

THE JEWISH FEDERATIONS OF NORTH AMERICA ★ GENERAL ASSEMBLY

# SPONSORSHIP OPPORTUNITIES

NATIONAL HARBOR, MD ★ NOVEMBER 9-11, 2014



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*Partner with the GA.  
Access is Everything.*

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**THE JEWISH FEDERATIONS OF NORTH AMERICA'S ANNUAL GENERAL ASSEMBLY IS THE PREMIER CONFERENCE FOR JEWISH FEDERATION LEADERS AND THOSE INVOLVED AND INVESTED IN THE BUSINESS OF JEWISH PHILANTHROPY.**

The Jewish Federations of North America (JFNA) represents 153 Jewish Federations and 300 smaller communities, which raise and distribute close to \$3 billion annually for social welfare, human services and educational needs. The Federation system manages over \$15 billion in endowments and is among the top ten charities on the continent.

The General Assembly (GA) provides a unique opportunity to target an audience of savvy and influential consumers. They are philanthropists, business owners and prominent figures in communities across North America and abroad. JFNA's reach is extensive and includes highly desired, often elusive populations and businesses.

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## **DOING GOOD IS GREAT FOR BUSINESS**

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**IT'S A FACT. THE MOST EFFECTIVE WAY TO FORM STRONG BUSINESS RELATIONSHIPS IS THROUGH DIRECT CONNECTION. THROUGH YOUR SPONSORSHIP OF THE GA, YOU'LL RECEIVE ACCESS TO WEALTHY AND INFLUENTIAL MULTI-GENERATIONAL BUSINESS OWNERS, MULTIPLE HOMEOWNERS AND ARTS AND EDUCATION FUNDERS.**

What's more, you'll be able to build relationships with prominent partners of the Federation system, including communal institutions, government agencies and global enterprises. Not to mention, deepen your relationships with our powerful affinity groups, such as Women's Philanthropy, Young Leadership and our local professional societies (e.g., real estate, law, medicine, consumer goods).

But the advantages don't stop there. You'll cultivate opportunities that go well beyond the GA. Lectures and webinars conducted by your experts. Wealth management presentations. Participation in high-profile communal activities and more. Present your brand as an organization that gives back, and the return on your investment may astound you.

# DON'T JUST TAKE OUR WORD FOR IT

Here's what some of our sponsors say  
about partnering with JFNA:

*"JFNA's commitment to Tikkun Olam—repairing the world—is a value that is also deeply rooted at The Redwoods Group. A mission-aligned strategic ally that helps us grow our business and impact is a rare and valuable thing. We are honored to work together with JFNA to serve our communities."* **Josh D. Heimowitz,**  
**Executive Program Director, The Redwoods Group**

*"Sponsoring a JFNA program proved to be a superb opportunity for our company—it enabled us to communicate our message about investment in Israel to key decision-makers, expand our network, gain clients and deepen our knowledge of the Jewish institutional investment world."* **Steve Schoenfeld,**  
**Founder & CEO, BlueStar Global Investors, LLC**

*"JFNA's General Assembly is an inspiring event to sponsor and be a part of; it also makes business sense for us as it helps us to engage with our audience in both a professional and meaningful setting."* **Danna Hochstein Mann,**  
**Business Strategies Partner, OurCrowd**

*"U.S. Trust is pleased to sponsor JFNA and its work with affiliates. It is this work that aligns with the holistic approach to serving clients within U.S. Trust that makes philanthropic organizations and our communities stronger."* **Christopher T. Borowiec,**  
**Managing Director, U.S. Trust, Bank of America Private Wealth Management**





# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsors

### DIAMOND \$500,000

- 2014 GA Title Sponsor (“JFNA GA brought to you by...”)
- One complimentary registration for the pre-GA Prime Minister’s Council Mission to Paris (some restrictions apply)
- Ten (10) full GA registrations and ten (10) exhibitor passes
- Two (2) Premium Exhibit Hall booths
- Company Name/Logo on every GA missive/signage/website
- Direct link on the GA website connecting to sponsor’s website
- Five (5) passes to the Prime Minister’s Council private event and opportunity to greet audience
- Recognition from the stage at every Plenary
- Access to Green Room at all plenaries for three (3) people
- Opportunity to give brief greetings at one Plenary
- Opportunity to send pre-GA message(s) to participants
- Two (2) complimentary passes to each of the other JFNA signature events (e.g., ILOJC, Investment Institute)
- Participation in special leadership briefings throughout the year
- Company gift and material in every GA bag
- VIP Seating

### PLATINUM \$250,000

- Four (4) full GA registrations and four exhibitor passes
- Two (2) Premium Exhibit Hall booths
- Feature on GA website with link to sponsor
- Company Name/Logo on all GA email blasts
- Three (3) passes to Prime Minister’s Council Event and greetings
- Special recognition from the stage at all Plenaries
- One (1) complimentary pass to each of the other JFNA signature events (e.g., ILOJC, Investment Institute)
- Participation in special leadership briefings throughout the year
- Company material or gift in every GA bag
- VIP Seating

### GOLD \$100,000

- Three (3) full GA registrations and two (2) exhibitor passes
- One (1) Premium Exhibit Hall booth
- Featured on GA website
- One (1) pass to PMC Event
- One (1) complimentary pass to other JFNA signature events (e.g., ILOJC, Investment Institute)
- One (1) piece of company material or gift in every GA bag
- VIP Seating

### SILVER \$50,000

- Two (2) full GA registrations and one (1) exhibitor pass
- One (1) regular Exhibit Hall booth
- Featured in sponsor section of GA website
- One (1) invitation to PMC Event

### BRONZE \$25,000

- Two (2) full GA registrations and one (1) exhibitor pass
- One (1) regular Exhibit Hall booth
- Featured in Sponsor Section of GA website

### FRIEND OF GA \$10,000

- Two (2) full GA registrations
- Featured in sponsor section of GA website

## Program Sponsors

All program sponsors receive two (2) full GA Registrations, one (1) regular Exhibit Hall booth, recognition at the sponsored event and one (1) invitation to PMC event.

### EXHIBIT HALL TITLE SPONSOR \$250,000

#### PLENARY SPONSOR \$100,000

- Exhibit Hall Reception
- GA Off-Site Celebration

### GREEN ROOM SPONSOR \$50,000

## Premium Sponsors

All premium sponsors receive two (2) full registrations, one (1) regular Exhibit Hall booth and co-branding on the sponsored item.

### GA APP \$100,000

### GA CONFERENCE BAG \$50,000

### EXHIBIT HALL BRAND LOUNGES \$30,000

### GA WATER BOTTLES \$25,000

### GA PENS \$10,000

### EXHIBIT HALL BOOTHS \$3,600

Exhibit Hall Booths include one (1) table, two (2) chairs, a wastebasket, Internet connection, listing in the GA program, one (1) full registration and one (1) Exhibit Hall pass.

## MADE-TO-MEASURE SPONSORSHIP

*Our goal is to create a unique package that provides you with a meaningful connection to our constituents. We are happy to work with you to create the ideal opportunity for your business.*

There are many ways you can work with JFNA to support an exciting GA while providing added value to your business or foundation. We look forward to discussing any and all sponsorship opportunities with you.



For more information, please contact  
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or call **212.284.6789**



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