

SPONSOR PACKET



MONDAY, OCTOBER 24, 2022
OAK RIDGE COUNTRY CLUB

*Supporting JCC scholarships and
programs for kids & families.*



Special thanks to our Presenting Sponsor:  **English Rose**





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

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

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

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

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

WHY THE JCC MATTERS

We are in the business of making people's lives healthier, happier, more meaningful and more connected to each other.

The Minnesota JCC is a full-service community center operating two dynamic campuses, one in St. Louis Park and one in St. Paul. 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.

We provide essential community services, including programs for seniors striving to remain active in the community, a nationally recognized inclusion program supporting individuals with disabilities, fitness classes for all ages and abilities, and artistic, cultural, and educational events through a Jewish lens for people of all ages. Our inclusion philosophy is central to our mission and is woven into the fabric of each and every department at the JCC. **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 J provides countless opportunities for children to learn, grow, stay active and build friendships and memories that last a lifetime. With two Early Childhood Centers, two summer camps, after school and school release programs, youth theater, teen programs, sports and rec leagues, swim lessons, and a variety of arts, culture and enrichment programs, the JCC serves youth from infancy through high school.

Our Inclusion team is instrumental in planning for and supporting children with disabilities by matching trained Advocates with children at our summer day camps, out-of-school programs and enrichment programming, ensuring that all children are welcomed and celebrated at the Minnesota JCC.





The Benefits of Sponsorship

Unparalleled access to a prime, affluent and well-educated demographic

MARKETING IMPACT TO THE JEWISH COMMUNITY

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.

The Minnesota JCC has a robust multichannel marketing reach with hundreds of thousands of annual impressions through digital and print marketing as well as social media platforms like Facebook, Instagram and TikTok.

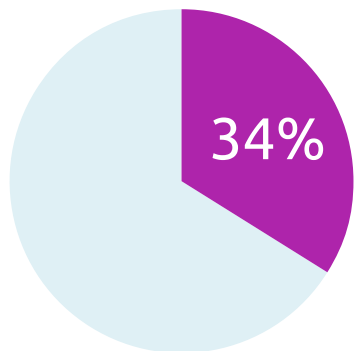
- JCC website 160,000+ annual unique visitors
- Physical signage at the JCCs 3,500+ weekly impressions
- Digital signage at the JCCs 3,500+ lobby visitors each week
- Event signage 200+ guests
- E-blasts 24x per year

YOUR SPONSORSHIP MATTERS

Your support allows the JCC to provide the full range of programming that makes a difference in people’s lives. We strive to make our services available to as many people in our community as possible by offering nearly \$500,000 in scholarship and program assistance annually. This simply would not be possible without the support of committed partners like you.

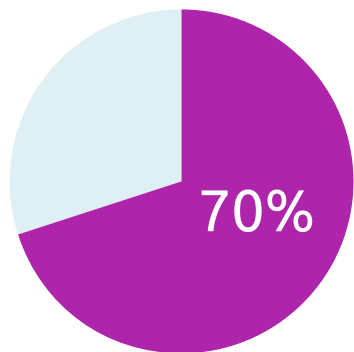
We look forward to partnering with you this year. *Thank you for your support!*

The Minnesota JCC is a 501(c)(3) not-for-profit organization, and sponsorships are tax deductible in accordance with IRS regulations.



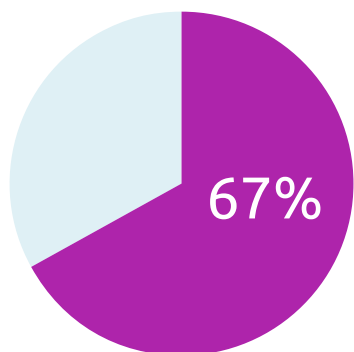
INCOME

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 \$332,000+ (median home value = \$395,200)



2022 Sponsorship Levels



SOLD

| | PRESENTING \$5,000 | ACE \$3,600 | KING \$1,800 | QUEEN \$1,000 | JACK \$500 |
|--|-----------------------|----------------|-----------------|------------------|---------------|
| EXPOSURE | | | | | |
| Name/Logo on invitation | X | | | | |
| Thank You social media post | X | X | X | | |
| Opportunity to provide branded items for all players | X | X | X | | |
| Name/logo on JCC tv slides in both centers | 4 MONTHS | 3 MONTHS | 2 MONTHS | 1 MONTH | |
| Banner ad in <i>Life at the J</i> , a bi-weekly e-newsletter | X | X | X | | |
| Recognition on JCC website | X | X | X | X | X |
| Acknowledgement in JCC publication (2x per year) | X | X | X | X | X |
| Recognition at the event | X | X | X | X | X |



2022 Sponsorship 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

- PRESENTING \$5,000 **SOLD** KING \$1,800 JACK \$500
 ACE \$3,600 QUEEN \$1,000

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

***Please email your logo to sarag@minnesotajcc.org by September 19, 2022.**

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



Minnesota JCC