OVERVIEW

Our Mission

The Asheville Jewish Community Center strengthens Jewish identity, celebrates Jewish culture, and builds inclusive community.

Our Values

Simcha (Joy)
Kavod (Respect)
Limud (Learning)
Kehilah (Community)
Hosen (Resilience)
Tikkun Olam (Repair of the World)

Our Vision

We envision a place that provides opportunities for everyone to connect to Jewish life and culture, supports community members through every stage of life, and fosters a sense of belonging.

EVENTS

Falafel 5K Road Race

Reach: In 2026, 300 people attended the race including 150 participants plus spectators, families and volunteers.

Summer Event Series

Reach: In 2026, our J Art Fest included 3 events, reaching over 300 individuals in Asheville and WNC.

AJCC Swim Team

Reach: In 2026, 119 children ages 6-18 participated in swim team. Meets are offered at our home pool and across the region throughout the year.

Jewish Food Series

Reach: After the successful inaugural Great Babka Bake Off that drew over 100 participants, we are expanding our Jewish food program with an anticipated reach of 200+ attendees.

REACH

The JCC is Asheville's Jewish town square. At the JCC, all are welcome to share in Jewish traditions, values, and culture. Our JCC has been the home for Jewish life in Western North Carolina since 1940, and today we continue to be a vibrant and diverse community, offering a wide variety of programs for people from all backgrounds, at every stage of life.

Partnership with the JCC through sponsorship offers a unique marketing opportunity within the Asheville community.

- 1.5K followers
- 2.7K followers
- 6K weekly eNews subscribers
- 11K monthly website views
- Visitors: Approximately 750/week main building, 225/week aquatics center in the school year and 950/week aquatics center in the summer

Sponsorships:
Lindsey Cotner
lindsey@jcc-asheville.org

Advertising:
Hannah Furgiuele
hannah@jcc-asheville.org

Sponsor Benefits	$5,000	$3,000	$1,500	$500
Program Sponsorship: Summer Series, Falafel 5K, AJCC Swim Team, Food Series	**Presenting** *industry exclusivity at presenting level only*	**Champion**	**Leader**	**Partner**
Logo on Pool and Main Building Screen Until 8/31/27	X	X		
eNews Ads	24 (2x/month)	12 (1x/month)	**9**	**6**
Summer Pool Banner	X	X	**X**	**X**
Logo on shirts: Swim, Summer, & Falafel 5K	X	X	**X**	**X**
Pool Guest Passes (not valid on 7/4 or Labor Day)	6	4	**2**	**1**
Recognition on JCC Partner Page	X	X	**X**	**X**
Recognition on Main Event Flyers	X	X		
Featured Ads	4	3	**2**	**1**
Event Tickets	$200 dollars worth of event tickets	$150	**$100**	**$50**
Dedicated Social Media Post	2 stand alone	1 stand alone	**1 group**	**1 group**
Facility Rental *use by 8/31/27 *pending space available	1 Free	25% discount	**15% discount**	**10% discount**