

Dear Friend of the Junior League of New Orleans,

We are writing to you on behalf of the Junior League of New Orleans (JLNO), a 100-year-old nonprofit organization dedicated to improving Metropolitan New Orleans through the effective action and leadership of trained volunteers. **JLNO invites you to join other businesses in sponsoring one or more of our anticipated 100 charity runners in the Crescent City Classic on April 19, 2025.**

Our runners are raising funds for JLNO's numerous projects including but not limited to the JLNO diaper bank, Scholarships, and Community Assistance Fund. **All JLNO projects are vital to addressing the critical issues facing women and families in the New Orleans area.**

We are excited to offer the opportunity for our individual runners to participate with the support of generous sponsors like you. **By sponsoring a runner for \$250 each, your company will not only be demonstrating its commitment to the local community, but will also receive prominent recognition and exposure before and after the event.**

As a sponsor, your company logo will be prominently displayed on event materials, including promotional materials leading up to the race and our post-race party banner. Furthermore, we will actively promote our sponsors through JLNO social media channels and other marketing efforts. This presents a unique opportunity for your brand to gain exposure to a diverse audience while supporting a worthy cause.

To become a charity runner sponsor, please complete and return the enclosed form and payment (if applicable) by April 5, 2025. We are happy to explore how we can customize the sponsorship to best suit your company's philanthropic goals and marketing needs.

For additional information, please visit www.jlno.org/event/run-walk-give/, email runwalkgive@jlno.org, or contact our Headquarters at 504-891-5845. Thank you for considering this opportunity to support the Junior League of New Orleans and the local community. Your support of JLNO's efforts will promote voluntarism, develop the potential of women and improve communities through the effective action and leadership of trained volunteers.

Sincerely,

Two handwritten signatures in black ink. The first signature is 'LHemmer' and the second is 'CNead'.

Run, Walk, Give, Committee Chairs
Lindsey Hemmer and Caroline Nead