

DEVELOPING **WOMEN** TO DO A WORLD OF **GOOD**

*SERVING THE SOUTH HAMPTON ROADS
COMMUNITY SINCE 1925*

ANNUAL SPONSORSHIP PACKET
2025 | 2026



JUNIOR LEAGUE
NORFOLK-VIRGINIA BEACH

Dear Partners and Friends,

Since 1925, the Junior League of Norfolk-Virginia Beach (JLNVB) has been a driving force for change in South Hampton Roads—empowering women to lead, serve, and create lasting impact. From founding Norfolk’s first circulating library to championing women’s health initiatives today, our history is woven with stories of determined women identifying unmet needs and working together to meet them head-on.

What began with ten visionary founders has grown into a diverse membership of more than 250 women who, together, contribute over 40,000 volunteer hours annually. Through hands-on service, leadership training, and meaningful partnerships, we work to strengthen communities across Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach.

As we look toward our next century of service, our mission remains clear: advancing women’s leadership for meaningful community impact. Over the next several years, we are concentrating our community efforts on improving women’s health outcomes in our region, recognizing that when women have the resources and support they need to thrive, entire families and neighborhoods benefit.

We invite you to join us in this important work. It’s the generosity of sponsors like you that fuels our programs, provides critical resources to those in need, and equips the next generation of women leaders to take action. Your sponsorship is more than a financial contribution—it’s an investment in South Hampton Roads and a commitment to building a better future.

Whether through financial support, in-kind donations, or event sponsorship, your partnership ensures that our mission continues to reach the people and places that need it most and that JLNVB members can continue to lead with purpose, serve with heart, and create a legacy of positive change that will last for generations to come.

Thank you for your time and consideration in support of JLNVB. Together, we can do a world of good.

With gratitude,



Jillian Goodwin
President, 2024-2026
Junior League of Norfolk-Virginia Beach

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We are the Junior League of Norfolk-Virginia Beach (JLNVB). Since 1925, we've empowered women to lead, serve, and create meaningful change across South Hampton Roads. As the first Junior League in Virginia and the 75th in the Association of Junior Leagues International (AJLI), we're proud to be part of a global movement developing women to do a world of good.

For over a century, JLNVB has equipped women with the skills, training, and support to lead effectively—and to help those in our community who need it most. Through hands-on service, leadership development, and meaningful collaboration, we help build stronger communities in Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach. We believe in giving women the tools, resources, and confidence they need to lead. We believe in removing barriers that hinder success. And we believe that when women rise, communities thrive.

OUR MISSION

To advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

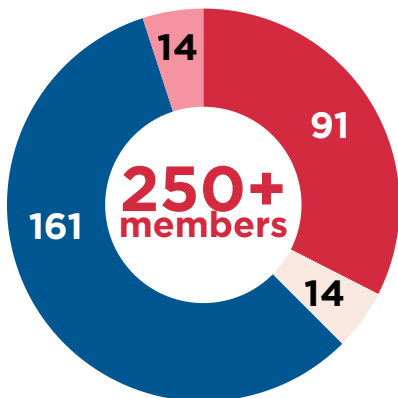
OUR VISION

To empower women to be catalysts for change and transformational leaders in South Hampton Roads and beyond.

COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, & BELONGING

The Junior League of Norfolk-Virginia Beach welcomes all women who represent our respective communities and are committed to our mission. Diverse experiences, ideas, perspectives, and backgrounds create a stronger, more engaged League to better serve our communities and neighbors. We value what makes individuals unique in our organization. Those who identify as women, of all abilities, races, religions, sexual orientations, social, economic statuses, and who are committed to our mission are encouraged to join JLNVB.

JLNVB by the numbers



- Actives
- Sustainers
- New Members
- Transfers

Membership as of 2024-25 League year.



Social media annual reach of

105,000



100+
year supporting
South Hampton Roads



40,000 volunteer
hours annually

100 YEARS OF COMMUNITY IMPACT

JLNVB has played a pivotal role in shaping the civic and nonprofit landscape of our region. It was the women of JLNVB who helped establish Norfolk’s first circulating library, sponsored health and dental clinics, and championed the creation of vital resources like day nurseries, training centers for individuals with disabilities, and shelters for women and children. In the 1950s, we founded VOLUNTEER Hampton Roads—an organization that still connects volunteers with service opportunities and strengthens the capacity of local nonprofits.



1925

Today, we are a diverse group united by our shared commitment to leadership and service. Together, we contribute more than 40,000 volunteer hours annually to causes that matter—while lifting and encouraging one another to grow as leaders and changemakers. As we celebrate a century of impact, we are also focused on the future. Over the next three years, JLNVB will concentrate its community efforts on improving women’s health outcomes in the region—an initiative that reflects our belief that every woman deserves access to the care and support she needs to thrive.



