



2021 Vendor/Sponsor Partner Kit

PARTNERING WITH



JBF NORTH INDY

Contact: Dawn Pfannenstiel

Your phone: 918-706-7772

Your email: northindy@jbfsale.com





shop. sell. save. smart!™

Together We Give



In this time of uncertainty, there's a fundamental truth that gives us hope – that together we can do extraordinary things. Over the past few weeks and months, the entire world has been coming together to stand up, help out, give back, and heal. Whether that's through donations to community organizations, celebrating doctors and nurses at shift changes, or reaching out to a neighbor to help with groceries, generosity has been helping the entire world get through this global pandemic. Together.

2020 affected small businesses in more ways we could ever imagine. For us, that meant we couldn't meet the needs of thousands of growing families. I am sure that meant the same for you, your clients and even your employees. As we start to rebuild in 2021 with pivoted business models, smaller budgets and newly developed ways of spreading the word, one thing we learned this year is that small business owners are nothing if not resilient.

JBF would like to help companies, like yours - fellow community supporters, with an opportunity to showcase your products or services. Our 4 day Spring Sale will be visited by hundreds of local families. Please accept this invitation to learn more about becoming a sponsor this season!

As you read through our sponsor partner kit, you will find pricing and contact information. Please feel free to contact me with any questions.

I looking forward in supporting the community - together.

Dawn Pfannenstiel
Sale Coordinator
Just Between Friends
North Indianapolis
918-706-7772
Northindy@jbfsale.com

Small Business Big Dreams #shoplocal



Why Partner with our Just Between Friends Sale?



We understand. You need a reliable business partner who is easy to work with that brings quality services and experiences to the community to increase your reach. We want that, too!

We are a local, community-serving marketplace that helps hundreds of families in our area make money and save money twice a year. We'd love for you to explore working with us to be a part of these sales.

Advantages of Partnering with Us:

- Repeat business with a reliable partner: We value long-term relationships with valued business partners.
- Smart business for the community: It's an community sale FOR local families BY local families.
- Our sale is centered around families with children from infant-teens.

What participants say:

We LOVE the feedback we get about our sales as that helps us make them even better! Check out what some recent participants had to say:

"It's recycling at it's best! Clothes, toys, etc. that have a lot of life left in them can be bought a fraction of their price. JBF insures that the quality is good and the variety is huge. It's run smoothly and efficiently by really nice people!" ~Mandy Freeman, Consignor

"Very well organized. Everything displayed nicely, labeled well, with plenty of space to move around in to shop. Staff is very friendly and answers any questions you have about location of items in store or any other questions you might have. A very nice shopping experience."

~ Kathy Metchtel, Shopper + Consignor

What Our Customers are Saying:

Best place to get quality clothing and toys for affordable prices!!!

~ Sara, mom of one and one on the way

So grateful for the opportunity to get an entire new wardrobe for my girls at an amazing price! JBF is also my favorite place in the Indy area to buy affordable birthday and Christmas gifts for my girls!

~ Kim, mom of 2 (soon to be 3)

Thank you for thinking about doing business with us.



About Just Between Friends of North Indy



SALE LOCATION

Grand Park Event Center; 19000 Grand Park Blvd,
Westfield

Frequency:

Twice a year. (Spring and Fall)

Website:

www.northindy.jbfsale.com

Sustainability Initiative:

Reuse & recycle—resulting in less impact to the
environment & landfills

Community-Centered, Community Serving:

- We are focused on helping families in the communities we serve & giving back
- Unsold items that consignors choose to donate at the end of the sale are donated to our local partner, Good Samaritan Network of Hamilton County.

Family Owned and Operated:

Born and raised in Indianapolis, my family has been a part of the community for generations. We have proudly been a part of JBF since its inception in 2007 and love being able to offer a local resource where friends, neighbors and family members can recycle and repurpose outgrown items. We believe all families deserve access to high quality items at discounted prices.

We also help our Charity Partner the Good Samaritan Network of Hamilton County whom we donate unsold items at the end of each sale. To date, we're so thankful to our generous consignors for 1,000s of items in-kind donations!

A bit about me:

I am a proud Hoosier! I love being outdoors, traveling, making memories with family and friends and sports! After working for the Indianapolis Ice and Indians in my younger years, I followed my passion of minor league sports moved to Kansas then Oklahoma where I currently reside with my family. My love for the game hasn't change but now I have a new passion in offering a resource to the community where my heart still resides. Even though my kids are older now, I loved being able to provide for them and now find myself shopping great bargains for family members and my friends kiddos! And I am honored that I can do that for your family too!

I started this business because I care about our community. And let's face it—it's hard. Kids just grow SO fast—way faster than the budget! It can be frustrating because you want to be provide the best for your family along with staying in budget. That's why there's Just Between Friends. With JBF, I host a twice-a-year community-building marketplace where local families can save hundreds of dollars (and make hundreds of dollars) on everything they need to raise confident, stylish, good-looking kids! Families sell items they've outgrown and buy items they need at 50-90% off retail. So you can stop running around to garage sales and get everything you need for the next 6 months—all in one clean, safe, organized space! Do you have items you'd like to sell?

