

# 2019

## SPONSORSHIP DECK



CELEBRATE ISRAEL FESTIVAL 2019

The 70th Independence Day Celebration

May 19, 2019

Rancho Park – Los Angeles

 [facebook.com/IsraeliAmericanCouncilLA](https://facebook.com/IsraeliAmericanCouncilLA)

[celebrateisraelfestival.org](https://celebrateisraelfestival.org)

# DISCOVER CELEBRATE ISRAEL FESTIVAL 2019





# Celebrate Israel

## Los Angeles

- ✓ One-day event with Sponsor Action
- ✓ The Audience
- ✓ Brand Interaction
- ✓ In Good Company
- ✓ Media Partners
- ✓ External Outreach
- ✓ Web Promotion & Traffic
- ✓ Sponsorship Levels
- ✓ Other opportunities



Celebrate Israel; The 70th Independence Day Festival is the largest Jewish happening in North America.

Last year's festival in LA attendance reached over 18,000 people. 2019 attendance is expected to exceed 20,000 people.

A Global audience that reaches over 60,000 people

Strong Social media presence reaching a targeted audience that enjoys music, arts & entertainment

Multiple stages, community interaction, abundant opportunities to interact with consumers first hand. Product placement and branding opportunities.

# PROVIDING SPONSORS THE CHANCE TO

- Cultivate new relationships with an expanding community and vibrant consumer base
- Build brand awareness
- Interact with consumers first hand



# THE AUDIENCE

Jewish-Americans, Israeli-Americans and pro-Israel Christians in the Los Angeles community who are engaged in the community, support Israel through social media and other avenues are likely to respect brands that support their community.

The Jewish-American consumers are proven to be extraordinarily loyal and develop shared consumer habits. Consumers would switch brands to companies with a positive stance towards Israel.

Based on 2011 Consumer Behavior research, Los Angeles County has the second largest Jewish population in the U.S.

Celebrate Israel will reach over 80% of our community.



# THE AUDIENCE

Based on 2016 attendance

Age %

Under 21 40%

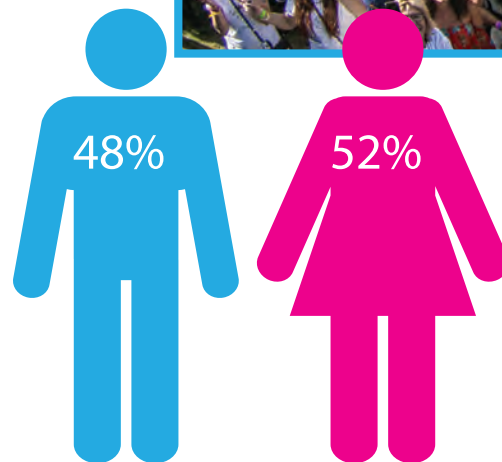
25 - 45 37%

46+ 23%

Gender %

Male 48%

Female 52%



# EXTERNAL OUTREACH



## PRINT PROMOTIONS:

Over 60 pages of local and regional print promotions with a reach exceeding 240,000 people.

## SOCIAL MEDIA CAMPAIGNS:

Facebook, Twitter, Instagram and snapchat campaigns running from March through May

## EMAIL PROMOTIONS:

E-mails are sent out to over 70,000 subscribers. Those emails are also seen by additional tens of thousands affiliate program members through E-mail distribution along with supporting organizations that also send out emails and newsletters to subscribers.



