



Dear Friend,

We invite you to take advantage of a great opportunity to showcase your business to over 3,000 individuals who live in communities throughout the greater Bay Area by becoming a sponsor of Temple Isaiah's annual gala dinner and auction on Saturday, April 29, 2017. Promotion for this year's gala promises to build excitement for its cruise and casino themed entertainment, and your tax-deductible sponsorship donation can serve the dual purpose of marketing your products and services to our affluent community.

As you will see from the enclosed Sponsorship Packet, your support offers numerous benefits to you, beginning with the Gala Program, distributed to the more than 300 individuals we expect to attend. Depending on the level of your sponsorship, additional benefits consist of placing your logo with a link on our Gala web page, inserting your display ad or listing in the event program, distribution of branded items at the event, inclusion in event press releases and our monthly newsletter, and more.

Proceeds from the event will help Temple Isaiah fulfill our mission to serve our Jewish and interfaith constituents and to support the underserved communities of Contra Costa County and the East Bay with programs such as:

- **Values in Action** – Social service projects including tutoring at underserved schools, hosting the Interfaith Council of Contra Costa County's Winter Nights Rotating Shelter every December, supporting the Food Bank of Contra Costa and Solano, Loaves and Fishes, Shelter Inc., Wardrobe for Opportunity, and many more.
- **Educational and Cultural Events** – Free public classes, concerts and lectures, for adults and children.
- **Mental Illness Support** – An award-winning program to help people with mental illness and their family members and friends address the challenges they face.
- **Multi-Faith ACTION Coalition** – An initiative spearheaded by Temple Isaiah in which faith groups work together to address the root causes of poverty in our community through advocacy and public policy change.

We look forward to partnering with you at Temple Isaiah's 2017 Gala, providing mutual benefit to your firm and our tax-exempt organization. Please feel free to contact us with any questions you may have.

Thank you for your support!

Stu Kirsch
Business Sponsorship Co-Chair
(508) 821-0479
stukirschnet@gmail.com

Thank you for supporting Temple Isaiah!

Tax ID Number: 941626373



945 Risa Road, Lafayette, CA 94549 ♦ (925) 283-8575 ♦ www.temple-isaiah.org



All Sponsors will receive

- Recognition in event program if committed by April 10, 2017
- Recognition on Gala website

Presenting Sponsor

\$5,000

Named as Presenting Sponsor on all event materials, publicity, and marketing (Shalom Seas presented by XYZ)

- Branding included throughout the event
- Full-color back page advertisement in the event program
- Recognition on gala invitation (over 1000 households) if committed by February 24, 2017
- Receive contact information from attendees with opt-in response opportunity
- Advertising banner on Gala web page
- Special recognition in Temple Isaiah's print monthly newsletter
- Full page ad insertion for one year in online version of monthly newsletter

Jackpot Dice Roll Sponsor

\$3,000

Named as title sponsor for Jackpot Dice Roll in all event materials, publicity, and marketing (XYZ Jackpot Dice Roll)

Each attendee will roll a special set of dice. Should someone roll the unique combination of letters in one roll, he or she will win a Jackpot prize presently valued at \$25,000 prize.

- Branding for Dice Roll activity table, located in entry foyer, to include table top, collateral materials, large format check, and more
- Opportunity to offer a car or similar valuable prize as opposed to cash for winner, and to display that prize at the event.
- Full-color inside front cover or back cover advertisement in the event program
- Receive contact information from attendees with opt-in response opportunity
- Advertising banner on the Gala web page
- Special recognition in Temple Isaiah's print monthly newsletter
- Full page ad insertion for one year in online version of monthly newsletter

Video Horse Racing Arena Sponsor

\$2,500

Named as title sponsor for video horse racing activity (Video Horse Racing at XYZ Downs/Park/Fields)

Buyers of premium gala tickets will see horses in video horse races. A total of 48 horses will run in five races over the course of the evening, complete with betting and championship prizes for the winners.

