



2015 Annual Benefit  
for the Sabes Jewish Community Center

# Better Together

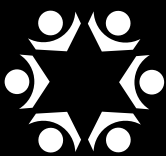
*Celebrating the community partnerships  
that will launch us into the future!*

Sunday, May 17, 2015 | 5:00PM

Hyatt Regency Minneapolis Great Lakes Ballroom

**SPONSORSHIP & AUCTION  
DONOR PACKET**

Recognizing community innovator and leader, Steve Lear



**sabes jcc**





## The Event – Sunday, May 17, 2015

*Better Together* is the Sabes Jewish Community Center (JCC)'s Annual Benefit, an evening designed to create meaningful & memorable moments of engagement through which our guests will experience a true sense of community. The Benefit will celebrate our entire community collaborations and spotlight our community partners who we work with to provide the most comprehensive, inclusive, and impactful services & programs that touch thousands of lives each day. The funds raised through the Benefit support a broad range of social services and community needs addressed by the JCC, with a special emphasis, this year, on collaborative community initiatives.

## What Makes this Benefit So Unique?

### NO SIT-DOWN DINNER \* NO LONG SPEECHES \* NO LIVE AUCTION

Instead, a totally different kind of experience combining entertainment, technology, meaningful moments of engagement, party atmosphere, interactive activities, celebrating that we are Better Together! Highlights include:

- Recognizing the leadership and innovation of Steve Lear
- Participate in shaping the future of the community through technology-guided, real-time vision sharing
- Create a Living Legacy Video for the Community
- Be wowed as JCC's virtual-reality and actual reality merge
- See entertainment that you can't see anywhere else
- Help create an interactive art installation that will be displayed at the JCC
- Discover how J-Now and J-Next will transform our community



*Better Together*



## Your Opportunity


Benefit Sponsorship offers a unique opportunity to impact individuals' lives and the strength and vibrancy of the JCC. Sponsorship enables us to create enduring collaborations with community partners that benefit the entire community. Sponsorship enables us to prominently showcase your business and create a lasting connection between your support and the Jewish community.

Sponsorships can be made in honor of Steve Lear's leadership in our community. Partnering with the JCC through Sponsorship provides opportunities for engaging new clients and consumers who comprise an important demographic that you will want to reach, the JCC community and beyond.

- Sponsor listings will be shared with over 11,000 households multiple times
- Anticipated attendance 600+
- Event on-line messaging will be seen by 15,000 households multiple times
- Event guests are people who you want to do business with: corporate executives, decision makers, influentials, entrepreneurs, and philanthropists
- Event guests are people of all ages who are passionately engaged in the community
- Benefit guests are loyal, repeat customers who have vast networks of connections that can benefit you!

*Better Together*





## The Sabes JCC is honored to recognize Steve Lear as our Community Innovator

Steve Lear is a Community Innovator whose passion for creating collaborations between organizations, faith groups, and a broad spectrum of individuals has helped to reduce barriers and has positively impacted people's lives and the success of many organizations in the Twin Cities and beyond.



Steve's unique emphasis on infusing philanthropy into his work with clients has broadened the base of charitable giving in our community, and has made a meaningful difference to thousands of individuals and charitable organizations within our community. His leadership extends to dozens of organizations including: Best Prep, which helps students gain money management skills and preparedness, The MN Chapter of the Financial Planning Association, The Minneapolis Jewish Federation, and the Jewish Community Relations Council of MN and the Dakotas, for which Steve has made hundreds of presentations to Churches, civic organizations and schools on themes of tolerance, cooperation, and the pursuit of peaceful resolutions to the Palestinian– Israeli conflict.

As the founder of Nechama: Jewish Response to Disaster, Steve created a model of collaborative action to address natural disasters throughout the country. Nechama's deployments have provided a beacon of light and hope under otherwise terrible circumstances of loss and devastation. Nechama has helped to create relationships between people and groups that otherwise would not have been possible.



Steve has worked tirelessly on promoting inter-city and inter-organizational collaborations. He is a champion of the work of the Sabes JCC's mission, as well as its vision for expanding the opportunities for meaningful moments of community engagement and community collaborations.

And his most important collaborator is his beloved wife, Sheri, who together have raised seven children.

Help us honor our Community Innovator of the Year, Steve Lear, by supporting our JCC and our community collaborations in any of the ways listed below:

- Become a Sponsor (Levels and Benefits are on pages 6-7)
- Purchase a Tribute Ad or Make a Donation (see page 8)
- Donate Items to Our On-Line Auction – we are looking for all types of gifts such as tickets to sporting events and plays, stays in vacation homes, boat parties, airline tickets, hotel stays, restaurant certificates, gift certificate, unique experiences. Auction items need not be limited to Minnesota venues.
- Join us at the Benefit on May 17th. We are planning an exciting and totally unique experience for our guests that will be the talk of the town. Don't miss it!

