EARTH DAY AT THE J

תיכוף עולם
Making the world a better place for you and me

2019 Sponsorship Opportunities
JCC Indianapolis will host over 6,000 people for its 8th annual Earth Day at the J. The event title presenting sponsors are once again Indianapolis Power & Light and Citizens Energy Group.

More than 65 organizations participate on-site and offer hands-on, environmentally-friendly activities for all ages. Great entertainment, a Farmer’s Market and food trucks make this one of the best events in the spring for the whole family.

Admission is FREE but donations are greatly appreciated.

NEW IN 2019!

Litter Bug and Bagel 5k and 1k Fun Run
Kids Zone
Beer and Wine Stations
Green Car Show plus Owner’s Corner
Eco-Technology and Eco-Marketplace Showcase

PRESENTING SPONSOR (2) – $7,500

- Full premium recognition on signage, website and social media
- Recognition during two-month promotion period (3/1 - 4/30)
- Opportunity for premium location as an event partner (outfitted as requested)
- Opportunity to attach name to the event
- JCC facility rental discounts

ZONE SPONSOR (6) – $5,000

- Recognition on signage, website and social media
- Sponsor of Zone with booth provided in zone area
- Recognition during 2-month promotion period (3/1 - 4/30)

CONTRIBUTING SPONSOR – $2,500

- Recognition on signage and website
- Booth provided
- Recognition during 2-month promotion period (3/1 - 4/30)

SUPPORTING SPONSOR
$1,000
Event entrance and stage signage, booth optional

PARTNERING SPONSOR
$750
Event entrance signage, booth optional

ASSOCIATE SPONSOR
$500
Event Signage

ACTIVITY SPONSOR
$250
Sponsor of a Kids Zone Activity
EARTH DAY AT THE J

SUNDAY, APRIL 28, 2019   12 - 6PM

ABOUT THE J

The J Indianapolis is a community center open to people from all walks of life. Programs include a preschool, afterschool program and camp, the Mordoh Fitness Center and Arts programs, including a three-week festival each fall featuring authors, films and performing and visual arts.

Our membership of 5,000 households and 12,500 individuals translates to 22,000 check-ins each month. That doesn't include our visitors and non-members who use our facility and programs.

Based on a survey at one of our events (2018, n=93) in which the majority were not members:

- we attract attendees from north Indianapolis, Carmel and Zionsville
- the majority of our attendees are 35-54
- 40% of attendees have household income of $125,000+ and almost half have an advanced degree

DIGITAL MEDIA

- JCC Website - more than 12,000 views/month
  - Dedicated webpage
  - Homepage slider
  - Calendar of events
- Social Media
  - Facebook: 7,200 followers
  - Instagram: 950 followers
  - Twitter: 1,600 followers
  - JCC app (150 subscribers)
- In-house TV monitors, posters and flyers to more than 22,000 check-ins each month

PRINT MEDIA

- Magazines
  - JCC magazine: 5,000 distributed Feb/Mar and Apr/May issues
  - Jewish Federation magazine: 3,700 distributed (Mar/Apr)
- Signage
  - At Hoover Road 4,680/day (INDOT traffic count database, 2017)
- Banner
  - Displayed at entrance to event

ADVERTISING

- Google AdWords
- Facebook ads
- Radio ads
- WTTS
Please return completed form to:

Hillary McCarley, Director of Development
Arthur M. Glick JCC, 6701 Hoover Road, Indianapolis, IN 46260
p: 317-715-9209 | e: hmccarley@JCCindy.org | f: 317-251-9493

Name

Title

Company Name (as you wish it to appear in acknowledgments)

Address

City/State/Zip

Phone     Fax

Email

Website

Signature of Contributor     Date

I would like to contribute to Earth Day at the J:

SOLD OUT

Presenting Sponsor
Zone Sponsor
Contributing Sponsor
Supporting Sponsor
Partnering Sponsor
Associate Sponsor
Activity Sponsor

IN-KIND CONTRIBUTION

I would like to contribute in-kind:

Description of good/services

Program or Event

$ ____________________ Estimated In-Kind

PAYMENT

[□] Please Invoice  [□] Check Enclosed  [□] Credit Card
[□] Use Checking Account on File  [□] Use Credit Card on File

Name on Card

Credit Card Number

Exp.

[□] Visa  [□] Mastercard  [□] American Express  [□] Discover

Payment is due in 30 days. Thank you!