- Branding for the video horse racing area, located on the facility's stage.
- Full-color back page advertisement in the event program
- Advertising banner on the Gala web page
- Special recognition in Temple Isaiah's print monthly newsletter

Bars Sponsor

\$2,000

Named as title sponsor for all three bars at the event (XYZ Bars)

- Branding at each of the three bars
- Full color page advertisement in the event program
- Display advertisement on the Gala web page
- Special recognition in Temple Isaiah's print monthly newsletter

Wine Sponsor

\$1,500

Sponsor of the wine service at the event

Wine Sponsor may, but need not, be a winery, distributor or retailer; wine purchase for the event can be negotiated with sponsor.

- Placards at each bar
- Full page black and white advertisement in the event program
- Special recognition in Temple Isaiah's print monthly newsletter

Casino Gaming Area Sponsor

\$1,250

Named as title sponsor of area including 13 gaming tables (XYZ Casino/Gaming Room)

- Branding in the gaming area
- Full page black and white advertisement in the event program
- Display advertisement on the Gala web page
- Special recognition in Temple Isaiah's print monthly newsletter

Talent Lounge Sponsor

\$1,250

Named as title sponsor of the large outdoor heated tent, in which local musicians, singers, and entertainers will perform, along with dinner seating and other activities (XYZ Talent Lounge)

- Branding in the Talent Lounge
- Full page black and white advertisement in the event program
- Display advertisement on the Gala web page
- Special recognition in Temple Isaiah's print monthly newsletter

ID Card Sponsor

\$1,000

Sponsor of the ID Card each guest will receive upon entering the event

- Branding on each lanyard guests will receive to hold their ID cards
- Full page black and white advertisement in the event program
- Display advertisement on the Gala web page
- Special recognition in Temple Isaiah's print monthly newsletter

Bingo Parlor Sponsor

\$1,000

Named as title sponsor of the gala's bingo parlor (XYZ Bingo Parlor)

Bingo Parlor Sponsor may, but need not, provide prize or prizes for the bingo games; prize acquisition can be negotiated with sponsor.

- Branding with all bingo signage and collateral material
- Half page black and white advertisement in the event program
- Special recognition in Temple Isaiah's print monthly newsletter

Raffle Sponsor

\$1,000

Named as title sponsor of the gala's raffle (XYZ Raffle)

Raffle Sponsor may, but need not, provide prize or prizes for the raffle; prize acquisition can be negotiated with sponsor.

- Branding with all raffle signage and collateral material
- Half page black and white advertisement in the event program
- Special recognition in Temple Isaiah's print monthly newsletter

Bar Sponsor

\$800

Named as title sponsor of one of the three bars, as available (XYZ Bar)

- Branding at the bar
- Half page black and white advertisement in the event program
- Special recognition in Temple Isaiah's print monthly newsletter

Prize Vault Sponsor

\$750

Named sponsor of the "prize vault" for gaming prizes (XYZ Prize Vault)

At the conclusion on the night's gaming, patrons will exchange their chips for lucky lottery tickets, which they can place in the jars at each of approximately 25 prizes in the prize vault. At the end of the evening, one winner will be drawn for each prize.

- Branding on the prize vault and at each ticket jar
- Half page black and white advertisement in the event program
- Special recognition in Temple Isaiah's print monthly newsletter

Photo Area Sponsor

\$500

Named sponsor of the embarkation photo area (XYZ Photo Area)

A professional photographer will be on hand to take photos of all guests as they arrive for the event. Just as on a cruise, photos will be available for pickup by guests by the end of the evening.

- Branding on the photo folder each guest will receive
- Business card size black and white advertisement in the event program

Gaming Table Sponsor

\$250

Sponsor of a single gaming table in the casino area

- Placard on the gaming table
- Business card size black and white advertisement in the event program

Event Sponsor

Any level

- Should you desire to sponsor the event and support Temple Isaiah, but without specific naming or branding opportunities at the event, we are pleased to include you as a sponsor with event program advertisement and all the recognition opportunities commensurate with the level of your donation.
- Other sponsorship and marketing opportunities can be developed in concert with your brand and product or service.

Questions? Contact:

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