



DECK THE PALMS



BOUTIQUE MARKET

PRESENTED BY THE JUNIOR LEAGUE OF THE PALM BEACHES

SATURDAY, NOVEMBER 20, 2021 - 9 A.M. TO 5 P.M.

SUNDAY, NOVEMBER 21, 2021 - 10 A.M. TO 4 P.M.

PALM BEACH OUTLETS

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

**2021 UNDERWRITING &
SPONSORSHIP OPPORTUNITIES**



DECK THE PALMS



BOUTIQUE MARKET

PRESENTED BY THE JUNIOR LEAGUE OF THE PALM BEACHES

BECOME A SPONSOR OF THE 13TH ANNUAL SHOPPING EVENT OF THE SEASON

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 Palm Beach flair that benefits the community projects of the Junior League of the Palm Beaches.

Continuing to promote health and safety, we are proud to continue the 13th Annual Deck the Palms Holiday Boutique Market as an outdoor shopping event. We appreciate your support as we strive to continue our important work in the community despite the obstacles of the past years.

Founded in 1941, The Junior League of the Palm Beaches is an organization of over 600 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.

13th Anniversary Title Sponsor (\$10,000) – Exclusive Opportunity

- One double premium exhibitor booth at the entrance of the Market to sell merchandise or to promote company (\$1,100 value)
- Advertisement in three Active and Sustainer JLPB Member Eblasts (\$250 value with a reach of over 1,800 women in Palm Beach County)
- Recognition as TITLE SPONSOR in event program and signage, on the Deck the Palms Event Webpage, Social Media Platforms, and Press Releases
- Opportunity to provide merchandise and marketing materials in Social Media Influencer press kits
- Company signage displayed at Market Entrance
- 10 tickets to Deck the Palms Boutique Market
- 5 Social media posts per year
- Company logo link and acknowledgment on JLPB website and in the Annual Report published annually and sent to Donor Database of over 1,000 households
- Sponsor plaque to hang at your place of business
- Ability to provide sponsor promotional materials at JLPB wide events throughout the league year

13th Anniversary Presenting Sponsor (\$5,000) – 2 Opportunities Available

- Advertisement in two Active and Sustainer JLPB Member Eblasts (\$190 value with a reach of over 1,800 women in Palm Beach County)
- One premium exhibitor booth at the Market to sell merchandise or to promote company (\$600 value)
- Recognition as “Presenting Sponsor” in event program and signage, on the Deck the Palms Event Webpage, Social Media Platforms, and Press Releases
- Company signage display at Market Entrance
- Opportunity to provide merchandise and marketing materials in Social Media Influencer press kits
- 5 tickets to Deck the Palms Boutique Market

Market Welcome Shopping Tote (\$4,000) – Exclusive Opportunity

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

Admission Tickets (\$3,500) – Exclusive Opportunity

Anticipating upwards of 5,000 visitors

- Logo placement on printed promotional brochure (“ticket”) circulated throughout Palm Beach County
- Donor-provided branded promotional items may be distributed to all market guests in the welcome bags and upon entry of daily events
- Promotion on the Deck the Palms Event Webpage and Social Media Platforms
- 5 tickets to Deck the Palms Boutique Market

Small Business Tent Sponsor (\$2,500) – 2 Opportunities Available

The Small Business Tent provides a budget-friendly option for local businesses wishing to participate in the boutique marketplace. In support of these businesses, we are proud to offer this.