# IN GOOD COMPANY

## PAST SPONSORS INCLUDED



Morgan Stanley



*Westfield*

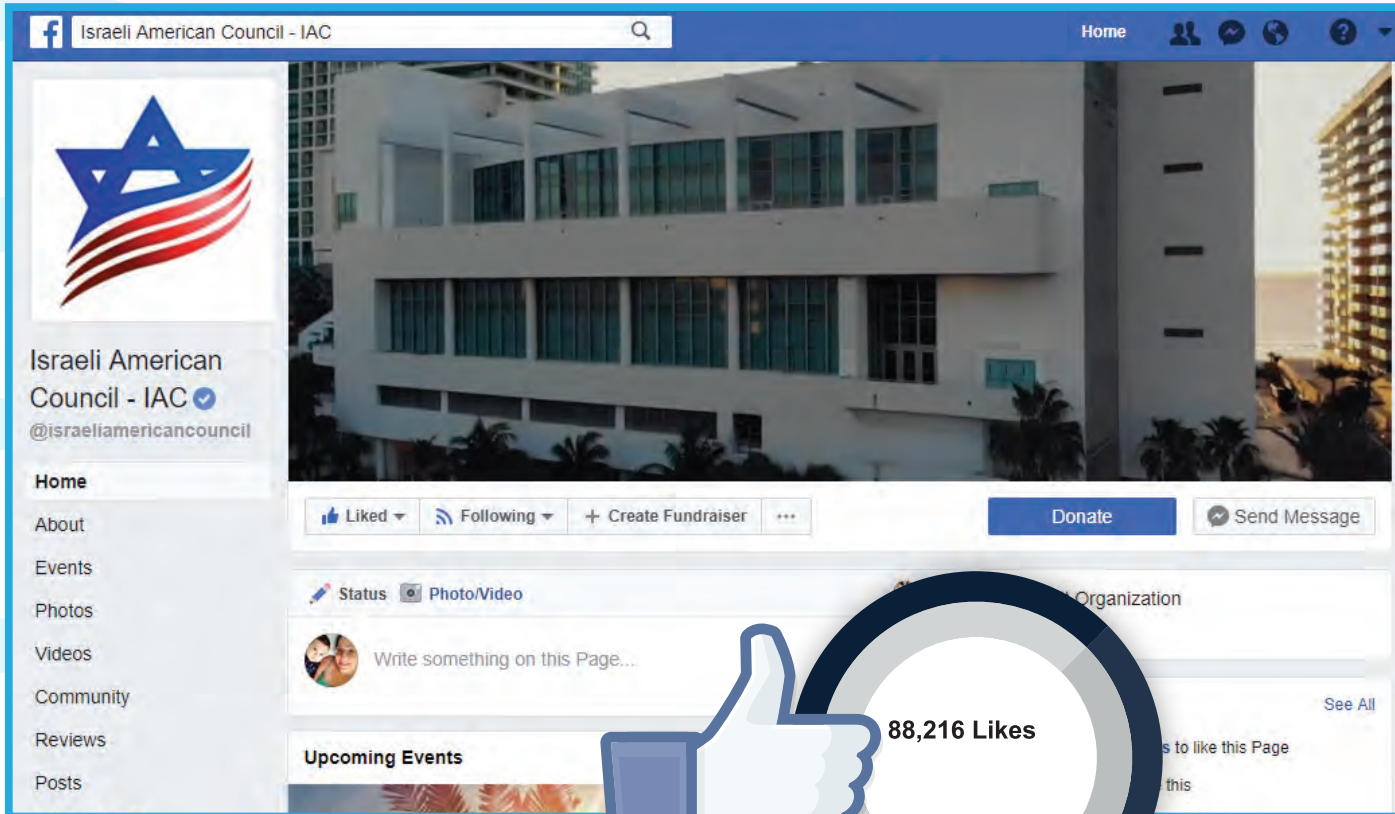


ADELSON FAMILY  
FOUNDATION





# facebook CAMPAIGN



## Campaign Results from 2017

- Targeted Growth
- Community Engagement
- Expanded Reach
- 80K+ Likes



# facebook COMMUNITY

# OF LIKES

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88,000

ANNUAL REACH

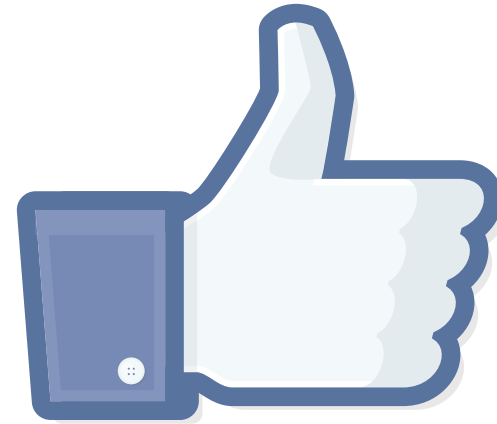
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9,000,000

