



NORTHPORT
BUNNNY
trail



PRESENTED BY THE JUNIOR LEAGUE OF TUSCALOOSA

MARCH 22 - APRIL 20, 2025

DOWNTOWN NORTHPORT



Dear Potential Sponsor:

The Junior League of Tuscaloosa, Inc. is a nonprofit organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. For more than 90 years, the organization has worked to improve West Alabama by supporting worthy causes that affect our community. Additionally, the Junior League of Tuscaloosa has produced many of the community's strongest and impactful women leaders.

This coming March, the Junior League of Tuscaloosa will be the hosting the **2025 Northport Bunny Trail**. In partnership with the City of Northport, the Junior League of Tuscaloosa will bring a fun-filled month of activities to downtown Northport for all to enjoy.

We hope that we can count on you to be a part of the fun this spring by participating as a sponsor. Funds raised from the Northport Bunny Trail go directly back into the West Alabama community by supporting organizations and initiatives that empower women and children.

Included is a sponsorship document for your review, or you can access information on our website and complete a form to secure your sponsorship: northportbunnytrail.com/sponsorships.

Thank you for considering a sponsorship of the Northport Bunny Trail. Without a doubt, the success of this event is because of sponsors like you. We hope that you will partner with us this spring as we work to continue supporting community initiatives in West Alabama!

Emmy Melchior Pradat

VP of Fund Development

Junior League of Tuscaloosa

jltnorthportbunnytrail@gmail.com | 205-534-0012

PRESENTING SPONSOR | \$5,000

- Present on all Bunny Trail promotional materials (flyers, radio advertising, newspaper ads, social media, & more)
- Eggs-hibit (\$350 value) in location of choice (priceless!)
- Listed as official sponsor of Bunny Trail Grand Opening
- Name and/or logo on Bunny Trail shirts
- Included in a minimum of 20 social media posts
- Included on Bunny Trail Website
- Included in Overall Facebook Event Page
- Special signage along Bunny Trail recognizing your sponsorship
- Option to have company signage/banners on display at each Bunny Trail event
- Included on our new "Friends of the Trail" Banner
- Six (6) Bunny Trail t-shirts (\$150 value)

CELEBRATION SPONSOR | (2 AVAILABLE)

- Celebration Sponsors are official sponsors for one of three Bunny Trail events. All Celebration Sponsorships include:
 - Eggs-hibit (\$350 value) and early check-in for Bunny Trail egg selection & decoration
 - Included in a minimum of 15 social media posts
 - Included on Bunny Trail Website
 - Included in Facebook Event Page
 - See your branding egg-citedly featured on every photo captured at the event
 - Included on our new "Friends of the Trail" Banner
 - Four (4) Bunny Trail t-shirts (\$100 value)

NEW

DATE NIGHT ON THE BUNNY TRAIL | \$3,500 also includes...

- Exclusive Date Night on the Bunny Trail sponsor
- Option to have your company signage or banner on display during the event
 - Your name/logo on Date Night on the Bunny Trail promotional materials

EGG HUNT ON THE BUNNY TRAIL | \$3,500 also includes...

- Exclusive Egg Hunt on the Bunny Trail sponsor, which hosts 1,500+ attendees
- Option to have your company signage or banner on display during the event
 - Your name/logo on Egg Hunt on the Bunny Trail promotional materials

PET EGGSTRAVAGANZA | \$2,000 also includes...

- Exclusive Pet Eggstravaganza sponsor
- Option to have your company signage or banner on display during the event
 - Your name/logo on Pet Eggstravaganza promotional materials

JUMPIN' JELLYBEANS | \$1,500 (10 AVAILABLE)

- Eggs-hibit sponsorship included (\$350 value)
- Early check-in for Eggs-hibit decoration, providing a premium opportunity for egg selection
- Jumpin' Jellybean sponsors will have kids celebrating Spring by sponsoring one of many Spring Jubilee activities, including crafts, refreshments, and more!
- Included in a minimum of 15 social media posts
- Included on Bunny Trail Website
- Included on our new "Friends of the Trail" Banner
- Two (2) Bunny Trail t-shirts (\$50 value)

COTTONTAIL CORNERS (4 AVAILABLE)

- Exclusive sponsor of one of five spring-themed focal points that will create engaging photo opportunities to complement the Bunny Trail. Includes your selected display and sponsor signage.
- Included in a minimum of 10 social media posts
- Included on Bunny Trail Website
- Included on our new "Friends of the Trail" Banner

SOLD GIANT HOUSE (\$1,500) | **SOLD** BUNNY HOUSE (\$1,000) | **SOLD** GIANT BUNNY HOUSE (\$1,000) | **SOLD** BUNNY HOUSE (\$1,000)



NEW **SOLD** PICTURED: GIANT BUNNY BENCH (\$1,000)

SOLD GLOWING PHOTO SPONSOR | \$1,000 **NEW**

- Hop into the spotlight as our photo sponsor and see your branding egg-citedly featured on every photo captured at the event
- Included on our new "Friends of the Trail" Banner

EGGS-HIBIT | \$350

- Hop into spring by sponsoring a 5' spring egg to decorate. Eggs-hibits will line downtown Northport and become a focal point for spring. Your sponsorship includes the egg display and signage.
- Inclusion in "Roll Call" and Thank You posts
- "Roll Call" included on Bunny Trail Website
- Inclusion on our new "Friends of the Trail" Banner

FRIENDS OF THE TRAIL | \$125 **NEW**

- Hop on board as a Friend of the Trail and watch your name or logo dazzle like a hidden Easter egg on our banner, brightening up the bunny trail for all to see!