

THE JUNIOR SERVICE LEAGUE OF WOODSTOCK  
PRESENTS THE 15<sup>TH</sup> ANNUAL

# Holiday Tour of Homes

NOVEMBER 12<sup>TH</sup> & 13<sup>TH</sup>, 2011



**Contact:**

**Heather Burt**

**Jennifer Paulo**

**2011 Sponsorship Chairs**

[jlsponsorship@gmail.com](mailto:jlsponsorship@gmail.com)

*Junior Service League of Woodstock*  
PO Box 1672  
Woodstock, Georgia 30188  
(770) 592 - 3535  
[www.jslwoodstock.org](http://www.jslwoodstock.org)

## Call for Sponsors

Dear Neighbor:

It's time once again to begin planning 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 15th 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 \$315,000, 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 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,

Kay Durst, JSL President  
Heather Burt, Sponsorship Co-Chair  
Jennifer Paulo, Sponsorship Co-Chair



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## 2011 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.*

### 2011 TOUR SPONSOR: \$3,500

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

### HOUSE SPONSOR: \$2,000

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

### DRIVEWAY SPONSOR: \$750

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

## 2011 Sponsorship Levels, cont'd.



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**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

**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

**SILVER SPONSOR: \$125**

1/4 page/business card size ad in the 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?

- 2011's Tour Sponsorship Levels will remain at the reduced rate of last year to continue addressing 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 book 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 again be offering online purchasing 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.
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### How many people will see my ad in the Tour ticket book?

We anticipate selling between 1,000 and 1,500 tickets for the 15th 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*, *Points North*, *Cherokee Connections*, neighborhood newsletters and social media pages, 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 501-c (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, Papa's Pantry, Parent to Parent, Rainbows and Turnaround Ministries.



## 2011 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  
 I am unable to sponsor this year, but I wish to contribute \$ \_\_\_\_\_  
# of tickets \_\_\_\_\_ x \$17 (day-of-event ticket price is \$20) = \$

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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 a Sponsorship Chair.