2025

FIFTY-ONE PERCENT OF THE 1.2 MILLION SOUTH HAMPTON ROADS RESIDENTS ARE **WOMEN**

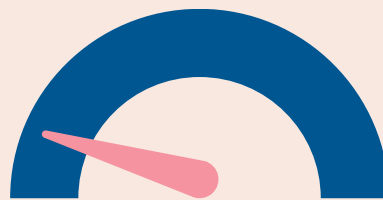


12.1% OF PEOPLE LIVING BELOW 100% OF THE POVERTY LINE IN OUR AREA ARE **WOMEN**

WHAT DOES OUR REGION LOOK LIKE?



More than **142,000** people live **below the poverty line**
(Greater Hampton Roads Connect)



11.5% of families are **uninsured**
(Sentara)

WHAT ARE THE BARRIERS TO CARE?



- Availability of services/waitlists
- Availability to take time off work
- Cost of care
- Health insurance



(Sentara)

WHAT IS MOST IMPORTANT TO THE HEALTH OF ADULTS IN OUR REGION?

01

Health screenings

02

Awareness/
Understanding of issues

03

Immunizations

(Sentara)

HELP US MAKE AN IMPACT!

When you pledge financial support to the Junior League of Norfolk-Virginia Beach, you're investing in our region and the future female leaders who will continue to make a difference in our community. Our 100% volunteer-run programs and community initiatives have resulted in countless families, women, and children receiving services, support, and education to improve their lives over the last century. None of which would be possible without the generosity of our sponsors and community partners.

In becoming a sponsor, your organization will not only demonstrate its commitment to the community, but will also be aligned with a well-respected nonprofit organization dedicated to promoting women's leadership, advancing social causes, and enhancing the quality of life in South Hampton Roads.

WHY SHOULD YOU SUPPORT JLNVB?

- **Community Impact:** Your sponsorship directly supports JLNVB's mission to advance women's leadership for community impact. With your help, we can continue to address unmet issues and needs in the community by providing aid with our dollars, hands, and time.
- **Brand Exposure:** Our annual sponsors are promoted across various media channels throughout the League year. Sponsors will be prominently featured throughout promised event materials and across our League's communication channels, ensuring maximum visibility.
- **Networking and Engagement:** Many of the sponsor benefits include opportunities to engage with Junior League members, community leaders, and League supporters, offering an excellent opportunity for your organization to connect with key stakeholders and potential clients or partners.
- **Exclusive Experiences:** Sponsors will enjoy reserved seating and other tailored experiences at events throughout the year to ensure your presence is celebrated throughout the year.

As a sponsor of JLNVB, you'll be part of a legacy of service, leadership, and empowerment that will continue for generations to come. **Together, we can lay the foundation for the next 100 years of JLNVB creating positive change in South Hampton Roads!**



BINGO & BRUNCH (NOVEMBER)

The inaugural Bingo and Brunch is a fundraiser that promises to be a vibrant morning filled with lively bingo rounds, delicious brunch bites, prizes, and community spirit.

Why bingo? Bingo is beloved for its broad, intergenerational appeal—easy to play, exciting to win, and a great equalizer that brings together people of all ages and backgrounds. It creates a festive and welcoming atmosphere that encourages laughter, connection, and joy—making it a powerful platform to raise awareness and support for the mission of the JLNVB.



LITTLE BLACK DRESS INITIATIVE (SPRING)



The Little Black Dress Initiative (LBDI) is a social media-driven awareness and fundraising campaign started by the Junior League of London to raise awareness about poverty and its effects on women's lives.

LBDI advocates wear the same black dress (or outfit) for five consecutive days to raise awareness about women's health and the connection to poverty, illustrating the restrictions hardship places on choices, opportunities, and access to resources. Each advocate also wears a button that says "ask me about my dress," inviting dialogue among colleagues, friends, and strangers about this initiative's message. Advocates also engage on social media, sharing statistics, information, and their experiences throughout the campaign.

TOUCH-A-TRUCK™ (APRIL)

Touch-a-Truck™ is a hands-on learning experience for children to explore, climb and touch their favorite big trucks and vehicles, as well as meet the professionals who protect, build, and serve the South Hampton Roads community. The event includes fire trucks, police cars, heavy machinery, construction equipment, military vehicles and more. In addition, this event features a sensory-friendly hour without sirens, horns, and flashing lights to support children with neurodivergence and sensory sensitivities.



Throughout the League year, Junior League of Norfolk-Virginia Beach hosts events for our New, Active, and Sustaining Members. These events include membership events, as well as training opportunities. There are numerous ways to partner with JLNVB at any number of these events.

GENERAL MEMBERSHIP MEETINGS (MONTHLY)

General Membership Meetings (GMMs) are monthly meetings where League members gather together to hear about the state of the JLNVB, learn from inspiring speakers, vote on important updates for the League, celebrate community partners and fellow League members, and more.

