



# DECK THE PALMS



**BOUTIQUE MARKET**

PRESENTED BY THE JUNIOR LEAGUE OF THE PALM BEACHES

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**FRIDAY, NOVEMBER 20, 2020 | 5:00 P.M. - 9:00 P.M.**

**SATURDAY, NOVEMBER 21, 2020 10:00AM TO 7:00PM**

Exclusive V.I.P. and Princess & Pirate Experience Access: Saturday, November 21, 2020 from 9:00 a.m. to 10:00 a.m.

**PALM BEACH OUTLETS**

1751 Palm Beach Lakes Boulevard | West Palm Beach, Florida 33401

## **2020 UNDERWRITING & SPONSORSHIP OPPORTUNITIES**

BECOME A SPONSOR OF THE  
12TH ANNUAL SHOPPING EVENT OF THE SEASON AS  
THE JUNIOR LEAGUE OF THE PALM BEACHES  
CELEBRATES 80 YEARS OF DEDICATED COMMUNITY SERVICE



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## UNDERWRITING & SPONSORSHIP OPPORTUNITIES 2020

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Deck the Palms is an annual holiday boutique market that is attended by several thousand community members each year, bringing together more than 130 local and international artisans, clothiers, jewelers, giftieries, culinary vendors, small businesses, and nonprofit organizations. It is a one-stop shopping opportunity with a decidedly Palm Beach flair that benefits the community projects of the Junior League of the Palm Beaches.

Founded in 1941, The Junior League of the Palm Beaches is an organization of over 790 women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable.

The Junior League welcomes all women who value our Mission statement. We are committed to inclusive environments of diverse individuals, organizations and communities.

With the health and safety concerns associated with the present COVID-19 pandemic in mind, we have re-imagined the 12th Annual Deck the Palms Holiday Boutique Market as an outdoor event with the implementation of social distancing and safety precautions being our top priority. We appreciate your support as we strive to continue our important work in the community despite the current obstacles.

This year's market will also feature a ticketed Opening Night Kick-off Party with a live band, V.I.P. Lounge, and re-envisioned Princess and Pirates Children's Entertainment Experience.

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### 12th Anniversary Title Sponsor (\$15,000) – Exclusive Opportunity

- Advertisement in three JLPB Member Eblasts (\$250 value with readership of over 790 households)
- One double premium exhibitor booth at the entrance of the Market to sell merchandise or to promote company (\$1,000 value)
- Recognition as TITLE SPONSOR in printed event program and signage, on JLPB's Deck the Palms' Event Webpage, Social Media Platforms, and Press Release
- Company signage displayed at Market Entrance and on Mobile Restrooms
- 10 tickets to Deck the Palms VIP Lounge
- 4 tickets to Princess & Pirate Performance
- 6 Social media posts per year
- Company logo link and acknowledgment on JLPB website
- Sponsor plaque to hang at your place of business

### **12th Anniversary Presenting Sponsor (\$5,000) – 2 Opportunities Available**

- Advertisement in two JLPB Member Eblast (\$190 value with readership of over 790 households)
- One premium exhibitor booth at the Market to sell merchandise or to promote company (\$500 value)
- Recognition as PRESENTING SPONSOR in printed event program and signage, on JLPB's Deck the Palms' Event Webpage, Social Media Platforms, and Press Release
- Company signage display at Market Entrance and Central Bar
- 6 tickets to Deck the Palms VIP Lounge

### **V.I.P. Lounge (\$4,000) – Exclusive Opportunity**

*The exclusive V.I.P. luxury lounge will be open for a ticketed VIP Kick-off Reception on Friday, November 20 from 5:00 p.m. to 9:00 p.m. and on Saturday, November 21 from 12:00 p.m. to 7:00 p.m. Limited tickets available. Advance ticket purchase encouraged. Two drink tickets included with VIP ticket purchase.*

- Donor-provided branded promotional items may be distributed to all market guests at the welcome table
- Recognition in printed event program, event signage, and logo placement on exclusive VIP swag bag
- Company signage displayed at VIP Lounge and Performance Stage
- Promotion on JLPB's Deck the Palms' Event Webpage and Social Media Platforms
- 4 tickets to the Deck the Palms VIP Lounge

