



The Recipe for Impact

**WOMEN'S
LEADERSHIP
BREAKFAST**

JUNIOR LEAGUE OF WASHINGTON

**2025 In-Kind Sponsorship
Opportunities**

November 21, 2025

The Willard InterContinental
1401 Pennsylvania Avenue NW
Washington, DC 20004

Mission

The Junior League of Washington (JLW) is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

JLW focuses our financial and volunteer resources on supporting pathways to opportunity across the greater Washington, D.C. metropolitan area. With over 2,300 members, we are one of the oldest and most effective volunteer organizations in the region.

Who Attends the Breakfast

350+ attendees are expected, including JLW members, community leaders, sponsors, partners, and other key stakeholders. Tickets are accessible to all, with most non-member ticket holders attending alongside JLW members as friends and supporters. Sponsors, partners, and community leaders typically attend through invitations or sponsorships.

The Women of JLW

- 2,300+ active and sustaining members
- Ages 28–45 (majority), civic-minded professionals
- Industries include law, healthcare, education, nonprofit, tech, and government
- All are committed to volunteerism, community leadership, and social impact

Event Reach

- 10,000+ impressions via JLW email, social media, and digital magazine
- Sponsors reach an influential, connected, and values-driven audience

JLW MEMBERS COLLECTIVELY
PROVIDE MORE THAN
\$2 MILLION WORTH OF
VOLUNTEER TIME EACH YEAR
IN SERVICE OF THE LEAGUE'S
MISSION, PROGRAMS, AND
PARTNERSHIPS.



About the The Women's Leadership Breakfast

Empower. Inspire. Connect.

The Women's Leadership Breakfast is a premier leadership and fundraising event hosted annually by the Junior League of Washington. Now in its 9th year, this event convenes 350+ civic-minded professionals, entrepreneurs, executives, and community advocates to celebrate women's leadership and fuel meaningful impact across the D.C. region.

Guests will enjoy an inspiring morning of conversation and connection – featuring a dynamic keynote speaker, an engaging panel of changemakers, and an executive presence workshop designed to uplift women at all stages of their leadership journeys.

All proceeds benefit the Junior League of Washington's mission to advance women's leadership for meaningful community impact.

Tentative Program Highlights

(Speakers to be confirmed – subject to change)

- Keynote Address: Carla Hall
- Panel Conversation
- Professional Development Session
- Awards Ceremony:
 - Terry Algire Rising Community Leader Award
 - Mary Harriman Community Leader Award

About Our Keynote Speaker

Carla Hall

American Chef and Television Personality



Carla is best known as a former co-host of ABC's Emmy award winning, popular lifestyle series "The Chew" who over audiences when she competed on Bravo's "Top Chef" and "Top Chef: All Stars".

Her work as a motivational speaker has included speeches for The National Society of Leadership and Success at Texas A&M University, the Alabama Women's Summit, and The Multi Unit Food Service Operators Conference. She also hosted the Emmy-nominated "Chasing Flavor with Carla Hall" (HBO Max) and currently serves as a judge on "Harry Potter: Wizards of Baking" (HBO Max), and the Halloween Baking Championship (Food Network).

Her latest cookbook, Carla Hall's Soul Food: Everyday and Celebration, was published in 2018, landing on annual "Best Cookbook" lists across the country and receiving an NAACP Image Awards nomination. Carla is a graduate of Howard University.

Carla has generously partnered with The Junior League of Washington to promote children's literacy through donations of her upcoming new book release, *Carla and the Tin Can Cake Party*, to our community partners.

In-Kind Sponsorship Opportunities

In-kind contributions play a meaningful role in supporting the success of the Women's Leadership Breakfast. From décor and photography to printing and product donations, these gifts enhance the guest experience and allow us to allocate more funds directly to our mission.

Examples of in-kind contributions:

Floral arrangements, photography/videography, printing, signage, event services, branded giveaways, refreshments, media or advertising support.

Community Champion | Fair Market Value: \$10,000 +

- 4 event tickets
- Logo on signage, website, and digital program
- Half-page ad in program
- Social media mention
- Opportunity to include branded item in guest gift bags

Impact Partner | FMV: \$5,000–\$9,999

- 2 event tickets
- Logo on website and in program
- Quarter-page ad
- Group social media mention

Circle of Support | FMV: \$1,000–\$4,999

- 1 event ticket
- Name/logo in program and on website
- Recognition in post-event thank-you

Community Ally | FMV: Up to \$999

- Name listed in event program and on website
- Group social media mention
- Recognition in post-event thank-you

Women's **LEADERSHIP BREAKFAST**

JUNIOR LEAGUE OF WASHINGTON

Building and Leveraging Community

Contact

To confirm your sponsorship or request more information:

Laisha Dougherty and Sparling Wilson
Co-Chairs, *Women's Leadership Breakfast*

 womenleadership@jlw.org

Interested in Buying a Table?

A limited number of premium tables are available exclusively for corporate partners. Purchasing a table is a powerful way to support women's leadership and connect your brand with a mission-driven community. To learn more, please contact us directly.