

# Thriving Together

The Jewish Federation's Corporate Sponsorship program is designed to meet the needs of your business and the community.

As a valued Corporate Sponsor, you will enjoy high visibility with up to tens of thousands of informed, affluent, and active consumers and influencers across Monmouth and Greater Middlesex counties and beyond. These are people who value good corporate citizenship – as well as your products and services.

## About Us

The Jewish Federation in the Heart of New Jersey is a non-profit organization that raises funds and drives strategic initiatives to make the entire Jewish community and its interfaith neighbors more caring, connected, and committed to addressing humanitarian and civic needs of today and the future.

We grant more than \$4 million annually to partners and programs meeting critical needs from hunger and mental health to education and safety for people throughout NJ and around the globe.

We invite you to join us in this life-changing work as a Corporate Sponsor. With your participation, the Jewish Federation, its partners, and the entire community will continue Thriving Together.

# Our Recent Impact

Inspired 3,000 children to embrace their Jewish identity through scholarships and youth programs from PJ Library to summer camp

Brought dozens of interfaith clergy to Israel to improve understanding of and relationships with the people of Israel

Launched new interest-free loan program for families dealing with fertility treatments, adoption, and surrogacy

Trained more than a dozen organizations to cultivate legacy giving, generating \$4.5 million in future value in 12 months

Enabled 250 Holocaust survivors to age with dignity in their homes through nutrition, in-home care, and socialization

Brought more than \$2 million in Homeland Security grants to local community, making Jewish gathering places safer

Provided opportunities for 600+ people to strengthen their personal relationship with Israel through travel and education

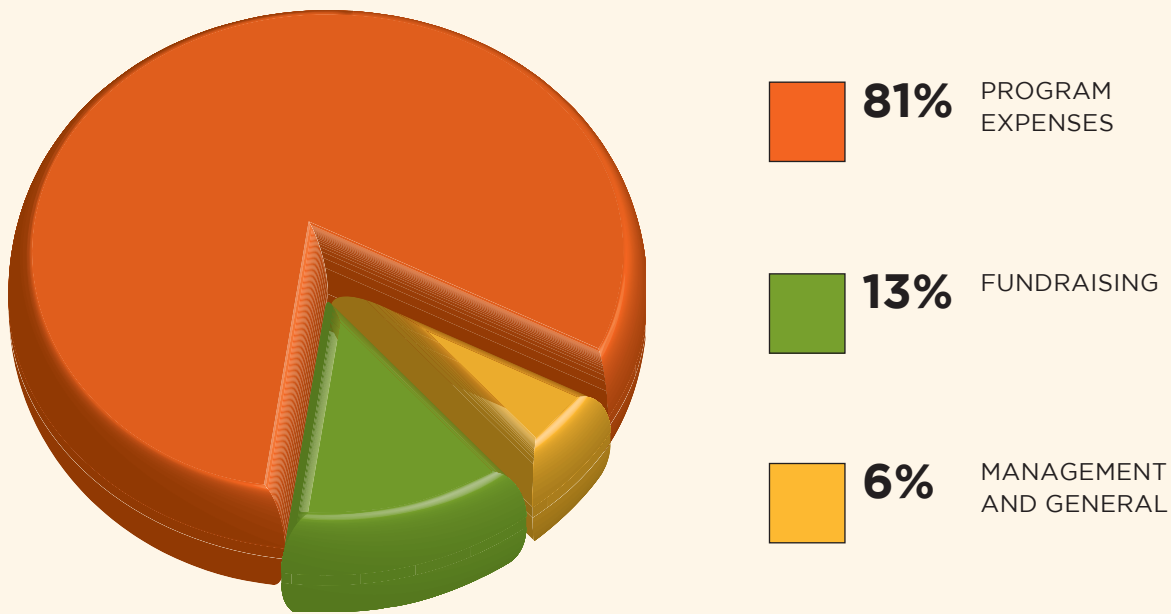
Reached an average of 400,000 people per year through digital communications

# Thriving

*verb*

progressing toward or realizing a goal: achieving success or prosperity:  
growing vigorously: flourishing

# Financial Efficiency

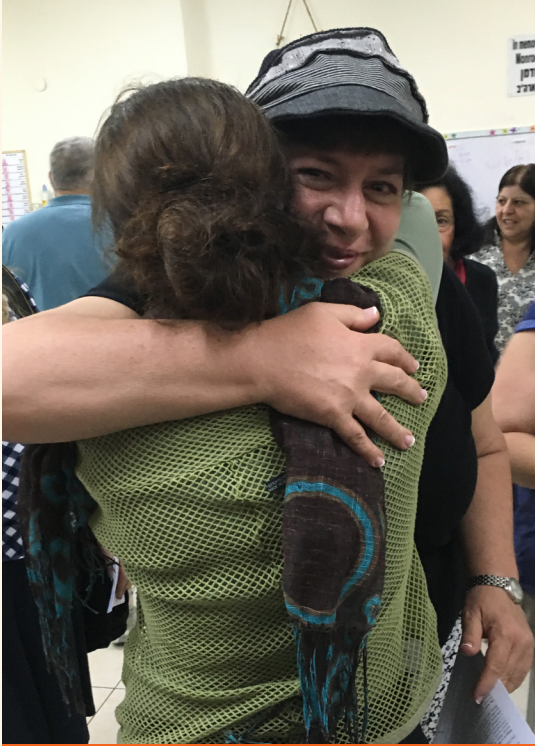


The Jewish Federation manages nearly \$20 million annually, with approximately \$4.5 million in our annual operating budget and greater than \$15 million in endowments.