We will definitely be Better Together if you are with us on May 17 at the Hyatt Regency Minneapolis.

Looking forward to seeing you there.

Sincerely,

Joshua Wert  
Sabes JCC CEO







# Why Support the Sabes JCC

The Sabes JCC is the place where infants, babies and toddlers come to play, learn and grow. Where children come to swim and learn about nature in the sunny outdoors of summer camp. Where youth and teens socialize and develop friendships for life. Where folks stay in shape during their lunch hour, and where they can also bring their families at night or on weekends.

The J is the place where adults and seniors find meaningful education, recreation, cultural and social activities to fill their days and nights. The place where the community comes to celebrate its rich arts and culture tradition of theatrical performances, art exhibitions and book festivals. And, the Sabes JCC is the place where people with special needs experience the special warmth of our caring community.

Sponsorships provide key support that enables the Sabes JCC to meet our mission. Through programmatic excellence, we enrich the lives of thousands of people each day. The J is where Jewish living transcends difference and amazing things happen. Jewish or not. Observant or not. Young at heart. Or just young. Our profound level of inclusiveness ties everything we do together.


In addition to the broad range of services supported by this Benefit, our Fund-a-Need this year will provide specific support for our Inclusion Programming. From early childhood education to senior adult programming, we provide advocacy and support to ensure fun, meaningful experiences for everyone. We believe that inclusion means having the same opportunities and choices as everyone else. It means being with friends who share interests, not disabilities. It means having access and support.






# Sponsorship Opportunities & Benefits

## Visionary - \$10,000

- Tickets for 20 guests (includes parking)
  - 2 Sponsorship Branded tables
  - Sponsor listings will be shared with over 11,000 households multiple times
  - Prominent signage at event
  - Full page ad with most visible placement in the program book (*ads must be received by April 17, 2015*)
  - Marketing visibility in all social media including the website, Facebook, and frequent email blasts with link to sponsor website
  - Recognition in event follow-up materials to all attendees and through e-blast to 7,500 households
  - Verbal recognition during program
  - Recognition on large screens at event
  - Recognition of your support in JCC's Fitness Center and JCC video monitors
  - As a sponsor at this leadership level, you become a member of the JCC "Investors" group and will receive additional recognition as well as invitations to private receptions and events throughout the year
  - Choice of unique Visionary sponsorship options:
    - Main Stage Sponsor
    - Tech of the Future Sponsor
    - Climactic Moment Sponsor
    - Fund-a-Need Matching Fund Sponsor
    - Band and After-Party Sponsor
    - Dessert Sponsor
- 

## Dreamer - \$5,000

- Tickets for 10 guests (includes parking)
  - 1 Sponsorship Branded table
  - Sponsor listings will be shared with over 11,000 households multiple times
  - Signage at event
  - Prominent full page ad placement in the program book (*ads must be received by April 17, 2015*)
  - Marketing visibility in all social media including the website, Facebook and frequent email blasts with link to sponsor website
  - Recognition in event follow-up materials to all attendees and through e-blast to 7,500 households
  - Verbal recognition during program
  - Recognition on large screens at event
  - Recognition of your support in JCC's Fitness Center and JCC video monitors
  - Choice of unique Believer sponsorship options:
    - Inclusion Table Sponsor
    - On-line Auction Sponsor
    - Printing Sponsor
    - Video Experience Sponsor
    - Share Your Legacy Sponsor
    - J-Next Video Sponsor
    - Interactive Art Creation Sponsor
    - Fund-a-Need Matching Fund Sponsor
- 



## **Believer - \$3,500**

- Tickets for 10 guests (includes parking)
- Name listed on 11,000+ invitations
- Signage at event
- Prominent 1/2 page ad placement in the program book (*ads must be received by April 17, 2015*)
- Marketing visibility in all social media including the website, Facebook and frequent email blasts with link to sponsor website
- Choice of unique Believer sponsorship options:
  - Bar Sponsor (4)
  - Entertainment Sponsor (3)
  - Ambiance Sponsor
  - JCC App & Data Collection Sponsor
  - Better Together Giving Stations Sponsor (2)
  - Big Screen Sponsor
  - Table Sponsor
  - 40 & Under Underwriter
  - Raffle Sponsor
  - Fund-a-Need Matching Fund Sponsor

## **Champion - \$2,000**

- Tickets for 4 guests (includes parking)
- Corporate name listed on 11,000+ invitations
- Signage at event
- ¼ page ad in program book (*ads must be received by April 17, 2015*)
- Choice of unique Champion sponsorship options:
  - Video Screen Sponsor (4)
  - Community Survey Sponsor
  - Collaborative Moments Sponsor
  - Evening Passport Sponsor
  - Program Booklet Sponsor
  - Concierge Services Sponsor
  - Fund-a-Need Matching Fund Sponsor

