



Sponsorship Opportunities

THE ART OF ENTERTAINING 2025-2026





About the Art of Entertaining

The Art of Entertaining is a tablescapes event that celebrates the art of what's possible while giving back to our community. Guests are invited to explore beautifully curated table designs and engaging demonstrations that inspire both aspiring hosts and seasoned entertainers.

It's more than a beautifully curated experience. **This annual event benefits the Junior League of Washington and helps fund the vital work of nonprofit organizations making a meaningful difference in our community every day.**

Beautiful Tablescapes



Inspiring Demonstrations



Stylish Soirée





About the Junior League of Washington

Our 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.

JLW members collectively provide more than **\$2 million worth of volunteer time** each year in service of the League's mission, programs and partnerships.

The Women of JLW

- 2,300+ active and sustaining members
- Majority of members are ages 28-45, civic-minded professionals
- Represent industries including law, healthcare, education, nonprofit, tech, and government
- United by a commitment to volunteerism, community leadership, and social impact

Who Attends the Art of Entertaining?

We anticipate 400 attendees, including JLW members, community leaders, sponsors and local partners. Tickets are accessible to all, with most non-member guests attending alongside JLW members as friends and supporters.



To learn more,
visit www.jlw.org



Ways to Support The Art of Entertaining

Cash Sponsorship

Sponsorship levels range from Copper (\$500) to Presenting (\$10,000), with each level offering corresponding marketing exposure and event-related benefits. More details are available on the next page.

In-Kind Sponsorship

In-kind donations play a vital role in the success of our event. These generous contributions include photography, florals, music, bar needs, auction items and other items that help create a memorable experience for our guests. Non-cash contributions are generally credited at 50 percent of their fair market value when determining sponsorship level benefits.

Raffle Sponsorship

Raffle sponsorship offers another meaningful way to support our event. Companies and individuals may donate items to be featured in our grand or general prize raffles, which will be held during the event. We are seeking signature items that will generate excitement.

Welcome Bag

Each attendee will receive a welcome bag, offering another meaningful way to support the event. Donors may contribute items or help fund the contents of these bags, which will be distributed to all 400 guests.

Become a Table Decorator or Demonstrator

Decorators create themed table designs that elevate the event. Selection is based on an application process and includes a fee upon acceptance. Demonstrators lead engaging presentations with entertaining tips and ideas.

Purchase Event and Raffle Tickets

Raffle and event tickets will be available for purchase in Spring 2026. Visit our website for pricing information and ticket sale dates.

Together, we will set the table for a brighter future.



Sponsorship Levels and Benefits

Your sponsorship dollars go further with the Junior League of Washington. A partnership with The Art of Entertaining invests in the training and development of the next generation of leaders.

Presenting Sponsor - \$10,000

**Total FMV: \$2,238*

- 8 event tickets
- Onsite branding opportunities including:
 - Welcome Toast Sponsor
 - Demonstration Room Sponsor
 - Award Presenter
- 3 social media posts**
- Name/logo on event signage
- Full page ad in the event digital program
- Full page ad in 3039M magazine
- Listed in attendee email
- Name/Logo on event website
- Social media mention
- Listed in 3039M Magazine donor list

Platinum Sponsor - \$7,500

**Total FMV: \$1,616*

- 6 event tickets
- Onsite branding opportunities including:
 - DJ Sponsor
 - Bar Sponsor
- 3 social media posts**
- Name/logo on event signage
- Half page ad in the event digital program
- Half page ad in 3039M magazine
- Listed in attendee email
- Name/Logo on event website
- Social media mention
- Listed in 3039M Magazine donor list

Gold Sponsor - \$5,000

**Total FMV: \$1,355*

- 5 event tickets
- Onsite branding opportunities including:
 - Gift Bag Sponsor
- 2 social media posts**
- Name/logo on event signage
- Half page ad in the event digital program
- Quarter page ad in 3039M magazine
- Listed in attendee email
- Name/Logo on event website
- Social media mention
- Listed in 3039M Magazine donor list

Please contact alexandria.buettner.jlw@gmail.com to discuss customized giving opportunities.



