARTNERSHIP CONTRACT**  
**Junior League of Tyler, Inc.**

1919 S. Donnybrook, Tyler, Texas 75701 phone 903.595.5462 fax 903.595.1362

Sponsor's Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

I would  I would not like my name/company name to appear in event publication as follows:

**MISTLETOE & MAGIC SPONSORSHIPS**

**Presenting Sponsor \$30,000 plus**  
 •14 Gala Tickets, 10 Sneak-A-Peek Tickets & 14 Market Tickets  
 •Option of having name at close of television commercial  
 •Recognition on Mistletoe & Magic Ceiling Sign

**Platinum Sponsor \$15,000 plus**  
 •10 Gala Tickets, 8 Sneak-A-Peek Tickets & 12 Market Tickets  
 •Option of having name at close of television commercial  
 • Recognition on Mistletoe & Magic Ceiling Sign

**Diamond Sponsor \$10,000 to \$14,999**  
 •8 Gala Tickets, 6 Sneak-A-Peek Tickets & 10 Market Tickets  
 •Option of having name at close of television commercial  
 • Recognition on Mistletoe & Magic Ceiling Sign

**Gold Sponsor \$5,000 to \$9,999**  
 •6 Gala Tickets, 4 Sneak-A-Peek Tickets & 8 Market Tickets  
 • Recognition on Mistletoe & Magic Ceiling Sign

**Silver Sponsor \$2,500 to \$4,999**  
 •4 Gala Tickets, 2 Sneak-A-Peek Tickets & 6 Market Tickets  
 • Recognition on Mistletoe & Magic Ceiling Sign

**Bronze Sponsor \$1,500 to \$2,499**  
 •2 Gala Tickets, 2 Sneak-A-Peek Tickets & 4 Market Tickets  
 • Recognition on Mistletoe & Magic Ceiling Sign

**V.I.P. \$1,000 to \$1,499**  
 •2 Sneak-A-Peek Tickets & 2 Market Tickets

**Patron \$500 to \$999**  
 •2 Brunch Tickets & 2 Market Tickets

**Contributor \$250 to \$499**  
 •2 Market Tickets

**Supporter \$100 to \$249**

**41<sup>st</sup> Anniversary Donation \$41**

*I elect to decline the ticket benefits associated with the Sponsorship level chosen.*

The Junior League of Tyler, Inc. is a nonprofit charitable organization authorized under IRC Section 501(c)(3). Donations are tax deductible under applicable rules of the Internal Revenue Code. All categories receive recognition in the Mistletoe & Magic brochure and in the Junior League of Tyler, Inc. magazine, *League Lines*. Contributions received by **August 1<sup>st</sup>** will be listed in the Mistletoe & Magic invitation. Tickets will be mailed two weeks prior to the event.

\_\_\_\_\_  
 Signature of Authorizing Contributor

\_\_\_\_\_  
 Signature of Junior League of Tyler, Inc. Member





**Mistletoe & Magic**  
Celebrating the Meaning of Mistletoe  
Presented by The Junior League of Tyler

*Sponsorship & Donation Payment Form*

**Business or Donor Name:** \_\_\_\_\_

Sponsorship\*   or    Donation

\*For more information on sponsorship opportunities, see following pages.

Sponsorship or Donation amount: \$ \_\_\_\_\_

Sponsorship Desired\* (if applicable): \_\_\_\_\_

\*Please note all sponsorships will be filled on a first come, first serve basis and we will contact you if the specific sponsorship requested is no longer available.

**Method of Payment**

Check enclosed—please make checks payable to *The Junior League of Tyler, Inc.*

Credit Card

Card Number: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on card: \_\_\_\_\_ Billing ZIP Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please return this form along with the Partnership Contract to:**

The Junior League of Tyler, Inc.

