



Dear Friends,

We hope that you and your company will help the Junior League of Detroit (JLD) continue to serve our community through generous support as a sponsor of our 24th Designers' Show House. You as a great corporate neighbor are aware of the needs of our young people, working families, individuals, and other nonprofits who look to the Junior League for vital support.

Every other year the JLD selects a prominent local estate and curates a phenomenal team of local and national interior designers to transform the home into a Designers' Show House. The Show House is also a boost to the small businesses in our community and region who participate in the Designers' Show House. The Designers' Show House, the League's signature and largest fundraiser for the past 42 years, has raised almost \$5 million to initiate and sustain our many community projects. The past year has been challenging for many of the communities and nonprofits that we serve. The 2022 JLD Designers' Show House fundraiser will help the organization meet the demand for services and additional community support.

This year's Show House – the House on the Hill, located at 205 Lake Shore Road in Grosse Pointe Farms – is a 5,985-square-foot home perched on half an acre overlooking Lake St. Clair. Area design enthusiasts will have the opportunity to glimpse the House on the Hill in its pre-renovated state during the JLD's Sneak-A-Peek weekend event, July 15-17, before the home's grand redesigned reveal in Fall 2022.

The Show House will be open to the public for guided tours, special events, and parties. We expect to host over 10,000 visitors. We intend to showcase this landmark home and neighborhood to a broad audience through our social media channels and networks and recognize the contributions of our sponsors to our community-at-large.

Funds raised from the 2022 Designers' Show House will support the League's local philanthropic efforts in the Detroit and the Metropolitan Detroit community through grants, scholarships and programs to address health and nutritional needs that impact the lives of children and families.

Your support helps build stronger communities, and we hope that you will support the JLD and its mission to build and strengthen communities by supporting the 2022 Designers' Show House.

We look forward to thanking you and recognizing you for your contribution at our Preview Gala on September 17, via social media, with sponsor engagement opportunities and more. Please review the attached Sponsorship Opportunities Form.

A member of our committee will call you in follow-up to this letter. If you have any questions, please call 313.881.0040 or email [JuniorLeagueDSHSponsorship@gmail.com](mailto:JuniorLeagueDSHSponsorship@gmail.com).

With gratitude,

Gabriela Boddy, Dianne Bostic Robinson and Shelia Minetola  
General Chairs, 2022 Designers' Show House

*The Junior League of Detroit is a volunteer, 501 (c)(3) nonprofit organization committed to improving communities through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable.*



# JUNIOR LEAGUE OF DETROIT

## 2022 DESIGNERS' SHOW HOUSE

### SPONSORSHIP OPPORTUNITIES

#### PRESENTING SPONSOR

**\$25,000**

- Ten VIP Preview Gala Tickets
- 25 Tickets to the Decorated Show House
- Full-page Color Ad, Prominent Placement in Program Book
- Merchandise with company logo may be distributed at the Gala
- Recognition on Step and Repeat Banner
- Room Naming Opportunity
- Pre and Post Event Recognition in all Junior League of Detroit Member Communications and on all Social Media Channels
- Opportunity to host a private event at the Show House

#### DISTINGUISHED SPONSOR

**\$15,000**

- Eight VIP Preview Gala Tickets
- 12 Tickets to the Decorated Show House
- Full-page Color Ad, Prominent Placement in Program Book
- Merchandise with company logo may be distributed at the Gala
- Recognition on Step and Repeat Banner
- Pre and Post Event Recognition in all Junior League of Detroit Member Communications and on all Social Media Channels
- Opportunity to host a private event at the Show House

#### OFFICIAL GALA SPONSOR

**\$10,000**

- Six VIP Preview Gala Tickets
- 10 Tickets to the Decorated Show House
- Full-page Color Ad, Prominent Placement in Program Book
- Merchandise with company logo may be distributed at the Gala
- Recognition on Step and Repeat Banner
- Pre and Post Event Recognition in all Junior League of Detroit Member Communications and on all Social Media Channels
- Opportunity to host a private event at the Show House

#### SUPPORTER

**\$5,000**

- Six Preview Gala Tickets
- Eight Tickets to the Decorated Show House
- Half-page Color Ad in Program Book
- Recognition on Step and Repeat Banner
- Pre and Post Event Recognition in all Junior League of Detroit Member Communications and on all Social Media Channels

#### PARTNER

**\$2,500**

- Four Preview Gala Tickets
- Six Tickets to the Decorated Show House
- Quarter-page Color Ad in Program Book

#### FRIEND

**\$1,000**

- Two Preview Gala Tickets
- Four Tickets to the Decorated Show House

**PRIVATE EVENT SPONSOR** - Opportunity to host a private event at the Show House  
 Contact: [JuniorLeagueDSHSponsorship@gmail.com](mailto:JuniorLeagueDSHSponsorship@gmail.com)

*Junior League of Detroit: Changing Lives Since 1914*

**All Sponsors will be recognized on the Preview Gala Invitation,  
 Sponsorship Page in the Program Book and on the Sponsorship Board  
 displayed at the Show House**



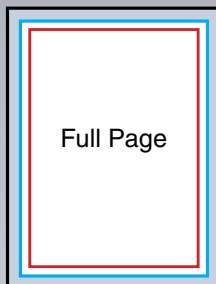
# JUNIOR LEAGUE OF DETROIT 2022 DESIGNERS' SHOW HOUSE SPONSORSHIP OPPORTUNITIES

## TECHNICAL REQUIREMENTS FOR ADS

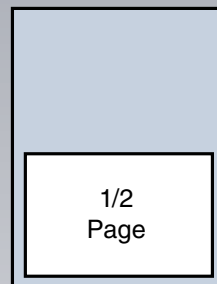
Files must be submitted in one of the following formats. Failure to do so may incur additional production charges. Formats accepted: PDF (all fonts embedded) EPS or Packaged live files. Programs accepted: Files for InDesign and Illustrator. Pictures and fonts should be included. All art images should be 300 DPI at 100% of the size used in the ad. All color ads should be converted to CMYK. For disk submissions, please include a color printout of the ad. For digital submission, please include a Press Ready PDF file for viewing.

