

SPONSOR PACKET

— 1st Annual Minnesota JCC —

Fare the Kids

2021 GOLF BENEFIT

with special thanks to our Title Sponsor



**SAXON
AUTO GROUP**

Getting it right. Four generations.

Supporting JCC scholarships and programs for kids & families





MONDAY, AUGUST 2

LEGENDS CLUB • PRIOR LAKE

Why the JCC matters.

The Minnesota JCC is a full-service community center that operates two dynamic campuses, one in St. Louis Park and one in St. Paul, serving and engaging the Twin Cities community in vital, impactful and enduring ways. For over 90 years, the role of the JCC has been to serve as the place where people can gather, connect with one another and enrich their bodies, minds and souls. It is where people welcome and take care of one another. That continues to be our mission – even in these challenging times.

With thousands of people engaging with the J each month, either in-person or through virtual programming, the JCC continues to be there for the broadest spectrum of the community, as we have for nearly a century.

The Minnesota JCC's services and programs serve: babies – centenarians, Minnesota born to transplants and immigrants, people of all levels of ability, people of all backgrounds, religions, cultures and affiliations. The Minnesota JCC is fully inclusive and welcomes everyone who has a desire to be connected to others and to the sense of community that we create and celebrate every day at the Minnesota JCC.

Our JCC programs support the health and wellness of individuals and families; meeting social, cultural and social service needs; providing education and day care for hundreds of children; offering food-security, medical transportation, enrichment and engagement programs specific to seniors; facilitating a nationally recognized inclusion program for children and adults with disabilities; and sharing dozens of cultural arts experiences through a Jewish lens for people of all ages. We are in the business of making people's lives better, healthier, happier, more meaningful and more connected to each other.

Marketing impact to the Jewish community from your business.

As the center of the Jewish community, the Minnesota JCC provides a direct link between your business and thousands of community members. Through your sponsorship, you will experience an unprecedented level of year-round exposure to our prime demographic, representing a large percentage of the 88,000 people living in households that are part of the local Jewish community, and many members of the broader Twin Cities community.

Plus, your support allows the JCC to provide the full range of programming that makes a difference in people's lives, including over \$500,000 in scholarships, ensuring that everyone is able to participate.

DID YOU KNOW?

300 children create their first community memories in our Early Childhood Centers each year

More than 1,000 kids enjoy Summer Camp each year at the J

15,000+ kosher, nutritious meals are provided to seniors each year

Over 250 children and adults with disabilities are fully included in all that the JCC has to offer

The JCC provides over \$500,000 in scholarships each year so that everyone can be a part of the JCC community

Over 15,000 people participate in our wide range of cultural arts and community events including our Golf Tournament, Jewish Film Festival, Jewish Humor Festival, Art Exhibitions & Workshops and more!

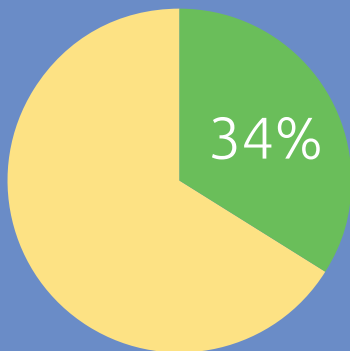
The Minnesota JCC is the most visible and visited Jewish organization in Minnesota





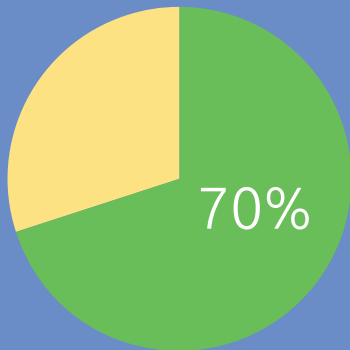
The benefits of sponsorship

UNPARALLELED ACCESS TO A PRIME, AFFLUENT AND WELL-EDUCATED DEMOGRAPHIC



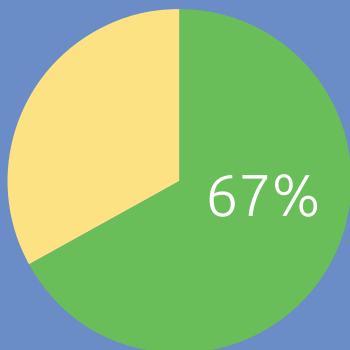
INCOME

34% earn over \$100,000 per year (compared to 21% nationally)



EDUCATION (AGE 25+)

70% hold undergraduate degrees; 43% hold graduate degrees



REAL ESTATE

67% own a home valued at \$280,000+ (median home value = \$332,600)

Each month, thousands of people enjoy our programs and services, both in-person and online.

