



The Gateway to the Holiday Season on the South Plains

For decades, the Junior League of Lubbock's holiday market, Holiday Happening, offers a festive way to kick off the holiday season while benefiting community projects. The five-day event—always held the week before Thanksgiving—features more than 120 merchants, specialty ticketed events, silent auctions, and more. The five-day event serves as the primary fundraiser for the Junior League of Lubbock and contributes hundreds of thousands of dollars each year toward its endeavors.

Widely recognized and advertised in the community, Holiday Happening provides brand recognition to its sponsoring businesses to thousands of attendees who live primarily in Lubbock and its surrounding area.

What Does Holiday Happening Fund?

Funds received through sponsorships, merchant booth fees, decoration sales, event tickets, and market hall tickets go back to the Junior League of Lubbock's signature projects, grants, scholarships, and sometimes community needs that arise, such as the J.T. & Margaret Talkington YWCA Sun 'n Fun Aquatics Center.

Each donation of funds, in-kind contributions, time, and assistance means the Junior League is able to giveback more to the Lubbock community.

*Since 1979,
Holiday Happening has
contributed
**more than
\$5 million**
toward Junior League
of Lubbock signature
projects, grants, and
scholarships. In 2019,
Holiday Happening
celebrates its
**40th
anniversary.***

How to help:



Become a sponsor



Donate items or funds



Apply for a merchant booth



Offer services

Holiday Happening Sponsorship Levels

Premier — \$10,000+

- Special recognition at each Holiday Happening event
- Logo on printed invitation
- Logo display of sponsorship at Civic Center during five-day event
- Recognized on Holiday Happening social media accounts as Premier Sponsor
- Link on JLL Holiday Happening webpage
- Complimentary full page ad in one *In League* magazine
- 6 complimentary tickets to Sneak Peek
- 4 complimentary tickets to Ladies' Day
- 2 complimentary tickets to Breakfast with Santa
- 20 complimentary Market Hall tickets

Platinum — \$5,000

- Special recognition at Holiday Happening
- Listed on printed invitation
- Logo display of sponsorship at Civic Center during five-day event
- Recognized on Holiday Happening social media accounts as a Platinum Sponsor
- Link on JLL Holiday Happening webpage
- Complimentary 1/2-page ad in one *In League* magazine
- 2 complimentary tickets to Sneak Peek
- 2 complimentary tickets to Breakfast with Santa
- 12 complimentary Market Hall tickets

Crystal — \$2,500

- Special recognition at Holiday Happening
- Listed on printed invitation
- Recognized on Holiday Happening social media accounts as a Crystal Sponsor
- Complimentary 1/4-page ad in one *In League* magazine
- 2 complimentary tickets to Sneak Peek
- 6 complimentary Market Hall tickets

Sterling — \$1,500

- Listed on printed invitation
- Recognition in one *In League* magazine
- 8 complimentary Market Hall tickets

Gold — \$1,000

- Listed on printed invitation
- Recognition in one *In League* magazine
- 6 complimentary Market Hall tickets

Silver — \$500

- Listed on printed invitation
- 4 complimentary Market Hall tickets

Project Board — \$300

- Recognition alongside a display highlighting JLL projects at the current year's Holiday Happening
- 2 complimentary Market Hall tickets

Bronze — \$250

- 2 complimentary Market Hall tickets

Copper — \$150

- 1 complimentary Market Hall ticket

Holiday Happening In-Kind Donor Levels

Diamond

Donation of items/services valued at \$7,000 or more

- Special recognition at Holiday Happening
- Listed on printed invitation
- Recognized on Holiday Happening social media accounts as a Diamond Sponsor
- Link on JLL Holiday Happening webpage
- Complimentary 1/2-page ad in one *In League* magazine
- 4 complimentary tickets to Sneak Peek
- 12 complimentary Market Hall tickets

Emerald

Donation of items/services valued from \$3,000-\$6,999

- Listed on printed invitation
- Recognized on Holiday Happening social media accounts as an Emerald Sponsor
- Complimentary 1/4-page ad in one *In League* magazine
- 2 complimentary tickets to Sneak Peek
- 10 complimentary Market Hall tickets

Sapphire

Donation of items/services valued from \$2,000-\$2,999

- Listed on printed invitation
- Recognition in one *In League* magazine
- 8 complimentary Market Hall tickets

Ruby

Donation of items/services valued from \$1,000-\$1,999

- Listed on printed invitation
- 6 complimentary Market Hall tickets

Garnet

Donation of items/services valued from \$500-\$999

- 4 complimentary Market Hall tickets

Topaz

Donation of items/services valued from \$300-\$499

- 2 complimentary Market Hall tickets

Opal

Donation of items/services valued up to \$299

- 1 complimentary Market Hall ticket

