



Dear Friends,

I am pleased to announce that the Junior Welfare League of Rock Hill has begun work on the 6<sup>th</sup> annual JeWeL of the Carolinas Spring Market to be held March 27 - 29, 2009. Once again, we are excited to take on this project and expect a successful market with the help and support of community sponsors like you.

The JWL was established in 1938. Today, this organization continues to grow and carry on the long tradition of caring and sharing that was set in the mission statement six decades ago. Due to the commitment and dedication of hard working JWL members the league continues to contribute to the welfare of the greater Rock Hill community. We are extremely proud that over the past decade we have raised over \$700,000 through various fundraising projects and the JeWeL has raised over \$350,000 in the past five years.

This year the League will be donating the proceeds from the JeWeL to A Place for Hope, Inc.. A Place for Hope (APFH) is a non-profit organization that was founded in 2001 to serve as a community care and resource center to address the physical, educational, and empowerment needs of the neighborhood residents of the Blackmon Road Community. APFH plans to purchase a regulation compliant mini-bus in order to provide transportation for the *Proud to Be Summer Camp and After School Youth Programming*.

We are proud to continue with the JeWeL of the Carolinas and hope to raise even more money in 2009. It is so rewarding for our members to raise this money and be able to give it to such worthy organizations in our community. We hope that you will join in sharing our success by serving as a sponsor.

Enclosed is our 2009 Sponsorship packet where you will find information on sponsorship levels, the market, and APFH. If you have any questions or need additional information, please feel free to contact me at (803) 327-2838 or Sponsorship Chair, Jennifer Ruh, at (803) 324-0920. Thank you again for your time and consideration of our request for sponsorship. Together we can continue to make York County a better place to live by improving the lives of its children and families.

Sincerely,

Sadie Melton Kirell  
2009 JeWeL of the Carolinas Chairman



## JeWeL of the Carolinas Spring Market

March 27-29, 2009

Baxter Hood Center

Rock Hill, SC

Friday March 27: Market 9:00am – 6:00pm

Saturday March 28: Market 9:00am – 5:00pm

Saturday March 28: Celebration Party/Auction 7:00pm

Sunday March 29: Market 12:00pm – 5:00pm

**2009 JeWeL of the Carolinas Proudly Funds:** A Place for Hope, Inc.

*Proud to be Me Summer Camp and After School Youth Programming*

**Vendors:** We are excited about the prospect of having over 50 vendors whose products range from clothing and fashion accessories to pewter, jewelry, art, ferns and gourmet food.

**Tickets:** Tickets may be purchased from all JWL members as well as various local area merchants. Tickets are also available by calling (803) 329-7566.

General Admission (in advance) - \$4.00

General Admission (at door) - \$5.00

\*Tickets will be good for entry the entire weekend.

**6<sup>th</sup> Annual JeWeL of the Carolinas:** The JeWeL of the Carolinas has become an annual fundraiser for JWL of Rock Hill. Each year the JeWeL has added new vendors and sponsors which has contributed to making the market a success. Through the support of various community partners and volunteers, the JeWeL has donated more than \$350,000 over the past five years. We are proud that we have been able to help these community agencies year after year and look forward to another successful year in 2009.

**Junior Welfare League of Rock Hill Facts:** Since 1938, The Junior Welfare League of Rock Hill has provided a sense of commitment, dedication and caring to the community agencies of York County. Six decades later, the League continues to contribute to the welfare of the greater Rock Hill community. We are extremely proud that over the past decade alone, \$700,000 has been raised through our fundraising traditions.

[www.juniorwelfareleague.com](http://www.juniorwelfareleague.com)



A Place for Hope, Inc (APFH) is the community resource center of the Blackmon Road Community. They provide after school programming for children, evening education and job training for adults, and serve as an advocacy organization for the residents of Blackmon Road community of York County.

The Blackmon Road Community (BRC) is one of the poorest communities in South Carolina. The residents of Blackmon Road, about twenty families containing 75-100 people, are living in third world conditions. They live without indoor plumbing, bathrooms or showers, without trash pick-up, without paved roads, and without street lights – effectively, without the basic material necessities we have come to expect in one of the wealthiest countries in the world. For years it has been on the border between the city of Rock Hill and York County, invisible and ignored.

