



JUNIOR LEAGUE OF  
**DETROIT**

Dear Friend,

Your long-established dedication to Detroit's legacy is recognized and greatly appreciated. I am inviting you to sponsor a once-in-a-lifetime event in our city of Detroit on Friday, June 20, 2025, presented by the Junior League of Detroit, our Second Act Soiree and Fashion Show in the new Hudson's Detroit building. Few understand better than you the importance of collaboration and the need to celebrate those who contribute to the vibrant landscape of Detroit. Additionally, the projects and philanthropic organizations that support this effort play a crucial role in our ongoing development, just as you do.

The Junior League of Detroit (JLD) is a 501C3 volunteer organization of over four hundred women from Detroit, Grosse Pointe, and the surrounding Metro Detroit area. Our primary partner charity is "Brilliant Detroit." In addition, the JLD provides food, clothing, and direct services while forming partnerships to improve nutrition, education, and health opportunities for women and children. We also offer community-wide college scholarships and grants that support nonprofits in Detroit and Wayne County while using hands-on volunteerism as a part of our mission.

The Junior League of Detroit hosted its first charity fashion show in partnership with JL Hudson's at their original 26-story store in downtown Detroit. As the current president of the Junior League of Detroit, I have reached out to Bedrock Detroit to host our upcoming event, the "Second Act" Soirée and fashion show, at the Hudson's Detroit Building. This occasion marks the revival of our "Second Act" of fashion and service, continuing over 100 years of philanthropy with the opening of this landmark building. We will also recognize other Detroit Businesses and organizations with a 100-year history in the city. Mr. William Sharples, the founder of Shop Architects of New York City and the principal architect of this remarkable structure, will share insights along with fellow architect Rainey Hamilton, principal of Detroit's Hamilton and Associates about the journey to make this building a reality.

We are also partnering with the Somerset Collection for this exciting evening. As you may know, Somerset Collection is known for hosting high-profile celebrations that benefit Detroit and its future. The event will take place on Friday, June 20, 2025, and will include a silent auction and cocktail hour with appetizers and an afterglow, all catered by Forte Ballenger, with a unique fashion show with many exciting Detroit moments throughout the evening.

We are currently in the process of confirming additional partners, sponsors, and, most importantly, our honorary chairs. Thank you for your continued commitment to excellence and your passion for the city of Detroit and its growth. We would be delighted to include you as an honorary chair through your sponsorship.

The Junior League of Detroit looks forward to collaborating with you on what promises to be a remarkable evening that will be talked about for years to come. Please let us know your availability for a meeting or a conversation within the next week.