Sponsorship Levels and Benefits

Silver Sponsor - \$2,500

**Total FMV: \$919*

- 4 event tickets
- Onsite branding opportunities including:
 - Photo Experience Sponsor
 - Decor Sponsor
- 1 Social media posts**
- Name/logo on event signage
- Quarter page ad in the event digital program
- Listed in attendee email
- Name/Logo on event website
- Social media mention
- Listed in 3039M Magazine donor list

Bronze Sponsor - \$1,000

**Total FMV: \$547*

- 2 event tickets
- Name/logo on event signage
- Quarter page ad in the event digital program
- Listed in attendee email
- Name/logo on event website
- Social media mention
- Listed in 3039M Magazine donor list

Copper Sponsor - \$500

**Total FMV: \$186*

- 1 event ticket
- Name/logo on event signage
- Listed in attendee email
- Name/logo on event website
- Social media mention
- Listed in 3039M Magazine donor list

The amount of your sponsorship contribution that may qualify as a charitable contribution deduction is your total donation minus the Fair Market Value (FMV) of the benefits you receive.

In-kind donations count as 50% of their cash equivalent when determining sponsorship level. These include non-cash contributions such as goods, services, event space, auction items, raffle items, etc.

***Social media recognition may be combined with other The Art of Entertaining content or sponsors and will be posted on JLW's official Instagram account (@jlwdc).*



Additional Digital and Print Ads



3039M Magazine

3039M is a full-color, professionally designed magazine published each year and distributed to more than 2,300 members of JLW, as well as corporations, area businesses and nonprofits, community leaders, and more. With beautiful photography, exceptional writing, and professional graphic design, 3039M is an outstanding magazine with an extended shelf life.

Full Page 8.5" x 10.875"	Half Page 7" x 4.5625"	Quarter Page 3.4" x 4.5625"
\$375	\$250	\$175

Digital Program

The Art of Entertaining digital program is an integral part of the guest experience. Accessible through QR codes placed throughout the venue, the program is viewed by all attendees and includes the event schedule, sponsor recognition, entertaining tips, and more. Your ad will be part of a highly visible guide that guests return to throughout the evening, making it a meaningful way to connect with a targeted and engaged audience.

Full Page 1080x1920 px	Half Page 1080x960 px	Quarter Page 1080x480 px
\$375	\$250	\$125



Want to streamline and simplify the ad process?

For an additional fee of \$50, The Art of Entertaining Committee will design a custom and professional ad for your business. Simply provide us with your content and branding guidelines, and we'll take care of the rest to ensure your ad stands out!



Frequently Asked Questions



Why Sponsor The Art of Entertaining?

Your support helps JLW develop women leaders and strengthen local nonprofits. Sponsorship also raises your organization's visibility with more than 2,300 engaged women, event attendees, community partners, and fellow sponsors.



What Sponsorship Options Are There?

We offer a range of levels to fit your marketing goals. Full details are included in this packet.

Do You Accept In-Kind Donations?

Yes. We welcome both cash and in-kind contributions. Cash supports our mission directly, while in-kind gifts (products, services, or event items) help make the event possible. Many sponsors give a combination of both.



Is my Donation Tax Deductible?

The Junior League of Washington is a 501(c)(3) nonprofit organization (EIN: 53-0213317). Contributions to our organization may be tax-deductible to the extent allowed by law. Please consult your tax advisor for specific advice.



What Organizations Sponsor This Event?

Previous sponsors include lifestyle brands, food and beverage companies, interior designers, event planners, and national brands that align with JLW's mission and values.



Can I be a Sponsor and a Table Decorator?

Yes! All interested decorators must submit an application and mood board. A participation fee applies if accepted.

What Are the Next Steps?

To confirm your sponsorship or discuss a customized opportunity, please email artofentertaining@jlw.org.