

Joy of Life

**12th Annual Joy of Life
Saturday January 16, 2027
Mardi Gras Ball**

'An Evening of Elegance, Celebration & Community'

January 16th | Daphne Civic Center | Daphne, AL

SPONSORSHIP PACKET

Joy of Life | 12th Annual Mardi Gras Ball | 2027 |

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2027 Sponsorship Invitation

Dear Sirs,

On behalf of the Board of Directors and the entire Joy of Life family, we are thrilled to invite you to join us as a valued sponsor of the 12th Annual Joy of Life Mardi Gras Ball on Saturday January 16th, 2027 — one of the most anticipated charitable celebrations of the season.

For over a decade, the Joy of Life Mardi Gras Ball has brought together our community's most dedicated supporters for an unforgettable evening of dinner, dancing, live entertainment, and spirited giving. Each year, the funds raised through this signature event directly support our mission: providing hope, resources, and life-changing programs to children and families in need.

This year, we are proud to offer an exciting array of sponsorship opportunities designed to maximize your visibility, deepen your community impact, and create lasting connections with our guests — community leaders, business professionals, and philanthropists who share your commitment to making a difference.

As a sponsor of the Joy of Life Mardi Gras Ball, you will:

- Gain prominent brand recognition before, during, and after the event
- Demonstrate your corporate social responsibility to the community
- Connect with hundreds of influential guests in a memorable, festive setting
- Directly impact the lives of children and families we serve

We understand that your investment represents not just financial support, but a shared belief in the power of community. We are committed to ensuring that every sponsor receives meaningful recognition and a genuine partnership experience.

We would be honored to have you join us in making the 12th Annual Joy of Life Mardi Gras Ball our most successful and joyful celebration yet.

With sincere gratitude,



L. Webb Jackson

President

Sponsorship Levels

We are proud to offer the following Mardi Gras royalty–inspired sponsorship tiers, each designed to provide meaningful recognition and lasting community impact.

Presenting Miracles Sponsor — \$25,000

Radio & Media Exposure:

- Inclusion in promos on local radio station 106.5 Talk Radio
- ROS (Run of Schedule) impressions on all station websites Impressions on the station app in the Mobile DMA
- Website and social media exposure Company name mentioned extensively in radio promotion, including King and Queen Interviews and/or contests

Event Night Benefits: Three tables with premier seating (tickets for 30 guests)

- Logo placement on exclusive Presenting Sponsor sign placed at entrance to the event
- Formal on-stage sponsor recognition during program Presenting Sponsor recognition in slide presentation at event Sponsor recognition in the event program
- Full page ad on the inside front cover of the event program book
- VIP Room Access: Feel like the king and queen of the ball with special hors d'oeuvres and short lines
- First right of refusal to retain the Presenting Miracles Sponsor title for the following year's event

Gift of Hope Sponsor — \$12,000

Radio & Media Exposure:

- Inclusion in promos on local radio station 106.5 Talk Radio
- ROS (Run of Schedule) impressions on all station websites Impressions on the station app in the Mobile DMA
- Website and social media exposure
- Company name mentioned extensively in radio promotion, including King and Queen Interviews and/or contests

Event Night Benefits:

- Two tables with premier seating (tickets for 20 guests)
- Logo placement on sponsor sign placed at entrance to the event Formal on-stage sponsor recognition during program
- Sponsor recognition in slide presentation at event Sponsor recognition in the event program
- VIP Room Access: Feel like the king and queen of the ball with special hors d'oeuvres and short lines

Danny's Dream Sponsor — \$5,000

- Two tables for 20 guests

Danny's Dream Sponsor — \$5,000

- Company logo on Joy of Life website for six months
- Exclusive bar sponsor – prominent logo placement around bar area
- Logo placement on sponsor sign placed at entrance to the event
- Formal on-stage sponsor recognition during program
- Sponsor recognition in slide presentation at event
- Sponsor recognition in the event program
- Website exposure on all media websites
- VIP Room Access:

