

WE INVITE YOUR PARTICIPATION IN OUR (CORPORATE) SPONSORSHIP PROGRAM!

We would like to invite YOU to become a (*Corporate*) *Sponsor*. Becoming a corporate sponsor is a great opportunity for targeted, strategic exposure AND it will help to support a worthy cause! The Federation hosts several premium Annual Events, and provides numerous ongoing programs, to which your company can add its support.

President's Cabinet \$10,000

- Lead Sponsor of the Jewish Festival OR three (3) of the other one-time premium events
- Included in monthly **Program Guide** calendar and **Focus**, our 4-page quarterly color newsletter, reaching 3500 households.
- Sponsor of, and a complimentary booth with umbrella at, the May 4 2014 Jewish Festival
- Table for eight (8) at, the Women's Philanthropy Luncheon on April 8, 2014 at the Biltmore
- Two (2) seats at the President's Cabinet luncheons (generally 2 – 3/year)
- Public announcements as lead Sponsor at select events
- Sponsor of "recurring events and programs" held throughout the year!
- Large banner/logo with link on website (provide your keywords)
- Logo included in bi-weekly e-news (over 3,000 recipients)
- Acknowledgement in promotional print marketing materials (e.g. posters, invitations, programs, etc.)

Corporate Platinum \$5,000

- Sponsor of all listed events and programs throughout the year!
- Public announcements as lead Sponsor at select events
- Acknowledgement in promotional print marketing materials (e.g. posters, invitations, etc.)
- Large banner/logo with link on website (provide your keywords)
- Logo included in bi-weekly e-news (over 3,000 recipients) and media promotions
- Prominent advertisement in select event programs (includes the SB Jewish Festival)
- Reserved table with company's promotional material at select sponsored events

Gold Partner \$3,600

- Sponsor of any 3 one-time premium events or 1 ongoing program/recurring event
- Public announcements as main Sponsor at the event(s)
- Acknowledgement in promotional print marketing materials (e.g. posters, invitations, etc.)
- Large banner/logo with link on event webpage(s) (provide your keywords)
- Logo included in select e-news (over 3,000 recipients) and media promotions
- Prominent advertisement in select event programs
- Reserved table with company's promotional material at select sponsored events

Silver Partner \$1,800

- Sponsor of any 1, one-time premium event (e.g. Santa Barbara Jewish Festival!)
- Public announcements as main Sponsor at the event
- Acknowledgement in promotional print marketing materials (e.g. posters, invitations, etc.)
- Mid-size banner/logo with link on event webpage (provide your keywords)
- Prominent advertisement in select event program
- Reserved table with company's promotional material at select sponsored event

Pacesetter \$1,000

- Sponsor of any 1, one-time premium event (e.g. Santa Barbara Jewish Festival!)
- Public announcement as main Sponsor at the event

- Banner/logo with link on website
- Mid-size advertisement in select event program*
- Listing on all event invitations, posters and event programs
- Reserved table with your promotional material at select sponsored event, or 10'x10' Festival booth

Mensch \$500

- Sponsor of any 1, one-time premium event (e.g. Santa Barbara Jewish Festival!)
- Banner/logo with link on website
- Advertisement in select event program*
- Listing on all event invitations, posters and event programs
- Reserved table with your promotional material at select sponsored event, or 10'x10' Festival booth

Supporter \$180

- Sponsor of any 1, one-time premium event (e.g. Santa Barbara Jewish Festival!)
- Acknowledgement in related promotional print marketing materials (e.g. posters, invitations, etc.)
- Advertisement in event program*
- Listing on website

All sponsorship packages and options are flexible and can be designed and tailored for each sponsor. This enables your company to receive the greatest possible tangible returns on sponsorship dollars, and to meet your company's individual needs, budget and marketing plans.

The Jewish Federation's **website** reaches 3,000-4,000 visitors per month. Our **E-news** is sent twice per month to 3,000+ addresses. The **Bronfman Family JCC** has statistics showing upwards of **10,000 visitors per year**, just to our Community Center alone.

- Logo or business name hyperlink size will depend on sponsorship level
- Logo or business name hyperlink will appear on appropriate event page and sponsor page

The Jewish population in Santa Barbara is estimated at over 8,000 people, according to the 2013 Pew Research Religion & Public Life Project.

We invite you to participate in our event sponsorship program with your choice of Sponsorship packages.

Deadlines vary based on your package selection. *Jewish Festival Ad Specs Deadline will be March 1st.

Ask about becoming a sponsor of our monthly **Program Guide** calendar and **Focus**, our 4-page quarterly color newsletter, reaching 3500 households.

With your choice of sponsorship package above, you will receive maximum exposure throughout the Jewish Community by being included in our PR and marketing for a variety of our most popular programs and events:

One-time Premium Event Sponsorships:

- Santa Barbara Jewish Festival*
- Women's Philanthropy Luncheon
- Super Sunday
- Young Adult Division's Vodka Latke Chanukah Campaign Event
- Men's Division Annual Event
- Annual Board of Director's Meeting

Recurring Event Sponsorships:

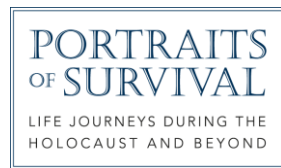
- All Star Comedy Night – Quarterly
- Art at the JCC Exhibits – Quarterly
- Young Adult Division Events – Twice per month
- Portraits of Survival Events & Tours
- Jewish Family Service Schmooze Room Luncheon – Weekly
- Children & Young Family Programs – Weekly and Monthly

The Santa Barbara Jewish Festival The biggest Jewish Community Event in Santa Barbara County, celebrating Israel's Independence Day, which will take place on Sunday, May 4, 2014 from 11 AM to 4 PM. Festival events include first-rate entertainment and great food. Based on attendance at past Jewish Festivals and other Israeli Independence Day celebrations, we expect to attract at least 7,500 visitors.

The Women's Philanthropy Luncheon has been gathering more than 150 people (*yes, men are most welcome too*) for more than 25 years! This year's event is on April 8 at the Biltmore, and will include a keynote presentation and will honor our "Woman of Valor".

Vodka Latke is our Young Adult Division's biggest annual event, the "Vodka Latke" Chanukah Benefit is December 20, 2014. Our marketing and outreach efforts will reach, and provide exposure to contributors, throughout the greater community and the tri-county area. This amazing event attracts hundreds of young adults!

The Jewish population in Santa Barbara is estimated at over 8,000 people, according to the 2013 Pew Research Religion & Public Life Project. The median family income is \$87,500 (compared to \$50,767 in non-Jewish households). Twenty percent earned between \$50,000–74,999; 24% earned between \$75,000 – 99,000; and 35% earned over \$100,000. Ninety percent of the Jewish population in Santa Barbara has one college degree or higher.



www.JewishSantaBarbara.org

www.SantaBarbaraJewishFestival.org

www.facebook.com/SantaBarbaraJewishFestival

Should you have any questions, please contact (805) 957-1115 or by email at info@sbjf.org. Attached to this package is a Corporate Sponsorship Confirmation Form to indicate which Corporate Sponsorship package you are interested in. **Please return the form to the Jewish Federation of Greater Santa Barbara, 524 Chapala Street, Santa Barbara, CA 93101.** Thank you for your support and commitment to the Santa Barbara community!

The Jewish Federation of Greater Santa Barbara does more than deliver local, national and international aid. The Federation secures a bright and lasting future for the community people by engaging our community, ensuring education and youth programming, and by developing and promoting volunteerism. Federation, together with our beneficiary agencies, provides immediate relief and support to people in need, in Santa Barbara, Israel, and throughout the world.