



Asheville Jewish Community Center

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Dear Friends:

Thank you very much for being a part of the vibrant business community in Asheville. We realize that you are often asked to support local non-profits and we thank you for your generous support of our amazing community!

I am writing to invite your involvement in the JCC's 12th annual road race, The Falafel 5K, on May 19, 2019. This event has multiple goals of equal importance:

- To build community while celebrating our identity
- To promote the benefits of physical activity
- To raise much needed funds for the JCC's need-based scholarship funds

Please consider having your business be a sponsor of the 2019 Falafel 5K. This is an excellent way to support the JCC's need-based scholarships to our 5 star pre-school, after-school program, and summer day camp, as well as promoting your business to the families who are active in the JCC and the greater community at large.

Please review the enclosed sponsorship levels and list of the various benefits for each level. I think you will find this to be a good value for your advertising dollars as well as a great way to support our community.

Your commitment before March 1st is welcome. If you would prefer, you can be invoiced to pay at a later date. I hope that you will be part of this exciting community event.

Please contact me with any questions you may have about the race. I look forward to hearing from you.

Sincerely,

Rochelle Reich
Director of Community Engagement and Jewish Learning
Rochelle@jcc-asheville.org

Our Mission

Strengthen Jewish Identity,
Celebrate Jewish Culture, and
Build Community

Asheville Jewish Community Center
236 Charlotte Street · Asheville, NC 28801
(828) 253-0701 · www.jcc-asheville.org

Asheville Jewish Community Center
Falafel 5K
Sponsorship Commitment Form



DONOR INFORMATION:

Name of business: _____

Business address: _____

City/State/Zip: _____

Business contact name: _____

email: _____ phone: _____

SPONSORSHIP INFORMATION:

Sponsorship level:

\$1,000 _____ \$750 _____ \$500 _____ \$250 _____ \$100 _____

Please send your company logo (ai or eps format) to tami@jcc-asheville.org as soon as possible. Updates to the website are made regularly, as well as printed material. We want you to be included.

My payment is enclosed

Please charge my credit card

Visa / MasterCard / AmEx / Discover (circle one)

_____ exp. Date _____

Signature: _____

Please send me an invoice

***Due date for payment: Falafel 5K - May 1st**

Please return this form to:
Tami Gross, Asheville JCC, 236 Charlotte Street, Asheville, NC 28801
or email Tami@jcc-asheville.org

Falafel 5K Sponsorship Levels

The Falafel 5K run occurs in conjunction with the Israel Independence Day celebration in the community. 250+ active adults are expected to participate by running or walking through North Asheville on May 19, 2019.

\$1000 Presenting Sponsor

(Can be up to 3 presenting sponsors- industry exclusivity within the level)

- Prominent placement of company name/logo in all advertising
- Recognition/Logo on all advertisements promoting the race as presenting sponsor
- Logo on the race gift as presenting sponsor
- Recognition in weekly JCC e-news, and website as presenting sponsor
- Opportunity to have an information table at race registration
- 10 race registrations included
- Opportunity to advertise in the race packet
- Opportunity to 'start' the race and/or assist with awards and raffles
- 2 enews sponsorships (once ad is received, then dates can be scheduled)
- ¼ page ad in the "Happenings" JCC program guide (distributed to 2000+ households)

\$750 Champion Sponsor

- Logo on all advertisements promoting the race as sponsor
- Logo on the race gift as sponsor
- Recognition on JCC website and registration site as sponsor
- Opportunity to have an information table at race registration
- 8 race registrations included
- 2 enews sponsorships (once ad is received, then dates can be scheduled)
- Opportunity to advertise in the race packet

\$500 Marathon Sponsor

- Recognition on all advertisements promoting the race as sponsor
- Logo on the race gift s as sponsor
- Recognition on JCC website and registration site as sponsor
- Opportunity to have an information table at race registration
- 6 race registrations included
- Opportunity to advertise in the race packet

\$250 Warm Up Sponsor

- Recognition on the race gift as sponsor
- Recognition on JCC website and registration site as sponsor
- 4 race registrations included OR 2 race registrations and table at the race
- Opportunity to advertise in the race packet

\$100 Moral Support Sponsor

- Recognition on JCC website as sponsor
- 2 race registrations included OR table at the race
- Opportunity to advertise in the race packet