Entertainment Sponsor Naming Opportunity — \$4,000

[Your Company] Stage

- Two tables for 20 guests-
- Company name prominently displayed on and near the entertainment stage
- Company logo on Joy of Life website for six months
- Logo placement on sponsor sign placed at entrance to the event
- Formal on-stage sponsor recognition during program
- Sponsor recognition in slide presentation at event
- Sponsor recognition in the event program
- Website exposure on all media websites
- VIP Room Access:

Auction Sponsor Naming Opportunity — \$3,500

[Your Company] Live Auction

- Company name featured throughout the live auction segment
- Logo displayed on auction display materials and bidding cards
- Verbal recognition during all auction announcements
- VIP Room Access
- 6 tickets to the ball

JOL Bar Sponsor — \$3,500

Toast to a great cause! As the official JOL Bar Sponsor, your company will be prominently featured at the signature Joy of Life bar — one of the highest-traffic areas of the evening.

Benefits include:

- Company name and/or logo displayed prominently at the JOL Bar throughout the event, - Branded bar signage and napkins (sponsor-provided materials subject to approval) ,
- Recognition in the event program as the Official JOL Bar Sponsor,
- Verbal recognition during the evening's announcements,

JOL Bar Sponsor — \$3,500

- Social media recognition as the JOL Bar Sponsor,
- Access to the VIP Room
- 6 individual tickets to the event
- Listing on Joy of Life website

The JOL Bar Sponsor opportunity is exclusive — only one sponsor will be recognized in this category.

Charity Bar Sponsor — \$3,000

Make your mark at the Charity Bar — a beloved tradition of the Joy of Life Mardi Gras Ball where guests gather for great conversation, refreshments, and charitable giving

Benefits include:

- Company name and/or logo displayed prominently at the Charity Bar throughout the event -
- Branded bar signage and napkins (sponsor-provided materials subject to approval) -
- Recognition in the event program as the Official Charity Bar Sponsor
- Verbal recognition during the evening's announcements
- Social media recognition as the Charity Bar Sponsor
- 6 individual tickets to the event Listing on Joy of Life website

The Charity Bar Sponsor opportunity is exclusive — only one sponsor will be recognized in this category.

Décor & Ambiance Sponsor Naming Opportunity — \$3,000

[Your Company] Ballroom

- Company name displayed at venue entrance and throughout the event space
- Recognition as the sponsor of the evening's décor and ambiance
- Includes access to the VIP Room- with 6 tickets to the ball.

VIP Joy of Life — \$1,800

- One table for ten guests
- Logo placement on sponsor sign placed at entrance to the event
- Sponsor recognition in slide presentation at event
- Sponsor recognition in the event program
- VIP Room Access:

Joy of Life — \$1,500

- One table for ten guests
- Logo placement on sponsor sign placed at entrance to the event
- Sponsor recognition in slide presentation at event
- Sponsor recognition in the event program

Logo Placement on Photos — \$1,000 (Limit 3)

- Two photo booths will be setup at the ball to capture the excitement of the ball. Your logo will be placed on all photos generated at the ball for all to see. Great company exposure!

Add a table for up to 10 guests for \$1,000

Friend of St. Jude (Non-Business Only) — \$1,000

- One table for 10 guests

Logo Placement on Color-Changing Stadium Cups in VIP Room — \$700 (Limit 1)

- Your logo will be placed on custom-ordered take-home color-changing stadium cups that our VIP guests will receive when they order drinks at the VIP bars. Great company exposure!

Add a table for up to 10 guests for \$1,000

Logo/Company Name Displays — \$500

- Logo/company name prominently displayed at the entrance of the ball — be seen by all attending the ball! Logo/company name shown on large 16'5" x 10' HD LED video screens every 15–30 seconds during the ball Sponsor recognition during presentation and in the event program

Beer Koozie — \$500 (Limit of 2)

- Have your company's logo seen all around the ball. Koozies will be available at each bar and given out with each beer. (Must provide koozies.)