PASSION INTO ACTION (FALL)

Established in 2007, this speaker series highlights local women making a lasting impact in Hampton Roads and beyond, fostering inspiring conversations and connections on how to turn a passion into action.

JINGLE JUBILEE: 100 YEARS OF JLNVB (DECEMBER)

2025 brings an end to the centennial year for the JLNVB. The holiday party is an annual event to bring together members to celebrate the holidays and the midway point of the Junior League year. This year's event is expected to be unlike any other, as we once again celebrate the storied past of JLNVB and its centennial of service to the South Hampton Roads community.

SUSTAINER SOIRÉE (SPRING)

More than half of JLNVB Membership are Sustainers! Once a member has fulfilled at least seven active years of membership, she is eligible to transition to a sustaining status. Sustainers are not required to fulfill the same annual requirements/time commitments as Active members, though many continue to support the League and its mission through advising, fundraising, and participating in special events. JLNVB host sustainer-specific events throughout the year to give these women continued opportunities to connect, including the Sustainer Soiree.

END OF YEAR SUMMER BASH (MAY)

At the end of every League year, members get together to welcome new members who successfully completed their provisional year into active service, celebrate the Active members who are transitioning to Sustainer status, and look back on the past League year.



PLATINUM SPONSOR — \$5,000+

- Logo and website link displayed on JLNVB website
- Logo placement in JLNVB Annual Report
- Three (3) branded social media posts on all JLNVB channels
- Logo and website link featured in all membership newsletters
- Logo placement at all General Membership Meetings (GMM)
- Sponsor Spotlight feature in one (1) membership newsletter
- Opportunity to include branded promotional give-away items in all Signature Fundraiser Event gift/swag bags
- Two (2) VIP tickets to BINGO & Brunch (\$200 value) and twenty (20) VIP tickets to Touch-a-Truck™ (\$300 value)

GOLD SPONSOR — \$2,500-\$4,999

- Logo and website link displayed on JLNVB website
- Logo placement in JLNVB Annual Report
- Two (2) branded social media post on all JLNVB channels
- Logo and website link featured in all membership newsletters
- Logo placement at all General Membership Meetings (GMM)
- Opportunity to include branded promotional give-away items in all Signature Fundraiser Event gift/swag bags
- Four (4) general admission tickets to BINGO & Brunch (\$200 value) and twenty (20) general admission tickets to Touch-a-Truck™ (\$100 value)

SILVER SPONSOR — \$1,000-\$2,499

- Logo and website link displayed on JLNVB website
- Logo placement in JLNVB Annual Report
- One (1) branded social media post on all JLNVB channels
- Logo and website link featured in all membership newsletters
- Logo placement at all General Membership Meetings (GMM)
- Opportunity to include branded promotional give-away items at two (2) Signature Membership Events
- Two (2) general admission tickets to BINGO & Brunch (\$100 value) and twenty (20) general admission tickets to Touch-a-Truck™ (\$100 value)



GENERAL MEMBERSHIP MEETING (GMM) SPONSOR — \$500-\$999

- Logo and website link displayed on JLNVB website
- Logo placement in JLNVB Annual Report
- Logo placement at one (1) GMM of your choice
- Opportunity for tabling and marketing at one (1) GMM of your choice (no hard sell, elevator speech at set up)
- Opportunity to include branded promotional give-away items at one (1) GMM of your choice
- Fifteen (15) general admission tickets to Touch-a-Truck™ (\$75 value)

SIGNATURE MEMBERSHIP EVENT SPONSOR — \$250-\$499

- Logo and website link displayed on JLNVB website
- Logo placement in JLNVB Annual Report
- Logo placement at one (1) Signature Membership Event of your choice
- Opportunity for tabling and marketing at one (1) Signature Membership Event of your choice (no hard sell, elevator speech at set up)
- Opportunity to include branded promotional give-away items at one (1) Signature Membership Event
- Ten (10) general admission tickets to Touch-a-Truck™ (\$50 value)



Sponsorship Benefits

	Platinum \$5,000+	Gold \$2,500-\$4,999	Silver \$1,000-\$2,499	GMM Sponsor \$500-\$999	SME Sponsor \$250-\$499
Logo and website link displayed on JLNVB website	•	•	•	•	•
Logo placement in JLNVB Annual Report	•	•	•	•	•
Branded social media posts on JLNVB channels	3	2	1		
Logo and website link featured in JLNVB newsletter	All	All	All		
Logo placement at General Membership Meetings (GMMs)	All	All	All	1	
Sponsor Spotlight feature in JLNVB newsletter	1				
Opportunity to include branded promotional give-away items in all Signature Fundraiser Event gift/swag bags	•	•			
Tickets to BINGO & Brunch	2 VIP (\$200 value)	4 GA (\$200 value)	2 GA (\$100 value)		
Tickets to Touch-a-Truck™	20 VIP (\$300 value)	20 GA (\$100 value)	20 GA (\$100 value)	15 GA (\$75 value)	10 GA (\$50 value)
Tabling and marketing at General Membership Meetings (GMMs)				1	
Opportunity to include branded promotional give-away items at Signature Membership Event (SME)			2	1 GMM	1
Tabling and marketing at Signature Membership Event (SME)					1
Logo placement at Signature Membership Event (SME)					1

