April 1, 2019

Dear Potential Advertiser and Sponsor,

The Junior League of Collin County is a diverse organization of nearly 1,000 women dedicated to improving life throughout Collin County. In order to support our mission of promoting volunteerism and improving the community through effective action and leadership, we offer an opportunity for local merchants to support our organization and mission by advertising in our annual publication. *Legends & Legacies* is a full color 8.5" x 11" magazine published each November and distributed year-round.

There are a number of advertising options, including limited premium placement positions. *Legends & Legacies* advertising provides your ad with wide distribution, showing that your business supports the projects and programs of the Junior League of Collin County, and contributes to the impact made in our community.

The Junior League of Collin County publishes and distributes copies of Legends & Legacies to the following:

- 13,000+ attendees of the annual 'Neath the Wreath Holiday Gift Market;
- 900+ Junior League of Collin County members; and
- Sponsors and community agencies throughout Collin County.

Without the continued support from sponsors, our transformative work in Collin County would not be possible. On any given day, our members are providing job readiness training to survivors of domestic violence, offering life-skills training to young adults who have aged out of foster care, or mentoring first-time juvenile offenders currently serving probation. These initiatives will impact over 60 local partner agencies and thousands of Collin County residents in 2019-2020 alone. The Junior League of Collin County hopes to leave a bold legacy of service to future generations of Collin County residents. By choosing to advertise in *Legends & Legacies,* you help make this community impact possible.

As an advertiser and sponsor, you will receive complimentary copies of the magazine to distribute at your business location. The deadline for advertising contracts, payment, and ad copy is September 9, 2019. The enclosed contract and ad rate sheet provide details for this year's advertising options. We are committed to providing a high-quality publication and a unique opportunity to reach the leaders of Collin County.

You may view our most recent publication at www.jlcollincounty.org/legends and make payment online at www.jlcollincounty.org/payment. If you are interested in premium placement or have any questions, please contact the Communications Coordinator at lvargas@jlcollincounty.org.

With gratitude,

Melanie Perkins
President 2019-20
Junior League of Collin County

Lee Gaudreau-Vargas
Communications Coordinator
Junior League of Collin County