

# IGNITE

Thank you for considering sponsorship and/or a donation in support our biggest fundraiser of the year—Ignite! On Saturday, January 31, 2015, the NextGen Department of Jewish Federation & Family Services (JFFS) is holding its campaign kickoff to raise funds supporting vital social service programs in our community. This dynamic group of young professionals has grown from a modest 500 to over 4,000 individuals supporting our community through philanthropy and social service volunteer projects. Each year these young leaders raise over \$150,000.

## AS A SPONSOR, YOUR COMPANY WILL:

- Connect with more than 300 high-net-worth young professionals, business owners and entrepreneurs from Orange County, with a large concentration living in Irvine, Newport Coast, Newport & Laguna Beach;
- Reach members ranging in age from 21-45, including singles, married couples, and families with young children;
- Reach 100,000 people in OC through event PR and advertising across all our media streams;
- Build brand awareness, loyalty, and good will, enhancing your corporate image to this highly affluent demographic.

## WHO WE ARE:

Jewish Federation & Family Services, Orange County is a 501(c)3 non-profit organization which brings together the **people**, the **partners** and the **resources** to care for people in need, build a vibrant community and sustain and enhance Jewish life. The annual campaign of JFFS raises over \$6 million. Over 5,000 local community members of all ages, faith, and ethnicities are served by JFFS each year.

## ABOUT IGNITE:

Anticipated attendance is 300 young professionals. Highlights of Ignite, which will take place at the Merage Jewish Community Center in Irvine, include a silent auction, a VIP donor reception, dinner and dancing, open bar, and live entertainment.

For a listing of Sponsorship levels and benefits please see the attached sheets. Sponsors, advertisers and donors will be acknowledged in the Ignite program booklet. **Sponsors will receive additional recognition in our weekly email newsletter, on our website, and through our social media presence.** Please forward all Corporate Sponsorship inquiries to Cindy Jacobs at [cjacobs@jffs.org](mailto:cjacobs@jffs.org).

We thank you for your consideration,

Alexandra Mars and Adam Miller  
Ignite 2015 Co-Chairs

Cindy Jacobs  
Development Associate

# IGNITE

## **LUMINOUS! Sponsor (ONE available, \$8,000)**

- Logo and hyperlink on JFFS, NextGen, JewGlue and Shalom Family E-Blasts announcing event\*
- Logo on printed flyers
- Logo and hyperlink on all electronic 'thank you' notes\*
- Logo and full-page ad in event program
- Logo on welcoming screen, step-and-repeat banner and all appropriate event signage\*
- Logo on all advertising material in JLife\*\* purchased outright or via trade through JFFS
- Opportunity to place item in swag bag
- Logo GOBO projected at event
- Social media mentions as per JFFS/NextGen/JewGlue promotional calendar
- Logo and hyperlink in NextGen e-blasts containing event-related materials
- Logo and hyperlink on the NextGen Ignite page linking to event page
- 8 VIP event tickets
- Acknowledgement at event/awarded Appreciation Plaque
- Title sponsorship of one NextGen Macher' Mark speaker series events (mutually agreed upon)
- Opportunity for testimonial on future Corporate Sponsorship outreach materials
- First right of refusal for following year's event

## **WHITE HOT! Sponsors (TWO available, \$5,000)**

- Logo on JFFS, NextGen, JewGlue and Shalom Family E-Blasts announcing event
- Logo on printed flyers
- Logo on printed event program
- Company name and 1/4-page ad in event program
- Logo on electronic 'thank you' notes
- Logo on welcoming screen and appropriate event signage
- Logo on the NextGen Ignite page linking to event
- Hosts of VIP pre-event reception
- Opportunity to place item in swag bag
- 4 VIP event tickets

## **RED HOT! Sponsors (FOUR available, \$2,500)**

- Logo on NextGen, E-Blasts announcing event
- Logo on welcoming screen and all appropriate event signage
- Logo on the NextGen Ignite web page
- Company name and 1/8-page ad in event program
- Opportunity to place item in swag bag
- 2 VIP event tickets

## **SPARK! Sponsors (\$1,250)**

- 2 VIP event tickets
- Name in event program
- Name on NextGen Ignite web page
- 1 social media mention

## **EMBER! Sponsors (\$750)**

- 1 VIP event tickets
- Name in event program
- Name on NextGen Ignite web page

\*"Presented by" designation where applicable; most prominent logo presentation; \*\*17,000 printed impressions per ad

# IGNITE

## Sponsorship Form

On Saturday, January 31, 2015, the NextGen department of Jewish Federation & Family Services is holding its major annual fundraiser. Ignite will raise funds to support critical programs provided through the Generations Fund of JFFS to aid those in need in our community.

We would be honored to have you participate as an Ignite Sponsor!

Company Name: \_\_\_\_\_

Contact person: \_\_\_\_\_

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

Business phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please include our name on all Ignite publicity as: \_\_\_\_\_

We are delighted to support Ignite as a sponsor at the following level: \_\_\_\_\_

### IGNITE SPONSORSHIP

- Luminous! Sponsor, (ONE) \$8,000
- White Hot! Sponsors, (TWO) \$5,000
- Red Hot! Sponsor, (FOUR) \$2,500
- Spark! Sponsors, \$1,250
- Ember! Sponsors, \$750

Please return this form with your artwork to Nitzan Harel, [nitzan@jffs.org](mailto:nitzan@jffs.org) by January 15th.

### IGNITE PROGRAM ADVERTISEMENT ONLY

- Program Book Ad Full Page (8.5" H x 5.5" W) \$500
- Program Book Ad Half Page (4.25" H x 5.5" W) \$250
- Program Book Ad Quarter Page (4.25" H x 2.75" W) \$125

\* Advertisements are not tax deductible



**Want to sponsor NextGen for 2015?**

Contact Cindy Jacobs, Development Associate, at [cjacobs@jffs.org](mailto:cjacobs@jffs.org) or 949.435.3484 x297

NextGen is a program of Jewish Federation & Family Services  
1 Federation Way, Suite 210, Irvine, CA 92603

Thank you in advance for your participation! Jewish Federation & Family Services is a 501 (C) (3) organization. □Federal Tax ID # 95-2407026. Contributions other than program ad fees are tax-deductible to the fullest extent permitted by law. Consult a specialist about the value of paid program advertisements.