IN-KIND DONATIONS

If you are unable to commit to a cash contribution, but would still like to support JLNVB, please consider being an in-kind partner! In-kind gifts include, but are not limited to:

- Raffle basket prizes
- Food/catering
- Gift cards
- Balloons/decor
- Photography/videography
- Printing
- Media
- Event services (photo booth, music/DJ, lighting, etc)

In-kind donors are recognized at a level equivalent to the fair market value of equipment/products/services.

For additional information or to commit to an in-kind gift, please reach out to: Stacy Petromanolakis at funddevelopment@jlnvb.org.

PRINT ADVERTISING IN TIDEINGS

In addition to the aforementioned sponsorship tiers, JLNVB is pleased to offer businesses, community partners, and individuals the opportunity to support our organization through advertising placements in the commemorative issue of *Tideings*, JLNVB's print and digital publication.

FULL PAGE | \$1,500

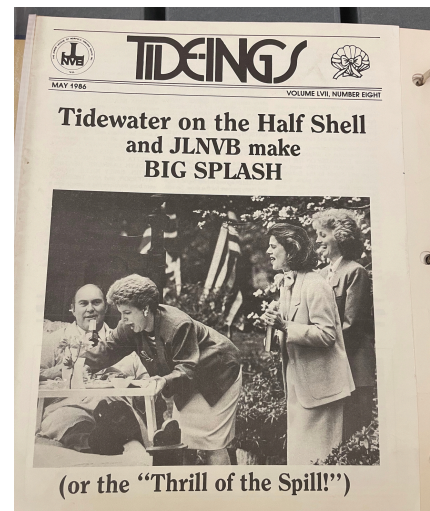
HALF PAGE | \$750

QUARTER PAGE | \$500

EIGHTH PAGE | \$250

To reserve a print ad, please contact **Maeghan Beahm, Communications Vice President** at communications@jlnvb.org.

Space reservations and payment must be received by **April 1, 2026**. Artwork due by **April 15, 2026**.



Tideings May 1986

For more information about the Junior League of Norfolk-Virginia Beach or questions regarding these sponsorship opportunities, please contact:

Jillian Goodwin, *President*

e: president@jlnvb.org

Stacy Petromanolakis, *Fund Development Vice President*

e: funddevelopment@jlnvb.org

Complete your sponsorship online

To complete your sponsorship online, visit www.jlnvb.org/support-us.

Keep up with what we're doing:

Visit us at www.jlnvb.org.

Follow us on social media:



[/JLNVB](https://www.facebook.com/JLNVB)



[@jl_norfolkvabeach](https://www.instagram.com/jl_norfolkvabeach)



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Junior League of Norfolk-Virginia Beach

419 S. Lynnhaven Road, Suite 111

Virginia Beach, VA 23452

EIN: 54-6044966



A PROUD MEMBER OF
**THE ASSOCIATION OF
JUNIOR LEAGUES INTERNATIONAL**



2025-26 Annual Sponsorship Commitment Form

Please indicate your desired sponsorship level below and provide all requested information:

Sponsorship Levels

- | | |
|--|--|
| <input type="checkbox"/> \$5,000+ Platinum | <input type="checkbox"/> \$500 - \$999 General Membership Meeting |
| <input type="checkbox"/> \$2,500 - \$4,999 Gold | <input type="checkbox"/> \$250 - \$499 Signature Membership Event |
| <input type="checkbox"/> \$1,000 - \$2,499 Silver | <input type="checkbox"/> In-Kind Donation or Service |

Sponsor Name: _____

(Please print business name as it should appear in printed materials and recognitions)

Sponsor Contact Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Facebook: _____ Instagram: _____

Website: _____

Description of Offering (if in-kind donation):

Please provide a high-resolution version of your company's logo along with this application.

Method of Payment

- Check (made payable to Junior League of Norfolk-Virginia Beach, Inc.)
- Online: <https://bit.ly/JLNVBSponsor2025>

**Please return form and logo via email to
funddevelopment@jlnvb.org**

*or mail to
Junior League of Norfolk-Virginia Beach, Inc.
419 S Lynnhaven Rd Suite 111, Virginia Beach, VA 23452*