- Early Childhood Education
- Summer Day Camp
- Youth & Teen Programs
- Supportive services for Seniors
- Senior Programs
- Arts & Culture
- Health & Wellness
- Inclusion and accessibility for all

The Minnesota JCC has a strong social media presence through Facebook and Instagram. *Fore! the Kids 2021* sponsorships provide the following marketing impressions:

JCC website	160,000+ annual unique visitors
Physical signage at the JCCs	3,500+ weekly impressions
Digital signage at the JCCs	3,500+ lobby visitors each week
Event signage	200+ guests
E-blasts	24x per year

Your sponsorship matters.

The Minnesota JCC's life-enriching programs support and inspire thousands of people each week. From infants to seniors, the JCC provides unique shared experiences that happen only at the J! The J is a warm and welcoming place where anyone can feel embraced, and your sponsorship ensures that everyone wishing to participate is able to, because of the scholarship funds raised at this event. Each year, \$500,000+ in scholarship support is distributed by the JCC.

As the center of the Jewish community, the JCC provides a direct link between your business and thousands of community members.

We look forward to partnering with you this year. *Thank you for your support!*

* Golf sponsorships are tax deductible to the greatest extent allowed by law.





Sponsorship Levels

	TITLE (unavailable)	CHAMPION	EAGLE	BIRDIE	PAR	BEVERAGE CART	TEE SIGN
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,800	\$1,500	\$500
EXPOSURE							
Name/logo on invitation	X						
Dedicated Thank You eblast to over 15,000 individuals	X	X					
Thank You social media post	X	X	X	X			
Name/logo on JCC tv slides in both centers	6 MONTHS	3 MONTHS	2 MONTHS	1 MONTH			
Banner ad in <i>Life at the J</i> , a bi-weekly e-newsletter	12 EBLASTS	8 EBLASTS	4 EBLASTS	2 EBLASTS			
Name/logo scrolling on screens in golf carts	X	X	X				
Opportunity to include item in swag bag	X	X	X				
Recognition on the JCC website	1 YEAR	1 YEAR	1 YEAR	6 MONTHS	3 MONTHS	3 MONTHS	3 MONTHS
Acknowledgement in JCC publication 2x per year	X	X	X	X	X	X	X
Branded signage on course (name/logo)	X	X	X	X	X	X	X
GAME DAY							
Golfers/lunch	12	8	8	4	4	2	
Swag bags	12	8	8	4	4	2	
Drink tickets	12	8	8	4	4	2	





2021 Registration Form

Business Name as you would like to be listed _____

Contact Name: _____

Address _____

City _____ State _____ Zip _____

E-mail _____

Phone _____ Website _____

Who to contact for logo, ad or marketing questions: _____ Email _____

SPONSORSHIP LEVELS

- Title \$15,000*
- Par \$1,800
- Champion \$10,000*
- Beverage Cart \$1,500
- Eagle \$5,000*
- Tee Sign \$500
- Birdie \$2,500*

We will contact you for the names of your golfers in the coming weeks.

* Please email your logo to sarag@minnesotajcc.org by **July 1, 2021.**

TICKETS

(Golfers not attending as part of a sponsorship)

- Individual golfer: \$220/person
- Number of golfers _____
- I/we are unable to attend but would like to make a tax-deductible donation to the Minnesota JCC in the amount of \$ _____

PAYMENT (also available online at minnesotajcc.org)

- Sending a check payable to the Minnesota JCC Capp Center St. Paul (please include a copy of this form)
- Invoice me at the above address
- Visa MasterCard American Express

Card # _____ Exp. Date _____

Signature _____

Please return this form to:

Minnesota JCC Capp Center St. Paul, c/o Sara Greenberg
1375 St. Paul Ave, St. Paul, MN 55116

For sponsorship questions, contact Sara Greenberg at sarag@minnesotajcc.org or 651.255.4737