Attn: Mistletoe & Magic Fund Development

1919 S. Donnybrook Avenue

Tyler, TX 75701

**OR** email to Chelsea Cooper –chelsdcooper@gmail.com

# 2019 Mistletoe & Magic Sponsorship Opportunities



## Mistletoe & Magic Presenting Sponsor

**\$35,000 (1 available) SOLD!**

- 14 Gala Tickets
- 10 Sneak-A-Peek Tickets
- 14 Market Tickets
- Option of having name at close of television commercial
- 2 Social Media Spotlights
- Logo on JLT website

## Mistletoe & Magic T-Shirt Sponsor

**\$5,000 (1 available) SOLD!**

- Name or logo featured on the Mistletoe & Magic t-shirt
- 6 Gala Tickets
- 4 Sneak-A-Peek Tickets
- 8 Market Tickets
- 1 Social Media Spotlight
- Logo on JLT website

## Mistletoes Featured Sponsors

**\$2,500 (2 available)**

- Name or logo featured on front of market shopping bags
- 4 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 6 Market Tickets

## Mistletoe & Magic Thursday or Friday Brunch Sponsor

**\$10,000 (2 available)**

- Name or logo featured at sponsored brunch
- Name or logo printed on brunch tickets
- 8 Gala Tickets
- 6 Sneak-A-Peek Tickets
- 10 Market Tickets
- Option of having name at close of television commercial
- 2 Social Media Spotlights
- Logo on JLT website

## Mistletoes Sponsors

**\$1,500 (1 of 4 available)**

- Name or logo featured on back of market shopping bags
- 2 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 4 Market Tickets

## Gala Presenting Sponsor

**\$20,000 (1 available)**

- Name or logo featured at entrance of Gala
- Name or logo printed on Gala Tickets
- 10 Gala Tickets
- 8 Sneak-A-Peek Tickets
- 12 Market Tickets
- Option of having name at close of television commercial
- 2 Social Media Spotlights
- Logo on JLT website



All sponsorships valued over \$1,500 will get recognition on a Mistletoe & Magic Ceiling Sign, in our event invitation, and in the Junior League of Tyler, Inc. magazine, League Lines. Contributions must be received by **August 1, 2019** for print deadline.

### **Sneak-A-Peek Event Sponsor**

~~\$5,000 (1 available)~~ **SOLD!**

- Name or logo featured at Sneak-A-Peek event
- Name or logo printed on Sneak-A-Peek tickets
- 6 Gala Tickets
- 4 Sneak-A-Peek Tickets
- 8 Market Tickets
- 1 Social Media Spotlight
- Logo on JLT website

### **Mistletoe & Magic Children's Event Sponsor**

**\$5,000 (1 available)**

- Name or logo featured at Children's event
- Name or logo printed on Children's event tickets
- 6 Gala Tickets
- 4 Sneak-A-Peek Tickets
- 8 Market Tickets
- 1 Social Media Spotlight
- Logo on JLT website

### **Gala Main Bar Sponsor**

~~\$5,000 (1 available)~~ **SOLD!**

- Name or logo featured at Main Bar during our Gala
- 6 Gala Tickets
- 4 Sneak-A-Peek Tickets
- 8 Market Tickets
- 1 Social Media Spotlight
- Logo on JLT website

### **Gala Entertainment Sponsor**

**\$5,000 (1 available)**

- Name or logo on stage at Gala
- 6 Gala Tickets
- 4 Sneak-A-Peek Tickets
- 8 Market Tickets
- 1 Social Media Spotlight
- Logo on JLT website

### **Mistletoe & Magic Cups Sponsor**

~~\$3,000 (2 available)~~ **SOLD!**

- Name or logo printed on cups used during M&M events
- 4 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 6 Market Tickets
- 1 Social Media Spotlight

### **Mistletoe & Magic Invitation Sponsor**

**\$2,500 (1 available)**

- Name or logo printed on M&M Invitation
- 4 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 6 Market Tickets

### **Mistletoe & Magic Main Bar Sponsor**

**\$2,500 (1 available)**

- Name or logo featured at market main bar
- 4 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 6 Market Tickets

### **Mistletoe & Magic Stage Sponsor**

**\$2,500 (3 available)**

- Name or logo featured on M&M stage during one day of market
- 4 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 6 Market Tickets

### **Gala Koozie Sponsor**

~~\$3,000 (1 available)~~ **SOLD!**

- Name or logo printed on koozies
- 4 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 6 Market Tickets
- 1 Social Media Spotlight

