



2017 JSSA SPRING BENEFIT SPONSORSHIP OPPORTUNITIES

Join us as a sponsor for JSSA's 2017 Spring Benefit on May 7 at the Hilton McLean Tysons Corner. This very special event will honor the 2017 Joseph Ottenstein Award recipient, **Cherie Artz** and feature **Patrick J. Kennedy**.

The Joseph Ottenstein Award is presented annually to those "whose efforts and achievements have improved the life of our community." **Cherie Artz** is a past president and is currently a member of the JSSA Development Committee. An attorney, she also volunteers for JSSA's Hospice program and was a founding member and chairperson of JSSA's women's group, Open Arms.

Bestselling author, founder of two visionary nonprofit organizations, former Congressman, and corporate leader, **Patrick J. Kennedy** has dedicated his life to improving the lives of people around the world who are experiencing addiction, mental illness and other brain diseases.

Nearly 500 attendees celebrated the work of JSSA at the 2016 Spring Benefit.

Founded in 1894, the Jewish Social Service Agency serves 30,000 individuals across the Greater Washington DC metropolitan region each year with mental health and special needs services, in-home support, senior programs, hospice and nursing care, along with a wide range of educational and group programs for our clients and their families.

This year we have created **new sponsorship opportunities** that will offer added recognition for our generous sponsors both at the event and throughout the year. We invite you to learn more about them!

Thank you for partnering with JSSA in making a real difference throughout our community, from the youngest child to the most fragile senior and from individuals to entire families.

To secure your sponsorship or for more information, contact:
Pamela Spears, Director of Major Gifts and Planned Giving
JSSA, 200 Wood Hill Road, Rockville, Maryland 20850
301-610-8344, pspears@jssa.org Fax: 301-309-2596





JSSA 2017 Spring Benefit Sponsorship Opportunities

NEW THIS YEAR: Introducing JSSA's digital e-Journal with color ads that link to your company website. During the event, e-Journal ads will be highlighted in an elegant presentation, displayed on large screens and iPad centerpieces. Frequency in the event presentation is commensurate with sponsorship level. The e-Journal will remain online for a full year.

\$50,000 – Platinum

At Event

- Admission to private pre-event reception with Patrick J. Kennedy
- Dedicated premium table — 2 tables of 10
- Featured recognition on event printed materials and tabletop iPad centerpieces
- Top frequency of full screen Platinum ad in event presentation

Pre-Event and Post Event

- Logo with Hyperlink on JSSA Website
- Recognition in JSSA Annual Donor Report
- Full screen Platinum ad in online e-Journal
- Printed Keepsake Tribute Book with inside front or back cover (printed post event)

\$25,000 – Gold

At Event

- Admission to private pre-event reception with Patrick J. Kennedy
- Dedicated premium table — 1 table of 10
- Special recognition on event printed materials
- High frequency of full screen Gold ad in event presentation

Pre-Event and Post Event

- Logo on JSSA Website
- Recognition in JSSA Annual Donor Report
- Recognition on JSSA Social Media Platform (Facebook)
- Full-screen Gold ad in online e-Journal
- Printed Keepsake Tribute Book with Gold full page ad (printed post event)

\$10,000 – Silver

At Event

- Admission to private pre-event reception with Patrick J. Kennedy
- Premium seating for 8
- Recognition on event printed materials
- Frequent display of full screen Silver ad in event presentation

Pre-Event and Post Event

- Recognition on JSSA Website
- Recognition in JSSA Annual Donor Report
- Recognition on JSSA Social Media Platform (Facebook)
- Full-screen Silver ad in online e-Journal
- Printed Keepsake Tribute Book with Silver full page ad (printed post event)



\$5,000 – Bronze

At Event

- Admission to private pre-event reception with Patrick J. Kennedy
- Premium seating for 6
- Recognition on event printed materials
- Display of full-screen Bronze ad in event presentation

Pre-Event and Post Event

- Recognition on JSSA Website
- Recognition in JSSA Annual Donor Report
- Full-screen Bronze ad in online e-Journal

\$2,500 – Benefactor

At Event

- Premium seating for 4
- Recognition on event printed materials
- Display of full screen Benefactor ad in event presentation

Pre-Event and Post Event

- Recognition on JSSA Website
- Recognition in JSSA Annual Donor Report
- Full-screen Benefactor ad in online e-Journal

\$1,800 – Friend

At Event

- Premium seating for 2
- Recognition on event printed materials
- Display on half-screen Friend ad in event presentation

Pre-Event and Post Event

- Recognition in JSSA Annual Donor Report
- Half-screen Friend ad in online e-Journal

E-Journal Tribute Ads

Online year-round, at the Spring Benefit, Pre and Post Event

- \$1,000 – Full Screen
- \$750 – Half Screen
- \$500 – Quarter Screen
- \$250 – Greeting (one line, plus name)
- \$180 – Listing (name only)

Full Screen Ad:

Color ad, 6 inches wide x 4 inches high in dimension, high-res (300 dpi or greater – Font: 8pt min.)

Half Screen Ad:

Color ad, 3 inches wide x 4 inches high in dimension, high-res (300 dpi or greater – font: 8pt min.)

Quarter Screen Ad (Business Card): Color ad, 3.5 inches wide x 2 inches high in dimension, high-res (300 dpi or greater -font: 8pt min.) Business cards maybe re-sized to fit our specs

Note:

(Individual Seat \$400) \$125 per attendee is non tax-deductible. Tax exempt #53-0196598





Sponsor Form:

Name (as it should appear on all recognition materials)

Sponsor Level:

- Platinum \$50,000
- Gold \$25,000
- Silver \$10,000
- Bronze \$5,000
- Benefactor \$2,500
- Friend \$1,800

E-Journal Tribute Ads:

- \$1,000 – Full Screen
- \$750 – Half Screen
- \$500 – Quarter Screen
- \$250 – Greeting (one line, plus name)
- \$180 – Listing (name only)

Primary Contact Person

Title

Company Address

Suite

City, State, Zip

Email Address

Phone

Fax

Deadline: April 17, 2017. Please send electronic logo file to: pspears@jssa.org

For Platinum members:

Website link

Company Description (50 words maximum)

Method of Payment (JSSA Tax ID #53-0196598)

- Check (Payable to JSSA) Amex MC Visa

Name (as it appears on card)

Card Number

Expiration Date

Security Code

Signature

Send completed form to or for more information contact: Pamela Spears, Director of Major Gifts and Planned Giving
JSSA, 200 Wood Hill Road, Rockville, Maryland 20850 301-610-8344 Email: pspears@jssa.org Fax: 301-309-2596