### **Health and Safety Sponsor (\$3,500) – Exclusive Opportunity**

*Health and safety measures throughout the market will include safety signage and hand-sanitizing stations.*

- Donor-provided branded promotional items may be distributed to all market guests at the welcome table
- Recognition on event signage and in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage and Social Media Platforms
- 3 tickets to the Deck the Palms VIP Lounge

### **Opening Night Sponsor (\$3,500) – Exclusive Opportunity**

*Opening night will feature a performance by a live band on Friday, November 20.*

- Donor-provided branded promotional items may be distributed to all market guests at the welcome table
- Recognition on event signage and in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage and Social Media Platforms
- 3 tickets to the Deck the Palms VIP Lounge

### **Princess & Pirate Experience (\$3,000) – 2 Opportunities Available**

*A cast of characters will perform on-stage on Saturday, November 21, 2020. All ages and parents welcome. Advance ticket purchase required.*

- One 8' foot table in the boutique market to sell merchandise and/or promote company (\$150 value)
- Logo placement on themed place mats and themed photo backdrop with character photo opportunities
- Recognition on event signage and in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage and Social Media Platforms
- 2 tickets to the Princess & Pirate Performance

### **Market Welcome Shopping Tote (\$3,000) – Exclusive Opportunity**

- Logo or company name printed on 1,000 DTP branded reusable shopping totes given to market shoppers as they enter event
- Recognition in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage, Social Media Platforms, and Press Release
- Opportunity to include sponsor-provided advertisements and giveaways in Market Welcome Shopping Tote

### **Market Welcome Face Mask (\$3,000) – Exclusive Opportunity**

- Logo or company name printed on 1,000 DTP branded reusable face masks included in the Market Welcome Shopping Tote given to market shoppers as they enter event
- Recognition on event signage and in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage, Social Media Platforms, and Press Release
- 4 tickets to the Deck the Palms VIP Lounge
- Opportunity to include sponsor-provided advertisements and giveaways in Market Welcome Shopping Tote

### **Admission Tickets (\$2,500) – Exclusive Opportunity**

- Logo placement on more than 5,000 DTP entrance tickets circulated throughout Palm Beach County
- Recognition in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage, Social Media Platforms, and Press Release

### **Media Sponsor (\$2,500) – Exclusive Opportunity**

- Recognition as Media Sponsor in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage, Social Media Platforms, and Press Release

### **Guest Photo Step & Repeat (\$2,500) – 4 Opportunities Available**

- Logo placement on themed photo backdrop - every photo taken at the photo kiosk will have your logo in it!
- Recognition in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage, Social Media Platforms, and Press Release

### **Grand Entrance and Decor Sponsor (\$2,000) – Exclusive Opportunity**

*The Grand Entrance will welcome attendees with a red carpet, market lighting, and large vinyl JLPB and Sponsor signage. Decor will include market and string lighting and our signature JLPB tropical holiday accents throughout the market.*

- Donor-provided branded promotional items may be distributed to all market guests at market welcome table
- Recognition in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage, Social Media Platforms, and Press Release

### **Holiday Entertainment (\$2,000) – Exclusive Opportunity**

*A DJ will add ambiance and keep guests entertained throughout day of the event.*

- Donor-provided branded promotional items may be distributed to all market guests at the welcome table
- Recognition in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage and Social Media Platforms

### **Gift Wrap Shop (\$1,500) – Exclusive Opportunity**

- Donor-provided branded promotional items may be distributed to all market guests at the Gift Wrap Shop
- Recognition in printed event program and logo placement on Gift Wrap Shop Tablecloth
- Promotion on JLPB's Deck the Palms' Event Webpage and Social Media Platforms

### **Bag Check and Valet Service (\$1,500) – Exclusive Opportunity**

*A complimentary service provided by JLPB Volunteers offering ticketed bag check and valet assistance with bags to market attendees' parked vehicles.*

- Donor-provided branded promotional items may be distributed to all market guests at the welcome table
- Recognition in printed event program and logo placement on Bag Check and Valet Service Tablecloth
- Promotion on JLPB's Deck the Palms' Event Webpage and Social Media Platforms

### **Grand Entrance Balloon Arch (\$1,500) – Exclusive Opportunity**

*The highlight of the Grand Entrance, accompanied by JLPB greeters.*

- Donor-provided branded promotional items may be distributed to all market guests at the welcome table
- Recognition in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage and Social Media Platforms

