

2020 JCC MACCABI EXPERIENCE

Sponsorship Levels and Benefits



Since 1982 the JCC Maccabi Games®, JCC ArtsFest®, and JCC Access® have offered over 100,000 Jewish teens a unique social, cultural, and life shaping experience. The Experience serves a larger purpose than athletic competition or creating art in various forms. Rather, it promotes community involvement, teamwork, and pride in being Jewish. The energy and excitement make it an unforgettable time for every participant, from participant to volunteer, from coaches to host families.

Quick Facts about the JCC Maccabi Experience

- The JCC Maccabi Games® are Olympic-style athletic competitions open to **Jewish teens 13-16 years of age**
- JCC Maccabi ArtsFest® is a weeklong summer arts experience for creative **Jewish teens 13-17 years of age**
- The Maccabi Access® is a pilot program for **Jewish teens 13-17 years of age** with intellectual and/or developmental disabilities.
- One unique part of the JCC Maccabi Games is JCC Cares. During the week of competition, play is suspended so the athletes and coaches can give back to their host community through a service and education project
- The economic impact of the Experience is estimated at **\$11million** to San Diego
- Over **8,000 hotel night** stays
- Over **16,000 meals** in local restaurants
- In 2020, San Diego will bring more than 10,000 athletes, coaches and spectators from all over the world including Mexico, Canada, England, Poland, Israel, Australia, and Venezuela
- Nearly **1,500 community volunteers** are needed to make the Games a success



PRESENTING SPONSOR \$100,000

- **Jumbo-tron** ad at Opening Ceremonies
- **Top position** ad in digital program
- **20 reserved seats** for opening ceremony
- **20 passes** to attend events and lunches
- **VIP parking** when available
- Logo with link on Maccabi website and LFJCC home page **through August 2020**

NAMING OPPORTUNITY

- **Top billing** in all JCC Maccabi San Diego communications, select apparel, event signage and promotional materials



OLYMPIAN \$75,000

- **Premium** position ad in digital program
- **20 reserved seats** for opening ceremony
- **20 passes** to attend events and lunches
- **VIP parking** when available
- Logo with link on Maccabi website and LJCC home page **through August 2020**
- Logo on t-shirt, related signage and advertising

NAMING OPPORTUNITY (select one)

- Opening Ceremonies (an Olympic style event for 5,000 participants)
- Promotional Materials (support for 400 San Diego participants)



CHAMPION \$50,000

- **Premium** position ad in digital program
- **15 reserved seats** for opening ceremony
- **15 passes** to attend events and lunches
- **VIP parking** when available
- Logo with link on Maccabi website and monthly e-newsletter **through August 2020**
- Logo on t-shirt, related signage and advertising

NAMING OPPORTUNITY (select one)

- Venue Sponsors
- Meals — for 2,500 athletes and coaches
- JCC Cares community service project
- VIP Reception at Opening Ceremonies



PLATINUM \$25,000

- **Tier 1** ad in digital program
- **10 reserved seats** for opening ceremony
- **10 passes** to attend events and lunches
- **VIP parking** when available
- Logo with link on Maccabi website and monthly e-newsletter *through August 2020*
- Logo on t-shirt, related signage and advertising

NAMING OPPORTUNITY (select one)

- Israeli Delegation — travel for participants and coaches
- Transportation — buses to and from event venues
- Social Events (3) — participant bonding time (Includes 2 social events and closing party)



GOLD \$15,000

- **Tier 2** ad in digital program
- **10 reserved seats** for opening ceremony
- **10 passes** to attend events and lunches
- Logo with link on Maccabi website, t-shirt and related signage

NAMING OPPORTUNITY (select one)

- Medical and first aid services and supplies
- Family and friends welcome bags
- Hang Time - area for snacks and activities
- Volunteer and Host T-shirts (3,000+)



SILVER \$10,000

- **Tier 3** ad in digital program
- **8 reserved seats** for opening ceremony
- **8 passes** to attend events and lunches
- Logo with link on Maccabi website, t-shirt and related signage

NAMING OPPORTUNITY (select one)

- Team San Diego trading pins for 2,500
- JCC Maccabi 2020 t-shirts for 2,500
- Gold, silver and bronze Games medals
- Sport Sponsor (select one) Basketball, Baseball, Flag Football, Soccer & Volleyball



BRONZE \$5,000

- **Tier 4** ad in digital program
- **6 reserved seats** for opening ceremony
- **6 passes** to attend events and lunches
- Logo with link on Maccabi website, t-shirt and related signage

NAMING OPPORTUNITY (select one)

- JCC Welcome Center - for participants and host families
- JCC Maccabi Store - place to purchase memorabilia and snacks
- Sport Sponsor (select one) Tennis, Bowling, Golf, Swimming, Table Tennis & Track



COACH \$2,500

- **Tier 5** ad in digital program
- **4 reserved seats** for opening ceremony
- **4 passes** to attend events and lunches
- Logo with link on Maccabi website, t-shirt and related signage



FAN \$1,000

- **Listing** in digital program
- **2 reserved seats** for opening ceremony
- **2 passes** to attend events and lunches