Best regards,  
Mary Hollens, President, Junior League of Detroit

# Save the Date

The Junior League of Detroit  
proudly presents

## Second Act

**SOIRÉE and FASHION SHOW**

Friday, June 20, 2025

Hudson's Detroit

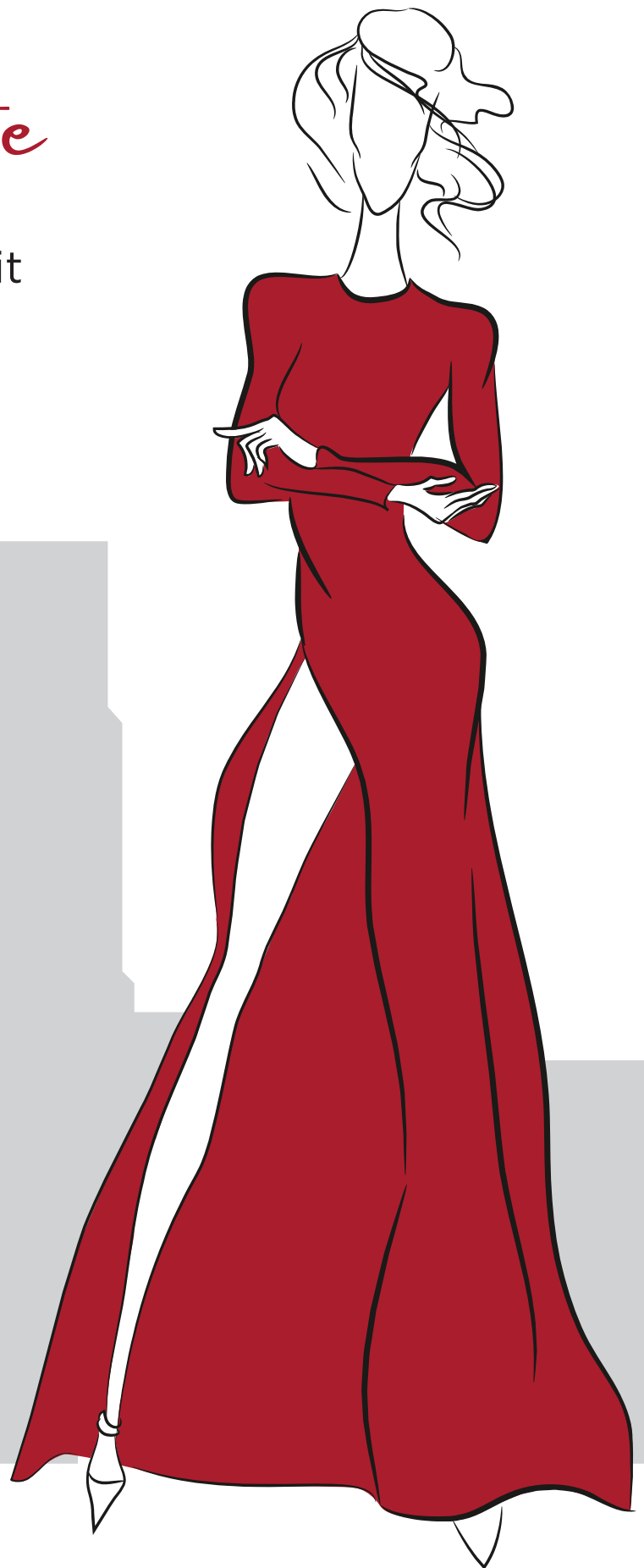
- Invitation to Follow -

Cocktail and Hors d' Oeuvres Reception  
Forte Belanger

Runway Fashion Show  
Somerset Collection

Afterglow to Follow | Music | Dancing  
Desserts | Signature Cocktails

Gift Box Compliments of  
Somerset Collection Studio & HOUR Media



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## **SPONSORSHIP OPPORTUNITIES**

# *Second Act*

**SOIRÉE and FASHION SHOW**

Friday, June 20, 2025  
Hudson's Detroit





## **JUNIOR LEAGUE BOARD OF DIRECTORS**

Mary L. Hollens - President  
Sandra Davis - President-Elect  
Taylor Browne - Treasurer  
Gaye Butler - Assistant Treasurer  
Margaret Hudson-Collins - DEIBA  
Jill Richter - Membership Engagement Chair  
Sue Webb-Dickson - Sustainer Director

## **EVENT COMMITTEE**

Mary Hollens - Chair  
Dianne Bostic Robinson - Co-Chair  
Liana Dabir - Co-Chair  
Linda Rice  
Marian Smith  
Addie Mirabella

## **ABOUT JUNIOR LEAGUE OF DETROIT — OVER 100 YEARS OF SERVICE**

Established in 1914, the Junior League of Detroit (JLD) plays an integral part in the development, improvement, and support of the communities of Detroit. The Junior League of Detroit offers its members educational and leadership training opportunities to work effectively on various community projects. Since 1914, the Junior League of Detroit, a 501(c)(3) organization, has completed 53 major projects in and around the City of Detroit and has awarded over \$250,000 in community grants. Our commitment to the community remains steadfast as we position ourselves for another 100 years of providing unwavering care to those we are privileged to serve. As one of hundreds of The Junior League chapters across the world, we are a member of the Association of Junior Leagues International, Inc. (AJLI).



## ABOUT SECOND ACT SOIRÉE and FASHION SHOW

Experience an elegant and unique evening which opens with a cocktail and hors d'oeuvres reception and moves into a runway fashion show, in collaboration with Somerset Collection.

Be one of the first to celebrate in the new iconic Hudson's Detroit!