### **Gala Food Sponsor**

**\$1,500 (1 of 3 available)**

- Name or logo featured at food tables during Gala
- 2 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 4 Market Tickets

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### **Cocktail Napkin Sponsor**

**\$1,500 (~~4 available~~) SOLD!**

- Name or logo printed on cocktail napkins for Gala and M&M
- 2 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 4 Market Tickets

### **Mistletoe & Magic Ticket Booth Sponsor**

**\$1,500 (2 of 3 available)**

- Name or logo featured on front of our ticket booth
- 2 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 4 Market Tickets

### **Mistletoe & Magic Invitation Envelopes**

**\$1,500 (~~1 available~~) SOLD!**

- Name or logo printed on invitation envelopes
- 2 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 4 Market Tickets

### **Mistletoe & Magic Market Valet**

**\$2,500 (1 available)**

- Name or logo featured at M&M market valet
- 4 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 6 Market Tickets

### **Mistletoe & Magic Door Swag Sponsor**

**\$250 (4 available)**

- Name or logo featured on one of the market hall entrances
- 2 Market Tickets

### **Gala Valet Parking Sponsor**

**\$1,500 (~~1 available~~) SOLD!**

- Name or logo featured at Valet during Gala
- 2 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 4 Market Tickets

### **Mistletoe & Magic Thursday, Friday or Saturday Market Shopping Sponsor**

**\$2,500 (3 available)**

- Name or logo featured at entrance of M&M market one day
- 4 Gala Tickets
- 2 Sneak-A-Peek Tickets
- 6 Market Tickets

### **Mistletoe & Magic Santa Sponsor**

**\$1,000 (3 available)**

- Name or logo featured by Santa during one day of market
- 2 Sneak-A-Peek Tickets
- 2 Market Tickets

### **Silent Auction Sponsor**

**\$500 (3 available)**

- Name or logo featured at Silent Auction tables
- 2 Brunch Tickets (Thursday or Friday)
- 2 Market Tickets

### **Mistletoe & Magic Bathroom Sponsor**

**\$500 (1 available)**

- Name or logo featured in main bathrooms at M&M
- 2 Brunch Tickets (Thursday or Friday)
- 2 Market Tickets

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# JUNIOR LEAGUE OF TYLER Community Impact

## Junior League of Tyler Summer Reading Camp

This week long summer camp for TISD students entering the 3<sup>rd</sup> grade brings excitement to reading through crazy-fun sessions in art, drama and community. One of the biggest highlights is the daily visit to the camp bookstore, where each camper leaves with more than a dozen books and a new outlook on reading!

## Junior League of Tyler Girl Power Summit

The mission of this event is to equip 6th grade girls in the Tyler community with the tools necessary to bloom into successful, empowered, civically engaged women. This single day event provides an opportunity for these young women to develop healthy habits and future vision through interaction with community leaders and Junior League volunteers.

## Agencies we support in our community:

- ◇ Children's Advocacy Center of Smith County
- ◇ St. Paul's Children's Foundation
- ◇ Literacy Council of Tyler
- ◇ East Texas Food Bank
- ◇ Meals on Wheels

And so many others to positively impact women, children & elderly in Smith County.

# Your \$s at work!

**\$10,000** pays for **85 third graders** to attend Summer Reading Camp, where they learn a love for reading and receive **25** free books to build their own home library.

**\$5,000** provides **8 adults** with a year-long GED prep course offered by the Literacy Council of Tyler.

**\$3,000** funds **750 meals** for East Texas seniors and homebound individuals through Meals on Wheels.

**\$1,000** provides funding for **22 children** to receive three brand new school uniforms through the St. Paul's Children Foundation.

**\$500** funds **125 backpacks** for children, battling hunger, full of shelf-stable food through the East Texas Food Bank.

### For more information contact

Nicole Robbins (Mistletoe & Magic Chair) or  
Chelsea Cooper (Mistletoe & Magic Marketing Chair) at  
[nicolemrobbins@gmail.com](mailto:nicolemrobbins@gmail.com) or [chelsdcooper@gmail.com](mailto:chelsdcooper@gmail.com)