Unsold items are donated to local family-serving charities.



VENDOR/SPONSOR PACKAGES

Huge Kids' Sale

SALE DATES:

April 29-May 1

LOCATION:

**Grand Park Event Center
19000 Grand Park Blvd.
Westfield, IN 46074**

DEADLINE:

**Limited sponsorships
available. RSVP today!
Submission deadline is
Tuesday, April 20th.**

INTERESTED:

**Email
[Northindy@jbfsale.com](mailto:northindy@jbfsale.com)
to express your interest
in becoming a sponsor
for the 2021 Spring Sale.**

• Contact Dawn at northindy@jbfsale.com for details on traded advertising services but could include a Boosted Facebook Post in approximate reach on your company page, email blast with approximate same reach to your company distribution list, advertisement in your location until the sale is complete, etc.

Premier Sponsor

PRICE: \$400.00

What's included in this package

- Your company logo included in the JBF 2021 Spring Sale half page ad in Reach Magazine (Direct Mail Magazine distributed Citywide to 450,000 households). Artwork deadline is March 15th. In home delivery is the week of April 19th.
- Your company banner hung along the observation deck during the 4 day sale. Banner size is 2ft x 4ft with grommets and dropped off to the event center by Tuesday, April 27th.
- Online Spotlight Boosted Facebook Post (approximate reach is 10,000 views with 6500 plus followers). You can determine post date.
- Exclusive email blast highlighting all sponsors to over 8200 subscribers
- Your company's name listed on our JBF Sponsor Webpage with logo & link to your website for 3 months

Community Sponsor

PRICE \$100.00 (\$50 discount for traded advertising services)

What's included in this package

- You provide a company banner to be hung along the observation deck during the 4 day sale. Banner size is 2ft x 4ft with grommets and dropped off to the event center by Tuesday, April 27th.
- Online Spotlight Boosted Facebook Post (approximate reach is 10,000 views with 6500 plus followers). You can determine post date.
- Exclusive email blast highlighting all sponsors to over 8200 subscribers
- Your company's name listed on our JBF Sponsor Webpage with logo & link to your website for 3 months

Supporting Sponsor

PRICE: \$50

What's included in this package

- You provide a company banner to be hung along the observation deck during the 4 day sale. Banner size is 2ft x 4ft with grommets and dropped off to the event center by Tuesday, April 27th.
- Your company's name listed on our JBF Sponsor Webpage with logo & link to your website for 3 months

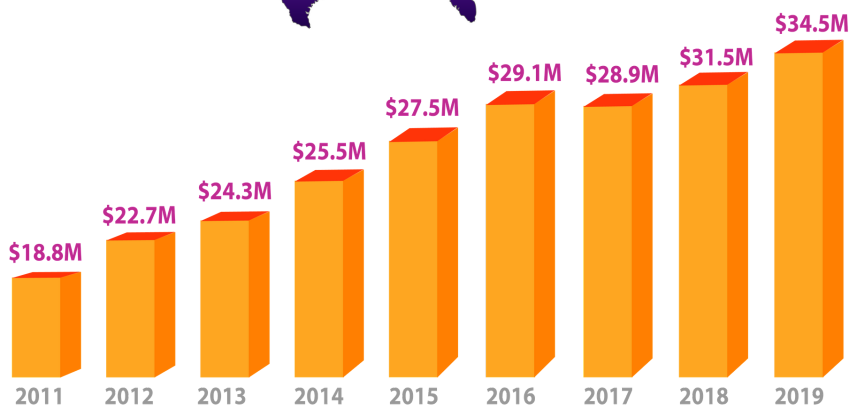
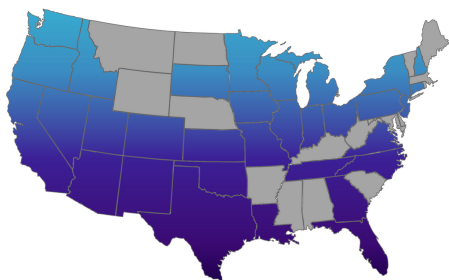
**We look forward to creating a relationship
that helps grow your business.**



ABOUT OUR COMPANY



Co-Founder and CEO Shannon Wilburn along with items from a JBF sale:
"If you had asked me how big this business could get over 20 years ago, my wildest dreams would not have been this!"



From a \$2,000 living room sale to a \$34.5 Million Nationwide Franchise System



- Just Between Friends (JBF) is a franchise system of pop-up consignment sales that started as a living-room sale in 1997 in Tulsa, Oklahoma that grossed \$2,000.



- In 2019 more than 300+ sales have grossed \$34.5 million in system-wide sales



- Today there are more than 160 sales in 32 U.S. states



- Each sale is typically open 3 to 5 days two times a year—we are pop up marketplace



- Those sales serve more than a million families who save big money (50-90%) on items they need while countless others earn cash by selling their items

- Each sale also supports at least one local charity with in-kind donations and, in many cases, cash. Since beginning, Just Between Friends sales have donated more than \$28 million in in-kind and cash donations to hundreds of charities across the country.



Contact Us Today! Northindy@jbfsale.com