ANNUAL ENGAGEMENT

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400,000



## DEFINITIONS:

**REACH:** Number of people exposed to content from the page

**ENGAGEMENT:** Number of people who engaged with the content (likes, shares, etc...)



# SPONSORSHIP LEVELS

## KESHET SPONSOR \$1,800

CHOOSE ONE OF THE BELOW FESTIVAL ATTRACTIONS AS ITS OFFICIAL SPONSOR

FACE PAINTING  
BALLOON ARTISTS  
MACHOL LOHET DANCE TROUPE

### ALSO INCLUDES

- Up to 2 booths in festival
- Up to 2 VIP parking spaces & 2 festival tickets
- Branding on festival map
- The sponsored will be branded with your logo / company name

# SPONSORSHIP LEVELS

## BINA SPONSOR \$5,000

**CHOOSE ONE OF THE BELOW FESTIVAL ATTRACTIONS AS ITS OFFICIAL SPONSOR**

**MAGEN DAVID ADOM  
INDEPENDENCE HALL**

**ISRAEL'S SOLAR INNOVATION CENTER  
RIKUDEI AM (ISRAELI FOLK DANCING SESSION)  
EITANIM PAVILION**

### **ALSO INCLUDES**

- Logo on newspaper ads & printed material
- Up to 2 booths in festival
- Up to 2 VIP parking spaces & 4 festival tickets
- Branding on festival map & throughout the festival
- The sponsored will be branded with your logo / company name

# SPONSORSHIP LEVELS

## EITANIM SPONSOR \$10,000

**CHOOSE ONE OF THE BELOW FESTIVAL ATTRACTIONS AS ITS OFFICIAL SPONSOR**

**KIDS HEADLINER  
THE RAMAT GAN "SAFARI"  
MOROCCAN PAVILION  
TEL AVIV BEACH**

**THE POMAGRANITE PROJECT  
CREATE LAB  
MEGA CHALLAH BAKE**

### **ALSO INCLUDES**

- Logo on main stage right side banner (smaller than the presenting sponsor and listed below the presenting sponsor)
- Link connection to sponsor website on Festival website
- Third tier logo branding on official website, all printed materials, digital materials, and festival map
- Up to 4 booths in festival
- Up to 4 VIP parking spaces & 6 festival tickets
- Invitation to IAC members event for 2 people for a year
- The sponsored will be branded with your logo / company name

# SPONSORSHIP LEVELS

## LEAD SPONSOR \$25,000

**CHOOSE ONE OF THE BELOW FESTIVAL ATTRACTIONS AS ITS OFFICIAL SPONSOR**

**ISRAEL'S INNOVATION CENTER  
ISRAEL STATE OF MIND - 70 YEARS IN THE MAKING  
BAR AND YOUNG PROFESSIONALS LOUNGE  
LOKCHIM ET HAZMAN - 2ND HEADLINER  
SHUK HACARMEL**

### ALSO INCLUDES

- Logo on main stage right side banner (smaller than the presenting sponsor and listed below the presenting sponsor)
- Link connection to sponsor website on Festival website
- Second tier logo branding on official website, all printed materials, digital materials, and festival map
- Up to 4 booths in festival
- Up to 6 VIP parking spaces & 10 festival tickets
- Invitation to IAC members event for 4 people for a year
- The sponsored will be branded with your logo / company name

# SPONSORSHIP LEVELS

## IAC SPONSOR \$100,000

### ALSO INCLUDES

- Logo branding on right side banner top
- Logo branding on festival entrance signage
- Logo branding at the bar area
- Logo inclusion on all ad campaign as presenting sponsor
- Link connection to sponsor website on Festival website
- First tier logo branding on official website, all printed materials, digital materials, and festival map
- Creative social media cross branding opportunities
- Up to 6 booths in festival
- Exclusivity of brand at the festival
- Promotional branding opportunities
- Up to 8 VIP parking spaces & 20 festival tickets
- Invitation to IAC members event for 6 people for a year
- The sponsored will be branded with your logo / company name