6:00 pm | Cocktail and Hors d'oeuvres Reception | Forte Belanger

7:30 pm | Runway Fashion Show | Somerset Collection

Afterglow | Music | Dancing | Desserts | Signature Cocktails

Gift Box Compliments of Somerset Collection and HOUR Media

Cocktail Attire

**DEADLINE: TUESDAY, JUNE 10, 2025**



### SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	ICON \$50,000	DIAMOND \$30,000	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$1,000
Tickets to the Second Act Soirée and Fashion Show All Sponsorship Levels will receive reserved Front Row Runway Seats	20	10	8	6	4	2
Exclusive chauffeured limousine to and from event	✓					
Verbal recognition during runway fashion show	✓	✓				
Prominent recognition of name/logo on electronic event signage	✓	✓				
Name/logo listed on electronic event signage	✓	✓	✓	✓	✓	✓
Name listed in electronic program	✓	✓				
Color ad within electronic program	Full-page	Full-page				
Valet	✓	✓	✓	✓	✓	✓
Recognition on HOUR Media, Somerset Collection and The Junior League of Detroit social media channels	✓	✓	✓	✓	✓	✓
Mention in thank you email to attendees	✓	✓	✓	✓	✓	✓

#### DEADLINE

**Sponsorship Commitment  
and Logo Sponsorship**

Tuesday, June 10, 2025



**SPONSORSHIP COMMITMENT FORM**

**Please check one:**

- |                    |                 |
|--------------------|-----------------|
| Icon: \$50,000     | Gold: \$10,000  |
| Diamond: \$30,000  | Silver: \$5,000 |
| Platinum: \$25,000 | Bronze: \$1,000 |

Please complete and return form to:  
Junior League of Detroit - Sponsorships  
27108 Mack Avenue, Grosse Pointe, MI, 48230  
313-881-0040 • admin@jldetroit.org

**CONTACT INFORMATION:**

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Check enclosed (Make checks payable to The Junior League of Detroit)

Total Amount Due:

I am unable to attend but would like to contribute.

Amount:

For alternate forms of payment, please contact the JLD office directly at 313-881-0040



JUNIOR LEAGUE OF  
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## **Mission**

The mission of the Junior League of Detroit is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. Central to this mission is our motto: "Developing women to do a world of good."

## **Commitment to Diversity and Inclusion**

The Junior League of Detroit, Inc. welcomes all women who share our values and mission. We are dedicated to creating inclusive environments for diverse individuals, organizations, and communities.

## **Vision**

The Junior League envisions women around the world as catalysts for lasting community change.

## **Scope**




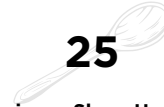


The Junior League of Detroit provides community-wide college scholarships for graduating seniors, as well as direct grants and hands-on volunteer support to community-based non-profits such as the Salvation Army and The Empowerment Plan. We have completed over 58 major projects in Metropolitan Detroit.

Our Community Partner: Brilliant Detroit, is a 501(c)(3) non-profit organization dedicated to building kid-success neighborhoods. We focus on ensuring that families with children ages 0-8 have the resources they need to be school-ready, healthy, and stable. By taking a neighborhood-by-neighborhood approach, we invest in the acquisition and renovation of houses that serve as gathering places for the families in these communities.

*The Junior League of Detroit is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.*

# THE JUNIOR LEAGUE OF DETROIT

An introduction to the work of our organization:

 <b>\$250,000+</b> awarded in community grants	 <b>115</b> scholarship recipients since 2014	 <b>\$115,000</b> awarded in scholarships since 2014
 <b>25</b> Designer Show Houses completed to date	 <b>\$130,275</b> sponsorship dollars raised from the 2024 Designer Show House	 <b>\$4.5 million</b> net profits achieved from Show Houses since 1976

 <b>428</b> current number of members	 <b>19</b> community agencies served by the JLD	 <b>54</b> major community projects completed since 1914
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The Junior League is a nonprofit organization of women dedicated to advancing women's leadership for meaningful community impact through volunteer action, collaboration, and training.

For 103 years, the Junior League of Detroit has initiated 54 programs that have aided, enriched, and supported the Detroit community. Our active and growing membership of women is passionate about our mission and has spent thousands of hours volunteering to help impact lives of people in our city. The JLD is proud to have worked collaboratively with a number of organizations and agencies throughout its history. We currently serve and partner with Brilliant Detroit, The Salvation Army Conner Creek, and Enchanted Makeovers. Together we work continuously to help build a better community.