### **Social Media Sponsorship (\$1,500) – 4 Opportunities Available**

- Donor-provided branded promotional items may be distributed to all market guests at the welcome table
- Recognition in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage, Social Media Platforms and with DTP's exclusive social media influencers
- Opportunity to provide merchandise and marketing materials in Social influencers press kits and swag bags

### **Security Sponsor (\$1,000) – 3 Opportunities Available**

*The DTP Market will provide fencing surrounding the event space and overnight security.*

- Recognition as Security Sponsor in printed event program
- Promotion on JLPB's Deck the Palms' Event Webpage, Social Media Platforms, and Press Release

### **Information Booth Sponsorship (\$1,000) - Exclusive Opportunity**

- Recognition in printed event program and at JLPB Information Booth
- Donor-provided branded promotional items may be distributed to all market guests at the Information Booth

### **Wine Toss Sponsorship (\$1,000) - Exclusive Opportunity**

- Recognition in printed event program and JLPB Wine Toss
  - Donor-provided branded promotional items may be distributed to all market guests at the JLPB Wine Toss
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### **Unlimited availability:**

#### **Silver Snowflake Sponsor (\$500)**

- Recognition in printed event program

#### **Shining Star Sponsor (\$250)**

- Recognition in printed event program

#### **Premium Vendor Sponsor (\$100)**

- Premium booth placement with maximum exposure to all Market attendees
  - Donor-provided branded promotional items will be included in exclusive VIP swag bag
  - Logo placement in printed event program
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Please submit sponsorship donations via check to the Junior League of the Palm Beaches with the enclosed Sponsorship Commitment Form.

Sponsorship commitments may also be made online with Visa, Mastercard, and American Express at [www.jlpb.org/deck-the-palms/sponsorships](http://www.jlpb.org/deck-the-palms/sponsorships)

All sponsorships and donations must be submitted to the Junior League of the Palm Beaches on or before October 12, 2020 in order to be included in the printed materials for the event. Business logos may be emailed in high resolution eps and jpeg form to [dtpinfo@jlpb.org](mailto:dtpinfo@jlpb.org). For more information, please contact Deck the Palms at [dtpinfo@jlpb.org](mailto:dtpinfo@jlpb.org).



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## BOUTIQUE MARKET

PRESENTED BY THE JUNIOR LEAGUE OF THE PALM BEACHES

### SPONSORSHIP COMMITMENT FORM 2020

Thank you for supporting the Junior League of the Palm Beaches, Inc. As a Sponsor you are entitled to receive the benefits outlined in the enclosing packet. Please select your commitment:

- 12th Anniversary Title Sponsor.....\$15,000
- 12th Anniversary Presenting Sponsor.....\$5,000
- V.I.P. Lounge Sponsor.....\$4,000
- Health and Safety Sponsor.....\$3,500
- Opening Night Sponsor.....\$3,500
- Princess & Pirate Experience.....\$3,000
- Market Welcome Shopping Tote.....\$3,000
- Market Welcome Face Mask .....\$3,000
- Admission Tickets.....\$2,500
- Guest Photo Step & Repeat.....\$2,500
- Media Sponsor.....\$2,500
- Grand Entrance and Decor Sponsor.....\$2,000
- Holiday Entertainment.....\$2,000
- Gift Wrap Shop.....\$1,500
- Bag Check and Valet Service.....\$1,500
- Grand Entrance Balloon Arch.....\$1,500
- Social Media Sponsor.....\$1,500
- Security Sponsor.....\$1,000
- Information Booth Sponsor.....\$1,000
- Wine Toss Sponsor.....\$1,000
- Silver Snowflake Sponsor.....\$500
- Shining Star Sponsor.....\$250
- Premium Vendor Sponsor.....\$100

Sponsorship Commitment Forms may be remitted to the address below. Sponsorship commitments may also be made online at [www.jlpb.org /deck-the-palms/sponsorships](http://www.jlpb.org/deck-the-palms/sponsorships) with Visa, Mastercard, and American Express.

Junior League of the Palm Beaches  
470 Columbia Drive, #F  
West Palm Beach, FL 33409

**Contact Information:**

Organization/Name(s) to be Recognized: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_