



# Annual York Jewish Food Festival Sponsorship Proposal

**Admission is free and everyone is welcome!**

The York JCC's **Annual Jewish Food Festival** will draw a crowd of more than 1,500 food and culture lovers of all ages and backgrounds. This one-day cultural event consists of food, food and more food! In addition to fabulous food, the festival will feature numerous vendors with a variety of goods and services for all who attend. The York JCC's Jewish Food Festival is the largest Jewish cultural event in South Central PA.

## Support is beneficial to you AND the community

Beyond the obvious tax implications of a sponsorship contribution, this is a terrific opportunity to gain the very best exposure as a caring and supportive business. People at the event will notice you. Show your current and potential customers how important the community is to you and your business.

Your support ensures the continuation of the York JCC's mission through a variety of activities, programs, events and celebrations that are open and welcome to all.

## Reach your potential customers in one day

In recent years, festival attendance has been increasing, averaging 1,500 attendees. Every hour there will be fresh faces strolling the festival. A recent survey of attendees has found:

- Residential breakdowns are as follows: 46% from the immediate York and surrounding areas (primarily Spring Garden, Springettsbury & York Twps); 11% from West York/Thomasville area; 6% from Hellam/Wrightsville area; 10% from Dallastown/Red Lion area; 19% from remaining York County areas; 8% from outside of York County
- More than half attend because they hear about the Festival through word of mouth or by internal promotions while at the JCC; One-third attend as a result of community advertising
- Nearly 80% of attendees are returning attendees from prior years' events
- 55% of the attendees are women, 23% are over the age of 65, and 13% are under the age of 18



*Our mission, as a premiere Jewish Community Center, is to strengthen and preserve Jewish culture, promote respect for diversity, support the State of Israel and World Jewry, and enhance the well being of our members and the communities we serve through cultural, educational, recreational, social, wellness, and child development opportunities.*



2000 Hollywood Drive | York, PA 17403  
Ph: 717-843-0918 | Fax: 717-843-6988 | [www.yorkjcc.org](http://www.yorkjcc.org)

# Benefits & Exposure of Your Investment

	Sponsor Level (at minimum contribution)				
	Deli (exclusive by industry)	Marketplace (unlimited)	Master Chef (unlimited)	Executive Chef (unlimited)	Celebration (unlimited)
<b>Benefits &amp; Exposure*</b>	<b>\$2,000</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$750</b>	<b>\$500</b>
<b>JCC TV Advertising</b> (advertisement and artwork provided by sponsor) 10,000 views (Average 2,500+ views/week x 4 weeks) Sponsor advertisement displayed for a minimum of 1 month following the event on TVs located in the main hallway and vending area of the JCC.	✓				
<b>Event table</b> (Table & materials provided by sponsor) Average 1,700+ views High traffic location with opportunity to provide samples of (non-edible, please) products or distribute materials	✓	✓			
<b>Listing on event posters/flyers</b> 20,000 views (Average 5,000+ views/week x 4 weeks) Displayed in the JCC, distributed in the York Community, and a direct link on the JCC homepage (www.yorkjcc.org)	✓	✓			
<b>Logo on interior banners</b> 5,600 views (Average 2,800+ views/week x 2 weeks) Displayed inside the main lobby of the JCC for two weeks prior to and the day of the event	✓	✓	✓		
<b>Listing on official Webpage Thank you</b> 12,000 views (Average 3,000+ visits to www.yorkjcc.org) A direct link recognizing Food Festival supporters will be displayed on the JCC homepage for a minimum of 1 month following the event	✓	✓	✓		
<b>Listing on JCC E-Blast</b> 6,000+ emails Recognition as Food Festival Sponsor in e-blasts sent to members and participants prior to event	✓	✓	✓	✓	
<b>Complimentary Sandwich Vouchers</b> A great reward for employees or clients	6	4	4	2	
<b>Event program advertisement</b> (Deadline: TBD) Average 1,700+ views; Sponsor advertisements included in the front section.	Full page	Full page	Full page	Half page	Half page
<b>Website listing in "Partners"</b> 36,000 views (website average 3,000+ hits/month x 12 months) In the "Partners" section on the York JCC's website (www.yorkjcc.org)	✓ with link	✓ with link	✓ with link	✓	✓
<b>Listing in program under "Special Thanks"</b> Average 1,700+ views	✓	✓	✓	✓	✓
<b>Certificate of Appreciation</b>	✓	✓	✓	✓	✓
<b>100% Tax-Deductible Contribution</b>	✓	✓	✓	✓	✓

\*Benefits will begin with the next scheduled activity after sponsorship agreement and sponsor artwork (logo) are received by the JCC.



# Sponsorship Agreement

The following individual or organization agrees to sponsor the **Jewish Food Festival** at the York JCC as outlined in the sponsorship proposal. Sponsorship recognition benefits will begin with the next scheduled activity after the sponsorship funds and company logo are received by the York JCC.

**PLEASE SELECT YOUR LEVEL OF SPONSORSHIP:**  
(See advertisement specifications below)

- Deli - \$2,000**  
incl. Full Page Ad
- Marketplace - \$1,500**  
incl. Full Page Ad
- Master Chef - \$1,000**  
incl. Full Page Ad
- Executive Chef - \$750**  
incl. Half Page Ad
- Celebration - \$500**  
incl. Half Page Ad

Contact Name:

Title:

Company:

Address:

City State Zip:

Phone:

Email:

Company website:

How would you like to be listed for acknowledgement purposes?

*I (We) hereby agree to purchase the sponsorship package listed above.*

*I (We) understand that this contract is non-cancellable and payment is due to **York JCC** upon receipt of invoice.*

Date:

Signature:

## Payment Information

- Check enclosed (payable to **York Jewish Community Center**)
- Please send me an invoice (amount due **to be paid prior to date** of event)

## PROGRAM ADVERTISEMENT SPECIFICATIONS

**DEADLINE: TBA**

- Program Size: 8.5"x11"; All ads are black and white. Please submit in electronic format (.tiff, .eps, .pdf or .jpg)
- No Microsoft Word documents or hard-copy and scanned business cards.
- Full Page - Size: 7.5" wide x 9.5" high
- Half Page - Size: 7.5" wide x 4.5" high

Please email digital program advertisement to: [jpflaum@yorkjcc.org](mailto:jpflaum@yorkjcc.org)

Return completed form to:



Janine Pflaum  
York Jewish Community Center  
2000 Hollywood Dr, York, PA 17403  
Phone: 717-843-0918 Fax: 717-843-6988  
Email: [jpflaum@yorkjcc.org](mailto:jpflaum@yorkjcc.org)