## **Enthusiast - \$750**

- Tickets for 2 guests (includes parking)
- Name listed in program book
- 1/8 page ad in program book (*ads must be received by April 17, 2015*)

## **Supporter - \$450**

- Tickets for 2 guests (includes parking)
- Message line in program book (*message must be received by April 17, 2015*)

If you are a sponsor but unable to attend the Benefit, please know that unused sponsorship tickets will be donated to community members who otherwise would not be able to attend.

***Thank you for your support!***



\* Donations and sponsorships are tax deductible to greatest degree allowed by law.

# 2015 Sponsorship, Ad Sales and Tribute Donation Form

Name (as you would like to be listed)

Address

City

State

Zip

E-mail Address

Phone Number

Website Address

## 1. CHOOSE YOUR 2015 SPONSORSHIP LEVELS

Please check the appropriate box. See previous pages for level descriptions.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Visionary - \$10,000 | <input type="checkbox"/> Dreamer - \$5,000  | <input type="checkbox"/> Believer - \$3,500 |
| <input type="checkbox"/> Champion - \$2,000   | <input type="checkbox"/> Enthusiast - \$750 | <input type="checkbox"/> Supporter - \$450  |

## 2. YOUR SPONSORSHIP AD (we are unable to send proofs of ads made in-house)

All ads must be submitted as a press-quality PDF or as a high resolution JPEG (300 dpi at the size the ad is to be printed). If you do not submit a PDF or JPEG, you may submit your text-only ad via e-mail and it will be formatted into a pre-set template of the appropriate size.

**Booklet size: 5.5" x 8.5"; all ads are black/white.**



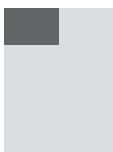
Full Page  
5" x 8"  
Visionary  
& Dreamer



1/2 Page  
5" x 3.75"  
Believer



1/4 Page  
2.375" x 3.75"  
Champion



1/8 Page  
2.375" x 1.75"  
Enthusiast

SUPPORTER: NAME LISTING & UP TO TEN WORDS:  
(Please provide line of text here)\*

Name Listing on FRIENDS OF STEVE LEAR:

\*Submission and payment also available online  
at [www.givetothej.org](http://www.givetothej.org)

**Please send your ad by email to [cpatrick@sabesjcc.org](mailto:cpatrick@sabesjcc.org) by April 17, 2015.**

## 3. NOT A SPONSOR BUT STILL WANT TO BUY AN AD? NON-SPONSOR AD PRICES:

- |                   |                  |   |
|-------------------|------------------|---|
| Full Page - \$600 | 1/4 Page - \$360 | Name Listing & Up To Ten (10) Words - \$100 |
| Half Page - \$450 | 1/8 Page - \$200 | Name Listing ONLY - \$36                    |

I/We would like to recognize Steve Lear with a donation to the Sabes JCC in the amount of \$\_\_\_\_\_

## PAYMENT (Also available online at [www.givetothej.org](http://www.givetothej.org))

- |   |  |
|---|--|
| <input type="checkbox"/> Sending a check payable to the Sabes JCC | <input type="checkbox"/> Invoice me at the above address |
| <input type="checkbox"/> Visa                                     | <input type="checkbox"/> MasterCard                      |

Card Number

Exp. Date

Signature

**Please return this form to:** Sabes Jewish Community Center, c/o Tamar Fenton, Jay and Rose Phillips Building, Barry Family Campus, 4330 S. Cedar Lake Road, Minneapolis, MN 55416.

For sponsorship questions please contact Tamar Fenton at (952) 381-3405 or [tfenton@sabesjcc.org](mailto:tfenton@sabesjcc.org).





# 2015 Online Auction Donation Form

Name *(as you would like to be listed)*

Address

City

State

Zip

E-mail Address

Phone Number

Website Address

I would like to donate the following item(s) to the Sabes JCC Benefit Auction:

_____	Value _____
_____	Value _____
_____	Value _____

☐ I will send the item(s) to the JCC

**Sabes JCC**  
**c/o Reida Lazer-Chein, Online Auction**  
**Jay and Rose Phillips Building, Barry Family Campus**  
**4330 S. Cedar Lake Road**  
**Minneapolis, MN 55416**

☐ Please arrange pickup of this item(s)

If you have any questions, please contact Reida Lazer-Chein  
at [rlazer-chein@sabesjcc.org](mailto:rlazer-chein@sabesjcc.org) or (952) 381-3412.



*Better Together*