



2027 COMMUNITY PARTNERSHIP GUIDE

Investing in the New Braunfels Jaycees means investing in leadership development, community service, and the future of our community.

Beginning in 2027, we are introducing an Annual Community Partnership Model designed to provide year-round visibility, meaningful community impact, and a simplified sponsorship experience for our partners.



ABOUT THE PARTNERSHIP

When you partner with the New Braunfels Jaycees, you're investing in the future of our community.

For more than 90 years, the New Braunfels Jaycees have developed young leaders through service, civic engagement, and community impact. Every year, our members volunteer thousands of hours, organize signature community events, and support local nonprofits and initiatives that make New Braunfels a stronger place to live and work.

As a Community Partner, your organization becomes part of that mission while gaining meaningful visibility with engaged professionals, community leaders, and residents throughout the year.



WHY PARTNER WITH THE JAYCEES

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|  COMMUNITY IMPACT |  YEAR-ROUND VISIBILITY |  MEANINGFUL CONNECTIONS |
| Support leadership development, volunteer projects, and programs that create lasting positive change throughout New Braunfels. | Receive recognition across our signature events, monthly programs, social media channels, website, and email communications. | Build relationships with emerging leaders, local businesses, community stakeholders, and engaged residents who care about making a difference. |

<https://www.nbjaycees.com/>

SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR

Exclusive leadership-level partnership with premier visibility across all Jaycees programs, events, and communications throughout the year.

\$25,000



PLATINUM PARTNER

Prominent recognition across annual programming, major events, digital platforms, and community engagement initiatives.

\$15,000



GOLD PARTNER

Our primary partnership level designed for businesses seeking significant visibility and community impact.

\$10,000



SILVER PARTNER

A strong annual partnership option that provides recognition across major events and communication channels.

\$5,000



BRONZE PARTNER

An accessible opportunity to support local leadership development while gaining year-round visibility.

\$2,500



COMMUNITY PARTNER

An entry-level partnership for businesses looking to connect with and support the New Braunfels community.

\$1,000

YOUR **IMPACT** IN ACTION

When you invest in the New Braunfels Jaycees, you're helping develop future leaders, strengthen our community, and create opportunities for meaningful service. Your partnership supports programs and events that bring people together, inspire civic engagement, and make a lasting difference in New Braunfels.

➤ DEVELOP FUTURE LEADERS

The Jaycees provide young professionals with hands-on leadership experience through project management, board service, volunteer coordination, and community engagement. Your support helps cultivate the next generation of community leaders.

➤ STRENGTHEN OUR COMMUNITY

From signature events to local service projects, your investment helps create opportunities that connect residents, businesses, and nonprofits while addressing community needs.

➤ SUPPORT LOCAL NON-PROFITS

Through fundraising initiatives, volunteer efforts, and community partnerships, the Jaycees help amplify the work of organizations making a difference throughout New Braunfels.

➤ CREATE LASTING CONNECTIONS

Your partnership helps bring together emerging leaders, established professionals, local businesses, and community advocates who share a commitment to making New Braunfels a better place to live, work, and thrive.



RISING STARS GALA

The Rising Stars Gala is the New Braunfels Jaycees' signature community recognition and leadership event, honoring outstanding young professionals and community leaders who are making a meaningful impact across New Braunfels.

Now celebrating its 10th anniversary, Rising Stars brings together honorees, business leaders, elected officials, nonprofit partners, and community members for an evening dedicated to recognizing excellence, strengthening cross-sector relationships, and celebrating the people helping shape the future of our community.

Through meaningful recognition and connection, the event elevates emerging leaders, expands their visibility, and strengthens the relationships that help sustain long-term civic and community impact.



EVENT OBJECTIVES

➤ RECOGNIZE EXCELLENCE

Honor outstanding young professionals and community leaders making a measurable impact in New Braunfels.

➤ STRENGTHEN COMMUNITY CONNECTIONS

Bring together leaders across business, government, nonprofit, and civic sectors to build meaningful relationships.

➤ ELEVATE EMERGING LEADERS

Increase the visibility of rising leaders and connect them with the people and opportunities that can expand their community impact.

BEER RUN

The New Braunfels Beer Run is one of the Jaycees' favorite annual traditions. Every year, community members, local businesses, and young professionals come together for a fun morning filled with laughter, friendly competition, and community spirit.

While the race may only be a half-kilometer, the impact goes much further. The event creates opportunities for people to connect, celebrate everything that makes New Braunfels special, and support the leadership and service programs of the New Braunfels Jaycees.

Whether participants come to run, walk, cheer on friends, or enjoy the festivities, the Beer Run is all about bringing our community together and having a good time for a great cause.



EVENT OBJECTIVES

➤ COMMUNITY TRADITION

A unique New Braunfels event that brings together residents, businesses, and visitors from across the community.

➤ FUN & CONNECTION

A relaxed, community-focused morning full of laughs, networking, and community pride.

➤ SUPPORTING LOCAL IMPACT

Proceeds help the Jaycees continue developing young leaders, supporting volunteer projects, and serving the New Braunfels community.

2027 COMMUNITY PARTNERSHIP BENEFITS

Your partnership delivers impact—and includes meaningful recognition at every level.

	COMMUNITY PARTNER	BRONZE PARTNER	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER	PRESENTING PARTNER
	\$1,000	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000
Logo on Website	✓	✓	✓	✓	✓	✓
Social Media Recognition	Mention	Mention	1 Post	2 Posts	Multiple Mentions	Dedicated Campaign
Monthly Program Visibility	Select	Select	Select	Featured	Featured	Premier
Beer Run Recognition	—	Select	✓	✓	Featured	Premier
Rising Stars Gala Recognition	—	Select	✓	✓	Featured	Premier
Verbal Recognition at Events	—	—	Select Events	Select Events	Key Events	All Events
Gala Tickets	—	—	2	4	8	8
Beer Run Registrations	—	—	4	8	12	16
Speaking Opportunity	—	—	—	—	—	✓
Co-Host Opportunity (Monthly Program)	—	—	—	—	—	✓



THANK YOU FOR INVESTING IN NEW BRAUNFELS.

Your partnership helps develop leaders, strengthen our community, and create a lasting impact for generations to come.

LET'S CONNECT



When you partner with the New Braunfels Jaycees, you're doing more than sponsoring an event; you are investing in future leaders and creating meaningful impact throughout our community.

We would love to discuss how your organization can become a Community Partner.

