



You may not be thinking about December, but we are! It's time to reserve your sponsorship today!

The St. Petersburg Junior Woman's Club (SPJWC) Deck the Halls Holiday Market is our signature event of 2026 — a joyful celebration of the season that showcases local vendors while supporting local outreach and community initiatives.

Join us in spreading holiday cheer while supporting community connection, small businesses, and meaningful causes. Our Deck the Halls Holiday Market brings together local makers, shoppers, and families for a festive day of shopping, celebration, and giving.

The event will take place **December 5** at the **St. Petersburg Shuffleboard Club**. We invite local businesses and partners to participate through one of our winter-themed sponsorship levels on the following page.

Why Sponsor?

Every sponsorship directly supports SPJWC's annual giving efforts, helping fund local nonprofits, community programs, and service initiatives that strengthen the St. Petersburg community. Each sponsorship not only spreads holiday cheer but also makes a meaningful difference where it matters most—right here at home.

Unable to sponsor?

If you'd still like to be involved and want to support your community and this event, we are accepting donations such as gift cards, experiences or merchandise to be used in our silent auction basket fundraiser.

I'm happy to share more about this event and discuss how your business can get involved. Thank you for considering this opportunity.

Questions? Please email us at spjwcfundraisers@gmail.com.

Erica Ayril and Sheri Gomez - 2026 Sponsorship Co-Chairs

Amy Fattori and Jennifer Masterton - 2026 Deck the Halls Holiday Market Co-Chairs

GFWC St. Petersburg Junior Woman’s Club

Summary of Sponsorship Opportunities

	Featured Sponsors \$1,500	Winter Wonderland \$1,000	Frosted Pine \$500	Snowflake \$250	Festival of Trees \$250*
Logo on Signage	Large logo + exclusive signage at featured area	Large logo on main banner	Medium logo	Name or small logo	Name listed with tree display
Social Media Recognition	Dedicated spotlight + featured-area highlight	Dedicated spotlight post	Featured shout-out	Group recognition post	Group recognition post
PA Announcements	Recognized as Featured Sponsor	Recognized as a Sponsor	Recognized	—	—
Sponsor Table / Presence	Vendor table (optional)	Vendor table (optional)	Shared space for flyers	—	—
Branded Giveaway	Allowed + encouraged	Allowed	—	—	—
Presenting / Featured Status	Exclusive Featured Sponsor	Presenting Sponsor	—	—	—
Additional Onsite Signage	Prominent signage at sponsored area	—	—	—	Special signage at your tree
Special Activation Opportunity	Ability to enhance featured area	—	—	—	Your business shines via your tree theme

Sponsorship Deadline: November 1, 2026

**Details for Festival of Trees participation on following page*

The GFWC St. Petersburg Junior Woman’s Club was organized in 1932 and is a 501(c)(3) organization. We are affiliated with the General Federation of Women’s Clubs: the largest and oldest non-denominational, non-partisan service organization of volunteer women in the world. We focus on five areas of service: Arts and Culture, Civic Engagement and Outreach, Environment, Education and Libraries, and Health and Wellness. We invite you to check out our website for more information about our group and/or the event: <https://gfwc-spjwc.org/>

Festival of Trees

Want to make your sponsorship more interactive? Join the **Festival of Trees** display onsite at the event. This festive, high-impact area brings together creativity, community spirit, and charitable giving—all centered around beautifully decorated holiday trees.

Sponsorship Cost: \$250 sponsorship fee + decorations selected and provided by the sponsor

What Sponsors Receive

- A 6-foot pre-lit artificial tree, provided by SPJWC and set up for the sponsor onsite
- A 2 hour decorating window on event day (8:30 AM–10:30 AM)
- On-site recognition during the event
- Inclusion in event marketing, signage, and social media highlights
- The opportunity to showcase your brand's creativity, values, and holiday spirit

How It Works

1. **Reserve Your Tree**

Sponsors secure their spot with the \$250 contribution. SPJWC provides the tree; sponsors bring the decorations that reflect their brand, mission, or holiday theme.

2. **Decorate on Event Day**

On the morning of the event (December 5, 2026), sponsors arrive at 8:30 AM for a 2 hour window to decorate their trees - a fun team-building moment and photo opp.

3. **Community Bidding Begins**

Once the event opens, attendees browse the display of sponsored trees and place bids using the QR code assigned at each tree.

4. **Winning Bidders Take Home a Tree**

At the close of the event, the highest bidder for each tree takes it home, fully decorated and ready for the season.

Optional sponsorship add ons

- SPJWC decorates your tree using your ornaments = \$50
- SPJWC buys ornaments in your theme and decorates your tree = \$150

