



Jewish Federation
OF GREATER ATLANTA

Sponsorship Opportunities

Philanthropy

Philanthropy is

GOOD BUSINESS

GOOD BUSINESS



89% of US consumers are likely to switch brands to one associated with a good cause, given comparable price and quality.

-2015 Cone Communications/Echo Global CSR Study

83% of consumers think companies should support charities and non-profits with financial donations.

-movingworlds.com



Jewish Federation of Greater Atlanta provides opportunities, care, connection, support and strength for the Greater Atlanta Jewish community. Our vision is a thriving, inclusive Atlanta community, with healthy organizations that engage every generation to secure our Jewish future. By partnering with Jewish Federation of Greater Atlanta, you access the entire eco-system of Jewish Atlanta.

There are three ways to structure a corporate sponsorship with Jewish Federation of Greater Atlanta:

1. Community sponsorship

Community sponsorship gives your brand the widest reach in terms of visibility within Jewish Atlanta. With a community sponsorship, you have access to representation at some of our largest events, designed to attract a wide cross-section of Jewish Atlanta, often even in partnership with other Jewish agencies around Atlanta. Events in this area include:

- The Collective: A Celebration of Community
- Mitzvah Days
- Mini-missions
- Super Sunday
- Israel @ 70 community celebration

2. Affinity sponsorship

An affinity sponsorship gives your brand a chance for visibility specifically with a particular target audience. Whether you are interested in women, young adults, business professionals, or Foundation supporters, the affinity sponsorship gives you a chance to “own” a target market across multiple events of varying sizes.

3. Single event sponsorship

Federation hosts a number of events annually, ranging from a Women’s Fall event with over 300 people to small CLE classes for legal professionals, with a wide variety in between. You can select a single event of interest to your company to sponsor.

10 TUESDAYS

In addition to the event sponsorship opportunities, you can build your brand with Jewish Atlanta through our new program: TEN TUESDAYS.

Your logo appears exclusively in our weekly FederationFive newsletter with a live link to your company’s website for 10 consecutive weeks (based on availability).

FederationFive is sent weekly to 15-20 thousand people.

\$3,000

PRESENTING SPONSORS

- Presenting “title” with company name at event(s) with exclusivity in your business area
- Presenting sponsor recognition in invitation, promotional materials, collateral and all media generated by the event your company chooses to sponsor
- Premier seating for 10, which includes two seats at the Keynote Speaker’s table, where applicable
- Invitation for 6 to the pre-event reception, where applicable
- Personal introductions by Federation professional to event attendees during VIP reception and event, as well as post-event
- Recognition of company by event chairs at event
- Company name and logo listed on video screens, if applicable
- Company logo and link on Federation’s registration page for event
- Opportunity to brand and network your company within the Jewish community of Atlanta

GOLD SPONSORS

- Recognition as Gold Sponsor in invitation, promotional materials, collateral and all media generated by the event your company chooses to sponsor
- Premier seating for 6
- Invitation for 2 to the pre-event reception, where applicable
- Recognition by event chairs at event
- Company name and logo listed on video screens, if applicable
- Company logo with a live link to your company’s website on all event promotion on Federation’s website
- Opportunity to brand and network your company within the Jewish community of Atlanta

SILVER SPONSORS

- Recognition as Silver Sponsor in invitation, promotional materials, collateral and all media generated by the event your company chooses to sponsor
- Seating for 4
- Recognition by event chairs at event
- Company name and logo listed on video screens, if applicable
- Company logo with a live link to your company’s website on all event promotion on Federation’s website
- Opportunity to brand and network your company within the Jewish community of Atlanta

SPONSORSHIP COST BREAKDOWN

	COMMUNITY	AFFINITY	SINGLE
PRESENTING	\$15,000	\$10,000	\$5,000
GOLD	\$10,000	\$5,000	\$2,500
SILVER	\$5,000	\$2,500	\$1,500



To learn more about corporate sponsorship, contact

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or Kenny Silverboard at Ksilverboard@jewishatlanta.org | JewishAtlanta.org



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