



ISRAEL IN THE GARDENS

Celebrating Israel's 58th Anniversary
Sunday, June 4th, 2006
Yerba Buena Gardens
San Francisco

Corporate Partnership Opportunities

Over the last several years, Israel in the Gardens has consistently brought to the Yerba Buena Gardens approximately 13,000 people known for their proclivity for **travel**, **entrepreneurism**, **education**, **fashion**, and **high-tech** as well as retail consumerism.

Corporate sponsors of the event enjoy major publicity benefits from an extensive marketing and PR campaign. Additionally, sponsors are highlighted – depending on the level of sponsorship – during the event itself which features a large center stage, multiple secondary staging areas, and a literal strip mall of vendors.



Largest Annual Jewish Celebration in Northern California



For more information please contact Sara Bronstein at 650-619-3513 or
quebo@sbcglobal.net





Yahalom – Diamond \$25,000

1. **Primary** underwriting and sponsorship of the *Israel in the Gardens* festival.
2. **Eight public** announcements by MC as festival underwriter throughout the day.
3. **Infomercial** to be **aired 4 times** during *Israel in the Gardens* Israeli Film Festival
4. **Premier** listing in all radio, billboard, scooter media, print advertisements large banner/logo link on event website.*
5. **Premier logo**/listing on all event invitations (15,000), posters (500), event programs**.
6. **Full-page** (inside or back cover) advertisement in event supplement in *J., the Jewish News Weekly of Northern California*. **
7. **Logo, signage, banner at main stage** and **4 additional key, high traffic locations** at the festival.
8. **Option for a 20'x20' booth** in a prime spot at the festival, including tent, tables, and chairs, plus the opportunity to bring in company merchandise for sale or display.
9. Category sponsorship exclusivity.

*last year's advertisements appeared in the *San Francisco Chronicle* and *Date Book*, *San Francisco Bay Guardian*, *San Jose Mercury*, *East Bay Express*, *Palo Alto Weekly*, *Marin Independent Journal*, *San Mateo Times and Weekend Edition*, *Peninsula / San Francisco Parent* and *J., the Jewish News Weekly of Northern California*.

**20,000 copies of the event program will be in the May 26th edition of *J., the Jewish News Weekly of Northern California* supplement and bonus circulation of the program at the event.



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Platina – Platinum \$15,000

1. Underwriting and sponsorship of a portion of the day—for example, children’s activities, main performance, or special festival event.
2. **Six public** announcements by MC as main festival sponsor throughout the day
3. **Infomercial** to be **aired 2 times** during *Israel in the Gardens* Israeli Film Festival
4. **Prominent logo** listing in all advertisements and scooter media*
5. **Medium-sized banner/logo** link on event website.
6. **Full-page** advertisement in event program **
7. **Prominent logo** listing on all event invitations (15,000), posters (500) and event programs**.
8. **Logo, signage, banner** at stage and at **3 key locations** at the festival.
9. **Option for a 20’x20’ booth** in a prime spot at the festival, including tent, table and chairs.

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Zahav – Gold \$10,000

1. Underwriting and sponsorship of a portion of the day—for example, the children’s activities, main performance, or special festival event
2. **Four public** announcements by MC as main festival sponsor.
3. **Infomercial** to be **aired 1 time** during *Israel in the Gardens* Israeli Film Festival.
4. **Prominent** listing in all advertisements and scooter media *
5. **Small banner**/logo link on event website.
6. **¾-page** advertisement in event program **
7. Listing on all event invitations (15,000), posters (500) and event programs**.
8. **Option for a 10’x10’ booth** at the festival, including tent, table and chairs.

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Kesef – Silver \$7,500

1. Underwriting and sponsorship of a secondary event during the day—for example, the children's performance or second headliner
2. **Two public** announcements by MC as festival sponsor.
3. Listing in all advertisements*
4. Listing on all event invitations (15,000), posters (500) and event programs**.
5. **2/3-page advertisement** in event **.
6. **Option for a 10'x10'** booth at the festival, including tent, table and chairs.

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Bronza – Bronze
\$5,000

1. **Two listings** as part of full-page ads in *J., the Jewish News Weekly of Northern California*
2. Recognition on all event invitations (15,000), posters (500) and event programs**
3. **Option for a 10'x10' booth** at the festival, including tent, table and chairs.
4. **½-page** advertisement in event program **



Odem – Ruby
\$2,500

1. **Two listings** as part of full-page ads in *J., the Jewish News Weekly of Northern California*
2. Recognition on all event invitations (15,000), posters (500) and event programs**
3. **Option for a 10'x10' booth** at the festival, including tent, table and chairs
4. **¼ -page** advertisement in event program**

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