This community, though relatively small, is absolutely one of the neediest in our county and in our state. There are about 20 children ages 4-17 who live in the BRC. These children are in desperate need of educational and recreational empowerment; they are part of a cycle of poverty that we have the capacity to interrupt. They need the kinds of infrastructural supports, educational programming, and psychological empowerment that will provide them with the self-esteem and community-building activities to truly believe that their lives can be different, that they can be anything they want to be in this world through commitment, hard work, dedication, and an equal opportunity to pursue their dreams.

The *Proud to be Me Summer Camp* provides a character development curriculum grounded in hands on learning, off-site field trips and reflection based recreational activities emphasizing personal responsibility. These off-site activities nourish the youth's imagination and sense of wonder, develop intrapersonal skills and address their educational needs and interest. For youth who are often subject to isolation from the stigma of extreme poverty, such trips offer an avenue into the broader world and the possibilities it holds for them.

Transportation is currently not adequate to address and provide for the diverse needs of the youth of the community. A Place for Hope will use the money raised by the JeWeL to purchase a regulation compliant mini-bus and insurance to be used by the *Proud to be Me Summer Camp and After School Youth Programming*. This would provide the resources necessary to sustain a supportive educational environment where children would have the chance to see what opportunities abound outside of the tall pines of Blackmon Road.



## Sponsorship Levels

- Diamond Sponsor** **\$5000**
- Space to distribute/advertise during JeWeL of the Carolinas
  - Can display banner during JeWeL of the Carolinas (4'x 8' max)
  - Logo to appear on signage at JeWeL of the Carolinas
  - Logo to appear on t-shirts
  - Logo to appear in silent auction brochure
  - Company name to appear on can koozies
  - 6 JeWeL Celebration Party Tickets
  - 10 Event Tickets
  - 4 JeWeL T-shirts
  - Recognized in ALL ads involving JeWeL of the Carolinas
  - JeWeL of the Carolinas posters available for your business
  - VIP Parking at the Celebration Party
  - Company flyers in chairs at JWL meetings
- Emerald Sponsor** **\$3000**
- 4 JeWeL Celebration Party Tickets
  - 8 Event Tickets
  - Company name to appear on signage at JeWeL of the Carolinas
  - Company name to appear in silent auction brochure
  - Company name listed on t-shirts
  - JeWeL of the Carolinas posters available for your business
  - Company flyers in chairs at JWL meetings
- Sapphire Sponsor** **\$1000**
- 2 JeWeL Celebration Party Tickets
  - 6 Event Tickets
  - Company name to appear on signage at JeWeL of the Carolinas
  - Company name to appear in silent auction brochure
  - JeWeL of the Carolinas posters available for your business
- Ruby Sponsor** **\$500**
- 4 Event Tickets
  - Company name to appear on signage at JeWeL of the Carolinas
  - Company name to appear in silent auction brochure
  - JeWeL of the Carolinas posters available for your business
- Pearl Sponsor** **\$ 250**
- 2 Event Tickets
  - Company name to appear on signage at JeWeL of the Carolinas
  - Company name to appear in silent auction brochure
  - JeWeL of the Carolinas posters available for your business



**Company Name (as it will appear in the brochure):** \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Company Address:** \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Company Phone:** \_\_\_\_\_

**Company Contact Person:** \_\_\_\_\_  
\_\_\_\_\_

**Email Address:** \_\_\_\_\_

**JWL (Junior Welfare League) Contact:** \_\_\_\_\_  
\_\_\_\_\_

**Sponsorship Level:**

- \_\_\_\_\_ **Diamond** (\$5000)
- \_\_\_\_\_ **Emerald** (\$3000)
- \_\_\_\_\_ **Sapphire** (\$1000)
- \_\_\_\_\_ **Ruby** (\$500)
- \_\_\_\_\_ **Pearl** (\$250)

I agree to the above checked sponsorship level.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Check Enclosed      Check # \_\_\_\_\_  
\_\_\_\_\_ Please send me a bill after Jan. 1, 2009.

The completion of this form serves as a commitment to the above noted sponsorship and must be submitted to Jennifer Ruh or mailed to PO Box 3485, Rock Hill SC 29732 by November 19, 2008. Checks should be made payable to the Junior Welfare League and mailed by Jan 28, 2009 to PO Box 3485, Rock Hill, SC 29732.