### **Ad Copy Due July 21, 2022**

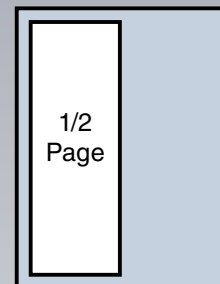
Send ad copy and questions to  
*Towar Productions at info@towar.com or  
19803 Mack Ave. Grosse Pointe Woods,  
MI 48236. Towar will design your sponsor  
advertisement at no cost if needed.  
Questions: 313-882-0702*



Full Page  
Safe Zone: 8.5"w x 10.5"h  
Ad size is 9"w x 11"h  
With .5" Bleed Size  
(.25" on all sides)  
9.5"w x 11.5"h



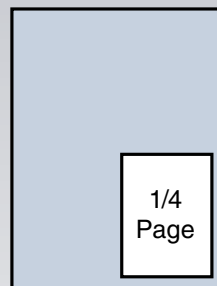
1/2 Page  
8.25"w x 5"h



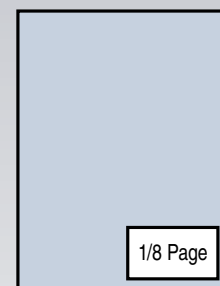
1/2 Page  
4"w x 10.25"h

### Key Sponsors

### Premiere, Distinguished Sponsors



1/4 Page  
4"w x 5"h



1/8 Page  
4"w x 2.375"h

### Supporting Sponsors

### Partner Sponsors

## POLICIES

All ads must be submitted by the deadline according to the Technical Requirements of Ads as set forth herein. All advertising is subject to approval, and the Junior League of Detroit and Towar Productions reserves the right to reject offensive material or advertising that does not meet quality standards. The Junior League of Detroit and Towar Productions accepts no liability for advertising errors beyond the actual cost of the space occupied. In consideration of acceptance of advertisements for publication, the Agency and Advertiser agree to release Junior League of Detroit and Towar Productions and its members, officers, directors, employees and agents from any and all losses, liabilities, damages and expenses related to the copying, printing or publishing of Advertiser's advertisements and indemnify, defend and hold harmless the Junior League of Detroit and Towar Productions and its members, officers, directors, employees and agents against any and all losses, liabilities, damages and expenses of whatever nature, including, without limitation, reasonable attorney's fees arising out of, in connection with or related to the copying, printing or publishing of its advertisements, which are made by any third party.

## Junior League of Detroit: Changing Lives Since 1914

Use of the Show House for your private event will be scheduled on a mutually agreeable date and time. JLD will provide hostesses and docent tours of the home and gardens as well as food and beverages.

Junior League of Detroit is a 501(c)(3) not for profit organization.

PROGRAM  
DESIGNED BY





# JUNIOR LEAGUE OF DETROIT 2022 DESIGNERS' SHOW HOUSE SPONSORSHIP COMMITMENT

\_\_\_\_\_ I/We wish to participate as a Sponsor for the 2022 Designers' Show House. Please indicate level of support:

- |                                                       |                  |
|-------------------------------------------------------|------------------|
| <input type="checkbox"/> <b>PRESENTING Sponsor</b>    | <b>\$ 25,000</b> |
| <input type="checkbox"/> <b>DISTINGUISHED Sponsor</b> | <b>\$ 15,000</b> |
| <input type="checkbox"/> <b>OFFICIAL GALA Sponsor</b> | <b>\$ 10,000</b> |
| <input type="checkbox"/> <b>SUPPORTER</b>             | <b>\$ 5,000</b>  |
| <input type="checkbox"/> <b>PARTNER</b>               | <b>\$ 2,500</b>  |
| <input type="checkbox"/> <b>FRIEND</b>                | <b>\$ 1,000</b>  |

\_\_\_\_\_ I/We are unable to participate at the Sponsor level, but wish to support the Junior League of Detroit.

Enclosed is a donation of \$ \_\_\_\_\_

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Payment Options:**  Check payable to: JUNIOR LEAGUE OF DETROIT  Please send an invoice: \_\_\_\_\_

Pay by credit card: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ AMEX \_\_\_\_\_ Discover

Name exactly as shown on credit card \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV # \_\_\_\_\_

I hereby authorize \$ \_\_\_\_\_ to be charged to the above credit card

Signature \_\_\_\_\_

Billing address if different from above \_\_\_\_\_

Please send this form, with check enclosed or credit card information, to:

DSH Sponsorship, Junior League of Detroit  
32 Lake Shore Road, Grosse Pointe Farms, MI 48236  
or email to [juniorLeagueDSHSponsorship@gmail.com](mailto:juniorLeagueDSHSponsorship@gmail.com)

Make your contribution online: [jldetroit.org/support-us/donate](http://jldetroit.org/support-us/donate)

All ads and print-ready materials must be received by July 21, 2022  
to be included in program book.

JLD is a 501 (c)(3) organization and all contributions are tax deductible as allowed by law

PROGRAM  
DESIGNED BY



TOWAR