



# 2020 Jewish Food & Folk Festival

## Advertising & Sponsorship Opportunities

Spring, 2020

Greetings,

Thank you so much for your interest in being recognized at the Temple Beth-El seventh annual Jewish Food and Folk Festival on April 26<sup>th</sup>. This is a wonderful event for the community that continues to grow every year. Over 1300 people attended this event last year!

In addition to the exposure you get at this event, the Jewish Food and Folk Festival provides you an opportunity to support a synagogue that serves a growing and diverse Jewish community in Las Cruces. Proceeds from the festival are used for many outreach and educational programs for the Las Cruces community. Your financial support allows our congregants to focus on a variety of efforts to accomplish *Tikkun Olam*, a pillar of the Jewish faith that focuses on our responsibility to “repair the world”. The funds we raise help us feed the homeless, assist the Mesilla Valley Hospice, host candidate forums, discuss immigration issues, provide education on topics of community importance and participate in the Las Cruces community’s interfaith group. Your support would also assist with the Temple school, youth programs for teens and adult programs for our congregants.

### **We are offering two options for you to participate:**

**Option 1:** Place a formal ad in the program book that we hand out to people as they enter the event. We are offering various sizes and prices for ad space.

**Option 2:** Get recognition from our sponsorship packages for yourself and/or your business from over 1300 people while donating to a tax-exempt organization. We offer four levels of selections based on your contribution as well as other specific Sponsorship opportunities.

Please see the enclosed form to choose among all the options and to sign-up. Forms are due by April 3, 2020. For tax purposes, Temple Beth-El is a 501(c)(3) organization. We thank you for your consideration .

Sincerely,

Rose Jacobs & Francine Feinberg  
Jewish Food & Folk Festival Chairs



# 2020 Jewish Food & Folk Festival

## Advertising and Sponsorship Opportunities

### Donor Information

Donor Name: \_\_\_\_\_

Name to Appear in Advertising: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Person who contacted if applicable: \_\_\_\_\_

Notes: \_\_\_\_\_

### Option 1: Advertising in Program Book

Size	DONATION	√
Full Page	\$125	
Half Page 5"x 4"	\$75	
Quarter Page 5"x 2"	\$50	
One Line Message 60 Characters Example: "Much success on your event from the Berkson family!"	\$18	

### Instructions

#### Artwork & Logos:

- To email ad as an image format (jpg, gif or tif) send to: Rebecca Berkson at [becca.berkson@gmail.com](mailto:becca.berkson@gmail.com)
- To mail a hard copy (business card or other) use enclosed envelope & send by Apr.3rd
- If you want us to design something for you, please let us know.

Checks: Please make checks payable to Temple Beth El: Memo: JFFF

Use the enclosed envelope addressed to Temple Beth-El for all checks, forms and hard copy ads.

Turn Over Page for Option 2

## Option 2: Sponsorships with Amenities

CHOICES	DONATION	√
King/Queen Kosher	\$750	
Matzah Mensch	\$500	
Challah Helper	\$215	
Bagel Buddy	\$110	
Other Opportunities	\$75 minimum	

### Amenities

#### King/ Queen Kosher

- 35 Admission tickets
- \$140 in tickets for food at the event
- Full-page ad in program

**PLUS: Recognition through:**

- Press releases
- Posters
- Event website
- Badge at event with sponsorship level
- E-blast” in the Temple news
- Temple Facebook page

#### Matzah Mensch:

- 20 Admission tickets
- \$80 in tickets for food at the event
- Full-page ad in program

**PLUS: Recognition through:**

- Event website
- Badge at event with sponsorship level
- “E-blast” in a Temple news
- Temple Facebook page

#### Challah Helper

- 8 Admission Tickets
- \$40 in tickets for food at the event
- Quarter-page ad in program book

**PLUS: Recognition through:**

- Event website
- Badge at the event with sponsorship level
- “E-blast” in a Temple news
- Temple Facebook page

#### Bagel Buddy

- 5 Admission Tickets
- \$20 in tickets for food at the event
- \$18 one-line message in program book

**PLUS: Recognition through:**

- Event website
- Badge for event with sponsorship level
- “E-blast” in a Temple news
- Temple Facebook page

### Other Sponsorships Opportunities

CHOICES	√
Event Security	
Tent Rental	
Food	
Entertainment	

**\$75.00 minimum - Name recognition in the Program Book, Poster, website and Temple Newsletter**