**The Jewish Federation**  
IN THE HEART OF NEW JERSEY

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It's more than  
**good will,**  
it's **good business**

SPONSORSHIPS FOR A BETTER COMMUNITY



**The Jewish Federation**  
IN THE HEART OF NEW JERSEY



# Sponsorship Levels

## SPONSORSHIPS FOR A BETTER COMMUNITY

	Event Collections	Marketing Communications	NJJN
<b>Emerald Sponsor</b> Recognition Level: <b>\$25,000</b>	All events	All channels	Two full Fed Pages
<b>Ruby Sponsor</b> Recognition Level: <b>\$15,000</b>	Select three event collections	Select five channels	One full Fed Page
<b>Diamond Sponsor</b> Recognition Level: <b>\$10,000</b>	Select two event collections	Select three channels	Two half Fed Pages
<b>Gold Sponsor</b> Recognition Level: <b>\$5,000</b>	Select one event collection	Select one channel	One half Fed Page
<b>Corporate Trust</b> Recognition Level: <b>\$1,000</b>		Featured listing in one social and one email group acknowledgement	Featured listing on Fed Page group acknowledgement
<b>Corporate Council</b> Recognition Level: <b>\$500</b>		Listing in one social and one email group acknowledgement	Listing on Fed Page group acknowledgement

**NJJN Reaches**  
10,000+ readers 24 times/yr for a total of 300,000 touches/yr (includes 1.5 pass along rate)

# Marketable Opportunities

## Event Collections

### Major Gifts Events

Audience:  
High-net-worth individuals

Frequency:  
Two times/yr

Reach:  
500 invitees, 2X/yr and up to 200 attendees/yr for total of 1,200 touches/yr

### Women's Philanthropy Events

Audience:  
Female community members, leaders, and benefactors

Frequency:  
Six+ times/yr

Reach:  
4,000 invitees 6X/yr and up to 700 attendees/yr for total of 24,700 touches/yr

Includes:

- Main Event gala
- Lion of Judah and Pomegranate honor society events (for donors over \$5,000 and \$1,800, respectively)
- Ladies Nights Out
- Lunch & Learns

### Business & Professional Events

Audience:  
Doctors, attorneys, and business professionals, executives, and owners

Frequency:  
Four+ times/yr

Reach: 500 invitees 4X/yr and up to 300 attendees/yr for total of 2,300 touches/yr

Includes:

- Speakers
- Networking
- Professional development

## Marketing Communications Channels

**Facebook**  
3,700 followers  
Sponsors featured in 4 posts/yr; average reach of 750 per post for total of 3,000 touches/yr

**Twitter**  
2,500 followers  
Sponsors featured in 4 posts/yr; average reach of 300 per post for total of 1,200 touches/yr

**Printed Newsletter**  
10,000 households plus 6,000 individual recipients per issue  
Sponsors featured in 2 issues/yr for total of 40,000 touches/yr (includes 1.5 pass along rate for households)



**Event - distribution**  
Distribute your company material at Federation events

**Event - recognition**  
Federation verbally recognizes your company at events

**Event - exhibiting**  
Your table or exhibit at Federation events

**Youth & Family Programs**

Audience:  
Parents age 25-55, educators, and youth workers of children birth - college

Frequency:  
Ten+ times/yr

Reach:  
2500 PJ Library contacts (w children to age 9) 15X/yr; 600 contacts (w 8-18 yr olds) 5X/yr; and up to 500 attendees/yr for total of 41,000 touches/yr

- Includes:
- PJ Library monthly e-news and periodic events
  - Camp and teen travel scholarship updates & orientation
  - JTeam philanthropy meetings
  - JSERVE community service day
  - Educators conferences
  - Birthright Israel orientation

**Fundraising & Engagement Events**

Audience:  
Young adults, Baby boomers, Active 55+ adults, communal professionals, snowbirds and Middlesex/Monmouth natives now living in Florida

Frequency:  
Five+ times/yr

Reach:  
4,000 invitees 5X/yr and up to 500 attendees/yr for total 20,500 touches/yr

- Includes:
- Annual meeting
  - Missions
  - Super Sunday
  - Hollywood event
  - Active adult events
  - Young adult events

**Legacy Society Events**

Audience:  
Donors who have remembered the Jewish community in their estate plans

Frequency:  
Two+ times/yr

Reach:  
1,000 invitees 2X/yr and 200 attendees/yr for total of 2,200 touches/yr

**Annual Report**

1,000 major donors by mail plus 1,500 website views  
Total of 3,000 touches (includes 1.5 pass along rate for mail recipients)

**Website**

Sponsors featured for 12 months; reach 42,500 visitors/yr

**E-newsletter**

15,000 email recipients  
Sponsors featured in 2 issues/yr; average open rate of 24% for total of 7,200 touches/yr