- Donor-provided branded promotional items may be distributed to all market guests in the welcome bags.
- Provided business signage at entries of Small Business Tent
- One premium placed 8-foot table in the boutique market to sell merchandise and/or promote company (\$225 value)
- 2 tickets to Deck the Palms Boutique Market
- Recognition on event signage and in event program
- Promotion on the Deck the Palms’ Event Webpage and Social Media Platforms

Magazine Sponsor – SOLD OUT

- Exclusive magazine sponsor at the event, and only magazine distributed at the market
- Recognition in event program
- Promotion on the Deck the Palms Event Webpage, Social Media Platforms, and Press Release
- Tickets to Deck the Palms Boutique Market

Grand Entrance Sponsor (\$1,500) – Exclusive Opportunity

- Donor-provided branded promotional items may be distributed to all market guests in the welcome bags
- Donor-provided signage may be included next to entrances for all guests to see upon arrival
- Entrance table provided for product and business promotion. Be the first to welcome visitors into the market!
- Recognition in event program
- Promotion on the Deck the Palms Event Webpage and Social Media Platforms

Holiday Entertainment (\$1,500)

Tis the season to be jolly! Add music and entertainment to Deck the Palms Boutique Market so shoppers and sellers are cheerful all around!

- Donor-provided branded promotional items may be distributed to all market guests in the welcome bags
- Signage included by entertainment area inside the Deck the Palms Boutique Market
- Recognition in event program
- Promotion on the Deck the Palms Event Webpage and Social Media Platforms

Social Media Sponsor (\$1,000) – 4 Opportunities Available

- Recognition in event program
- Promotion on the Deck the Palms Event Webpage, Social Media Platforms, and with exclusive social media influencers
- Opportunity to provide merchandise and marketing materials in Social Media Influencer press kits

Guest Photo Step & Repeat (\$1,000) – 5 Opportunities Available

- Logo placement on themed photo backdrop - every photo taken at the photo kiosk will have your logo and up to four other businesses on it!
- Recognition in event program
- Promotion on the Deck the Palms Event Webpage, Social Media Platforms, and Press Releases

Security Sponsor (\$750) – 5 Opportunities Available

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

- Recognition as Security Sponsor in event program
- Promotion on the Deck the Palms Event Webpage, Social Media Platforms, and Press Releases

Unlimited Availability

Silver Snowflake Sponsor (\$500)

- Recognition in event program and on the Deck the Palms Event Webpage

Shining Star Sponsor (\$250)

- Recognition in event program and on the Deck the Palms Event Webpage

For Our Vendors

Premium Tent Vendor (\$100)

- Premium booth placement and personal selection of tent location. (Process will be first-come, first-served in selection)
- Donor-provided branded promotional items will be included in exclusive Social Media influencers press kits
- Logo placement in event program
- Promotion on the Deck the Palms Event Webpage and Social Media Platforms

Premium Table Vendor (\$50)

- Premium table placement and personal selection of table location. (Process will be first-come, first-served in selection)
- Donor-provided branded promotional items will be included in exclusive VIP Influencer swag kits
- Logo placement in event program
- Promotion on the Deck the Palms Event Webpage and Social Media Platforms

Please submit sponsorship donations via check with the enclosed Sponsorship Commitment Form to:

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

Sponsorship commitments may also be made online with Visa, Mastercard, and American Express at 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 23rd, 2021 in order to be included in the printed materials for the event. Please submit your logo in high-resolution EPS, TIF, or JPEG format via email to dtinfo@jlpb.org.

For more information or to create a custom sponsorship, please contact Deck the Palms at dtinfo@jlpb.org.

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SPONSORSHIP COMMITMENT FORM 2021

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

- ☐ 13th Anniversary Title Sponsor.....\$10,000
- ☐ 13th Anniversary Presenting Sponsor.....\$5,000
- ☐ Market Welcome Shopping Tote.....\$4,000
- ☐ Admission Tickets.....\$3,500
- ☐ Small Business Tent Sponsor\$2,500
- ☐ Grand Entrance Sponsor.....\$1,500
- ☐ Holiday Entertainment Sponsor.....\$1,500
- ☐ Social Media Sponsor.....\$1,000
- ☐ Guest Photo Step & Repeat.....\$1,000
- ☐ Security Sponsor.....\$750
- ☐ Silver Snowflake Sponsor.....\$500
- ☐ Shining Star Sponsor.....\$250
- ☐ Premium Tent Vendor Sponsor.....\$100
- ☐ Premium Table Vendor Sponsor.....\$50

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 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: _____