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P.O. Box 6373



Maryville, TN 37802

Dear Valued Sponsor:

The Junior Service League of Maryville (JSL) is a nonprofit organization dedicated to supporting underprivileged children and families throughout Blount County. Since 1972, JSL has proudly coordinated Toys for Blount County (formerly Toys for Tots), partnering each Christmas with the Empty Pantry Fund to deliver food and toys to nearly 1,300 families in need. This incredible tradition thrives because of the continued generosity of community members and businesses like yours.

In addition to the toys and food that gets delivered at Christmas time, our Sustainers provide personal care products for children ages 11–14, complementing the essentials we supply for ages 0–10. We are also working closely with local school systems to distribute these care kits during the summer months. Additionally, our Kicks for Kids program provides new shoes to any child in need across Blount County schools.

We invite you to support our mission for the 2025–2026 year through one of several sponsorship opportunities. As a Platinum, Gold, Silver, or Bronze Sponsor, your company's name or logo will be featured on the back of our t-shirts, worn by members at community and fundraising events. All sponsors, including our Friends of JSL, will be recognized across banners, posters, our website, and social media platforms.

This year, we're also offering exclusive Title Sponsorships for one of our three major events: Breakfast with Santa, Kicks for Kids, or JSL & Juleps. Only one Title Sponsor will be accepted per event, and that organization will be prominently featured as the Presenting Sponsor across all marketing materials, including digital promotions, printed collateral, and event tickets—along with the full benefits of your sponsorship tier.

Please review the attached sponsorship opportunities. We hope you'll consider partnering with us to make a lasting difference in the lives of Blount County children. If a traditional sponsorship isn't the right fit, we welcome alternative ways you may wish to contribute.

Feel free to reach out using the contact information below with any questions.

Thank you for your consideration, support and generosity.

Sincerely,

Donnelle Curran (865) 722-0371  
Major Fundraising Co-Chairs

Sarah Wallace Reimer (865) 323-8984  
JSLsponsorships@gmail.com