DJ Sponsorship — \$400

-Have your company get credit for providing the Ball with our DJ for the night! It's simple – select this sponsorship (as an add-on or à la carte) and we'll place your logo on a "Sponsored by:" sign near the DJ booth Sponsor appreciation recognition during presentation and in the event program

Sponsorship Benefits at a Glance

Benefit	Presenting Miracles \$25,000	Gift of Hope \$12,000	Danny's Dream \$5,000	VIP Joy of Life \$1,800	Joy of Life \$1,500	Friend of St. Jude \$1,000
Tickets / Reserved Seating	Table of 10	Table of 10	Table of 8	Table of 10	Table of 10	Table of 10
Program Advertisement	Full page	Half page	Quarter page	—	—	—
Banner / Backdrop Placement			—	—	—	—
Podium Recognition				—	—	—
Social Media Features	3 posts	2 posts	1 post	1 post	1 post	—
Website Logo Listing	1 year + link	1 year	6 months	6 months	—	—
Meet & Greet with JOL Leadership		—	—	—	—	—
Right of First Refusal (Next Year)		—	—	—	—	—

12th Annual Joy of Life Mardi Gras Ball

Please complete and return this form to confirm your sponsorship.

Contact Information

Company / Organization Name:	<input style="width: 95%; height: 20px;" type="text"/> <input style="width: 95%; height: 20px;" type="text"/>
Contact Name:	<input style="width: 95%; height: 20px;" type="text"/> <input style="width: 95%; height: 20px;" type="text"/>
Title:	<input style="width: 95%; height: 20px;" type="text"/> <input style="width: 95%; height: 20px;" type="text"/>
Address:	<input style="width: 95%; height: 20px;" type="text"/> <input style="width: 95%; height: 20px;" type="text"/>
City, State, ZIP:	<input style="width: 95%; height: 20px;" type="text"/> <input style="width: 95%; height: 20px;" type="text"/>
Phone:	<input style="width: 95%; height: 20px;" type="text"/> <input style="width: 95%; height: 20px;" type="text"/>
Email:	<input style="width: 95%; height: 20px;" type="text"/> <input style="width: 95%; height: 20px;" type="text"/>
Website:	<input style="width: 95%; height: 20px;" type="text"/> <input style="width: 95%; height: 20px;" type="text"/>

Please Select Your Sponsorship Level

Presenting Miracles Sponsor — \$25,000	Gift of Hope Sponsor — \$12,000
Danny’s Dream Sponsor — \$5,000	Entertainment Naming Opportunity — \$5,000
Auction Naming Opportunity — \$3,500	JOL Bar Sponsor — \$3,500
Charity Bar Sponsor — \$3,500	Décor & Ambiance Naming Opportunity — \$3,000
VIP Joy of Life — \$1,800	Joy of Life — \$1,500

Presenting Miracles Sponsor — \$25,000	Gift of Hope Sponsor — \$12,000
Logo Placement on Photos — \$1,000 (Limit 3)	Friend of St. Jude — \$1,000 (Non-Business Only)
Logo on Color-Changing Stadium Cups — \$700 (Limit 1)	Logo/Company Name Displays — \$500
Beer Koozie — \$500 (Limit of 2)	DJ Sponsorship — \$400

Payment Method

Check (payable to Joy of Life)	Credit Card — Please contact us to process
Other:	

Logo / Ad Materials Submission

Please email your logo (high-resolution .PNG or .EPS preferred) and any program advertisement artwork to: webb.jackson@joyoflifegulfcoast.org

Materials deadline: **Dec 16th, 2026**

Authorization

Authorized Signature:	_____	Date:	_____
	_____		_____
	_____		_____
Printed Name:	_____		

*Thank you for your generous support of Joy of Life and the children and families we serve.
Your sponsorship makes a lasting difference.*

Return Completed Form To:

Joy of Life

11898 Halcyon Loop, Daphne, AL

Phone: 251-455-1566

Email: webb.jackson@joyoflifegulfcoast.org

Website: www.joyoflifegulfcoast.org