



2017

J A A M M F E S T I V A L

SPONSORSHIP INFORMATION

OCTOBER 26 – NOVEMBER 12

"When one festival can enlighten us with stories from award-winning authors and leaders, enrich us with world class musical acts and educate us with thought-provoking films, we know we have hit a home run. The annual JAAMM fest is a cultural feast that every year gets stronger not just for our patrons at the JCC but for the whole Denver community."

Kathy Neustadt – JAAMM festival benefactor

JAAMM FEST 2017 SPONSORSHIP LEVELS

FESTIVAL PRESENTING SPONSOR \$25,000

- Pre-booking opportunity
- Name and logo recognition in printed marketing materials
- Full page color ad in the brochure
- Color ad in calendar
- Name and logo recognition on website sponsor acknowledgement and event pages
- Name, logo and hyperlink to website included in all festival e-mail blasts
- Name, logo and hyperlink to website in all festival social media
- Separate category and color ad in promo reel
- Verbal recognition from stage at all festival events
- Opportunity to distribute gift item to audience during festival
- Opportunity to introduce event of sponsor's choice
- 4 tickets to every music/movie/author/lecture event (value \$750-\$2,250/approx. 75 tickets)
- 4 VIP tickets to each centerpiece lecture (value \$900)
- 8 tickets to signature headlining performance (value \$288)

SIGNATURE HEADLINING PERFORMANCE SPONSOR \$10,000

Sponsorable Event: *Tararam*

- Pre-booking opportunity
- Name and logo recognition in printed marketing materials
- Half page ad in the brochure
- Color ad in calendar
- Name and logo recognition on website sponsor acknowledgement and event pages
- Mention in e-mail blast including name, logo and hyperlink to website
- Name, logo and hyperlink to website in all social media related to your sponsored event
- Name and logo recognition in promo reel
- Verbal recognition from stage at your sponsored event
- Separate category with name and logo recognition in promo reel
- Option to introduce your sponsored event
- 8 tickets to your sponsored event (value \$288)
- 18 tickets to any music/movie/author/lecture event (value \$180-\$540) [max. 4 tickets per event]

CENTERPIECE LECTURE SPONSOR \$5,000

Sponsorable Events: *Morris Dees, Leonard Maltin, Ron Suskind*

- Pre-booking opportunity
- Name and logo recognition in printed marketing materials
- Half-page ad in the brochure
- Name and logo recognition on website sponsor acknowledgement and event pages
- Mention in e-mail blast including name, logo and hyperlink to website
- Name, logo and hyperlink to website in all social media related to your sponsored event
- Name and logo recognition in promo reel
- Verbal recognition from stage at your sponsored event
- Option to introduce your sponsored event
- 6 VIP tickets to your sponsored event (value \$450)
- 12 tickets to any to any music/movie/author/lecture event (value \$120-\$360) [max. 4 tickets per event]

JAAMM FEST 2017 SPONSORSHIP LEVELS

MUSIC AND PERFORMANCE EVENT SPONSOR \$2,500

Sponsorable Events: *Metropolitan Klezmer, One Community Many Stories, Anthony Mordchai Tzvi Russell, Wonderbound Dance Company, Tamir Hendelman Trio*

- Pre-booking opportunity
- Name and logo recognition in printed marketing materials
- Name recognition on website sponsor acknowledgement and event pages
- Name and logo recognition in promo reel
- Verbal recognition from the stage at your sponsored event
- 4 tickets to your sponsored event (value \$80-\$144)
- 6 tickets to any music/movie/author/lecture event (value \$60-\$180) [max. 4 tickets per event]

AUTHOR/MOVIE SPONSOR (LIMITED AVAILABILITY) \$1,500

- Pre-booking opportunity
- Name recognition in printed marketing materials
- Name recognition on website sponsor acknowledgement page
- Name recognition in promo reel
- Verbal recognition from the stage at your sponsored event
- 4 tickets to your sponsored event (value \$40-\$52)
- 4 Tickets to any music/movie/author/lecture event (value \$40-\$120)

FRIEND OF JAAMM

\$500

- Pre-booking opportunity
- Name recognition in printed marketing materials
- Name recognition on website sponsor acknowledgement page
- Name recognition in promo reel
- 2 tickets to any music/movie/author/lecture event (value \$20-\$60)

For more information or to secure your sponsorship, please contact Samantha Raizen Walsh at swalsh@jccdenver.org or 303.316.6319.

Deadline for Brochure Sponsorship: August 11

NOTE: Ticket benefits may not be used for Fred Marcus Memorial Holocaust Lecture, or Tararam Group or Wonderbound Dance Company Performances.

Any other exceptions are noted.

The MACC is a 501(c)3 charity. Our Federal EIN is 31-1494423.

Sponsorships are tax deductible to the extent allowed by the IRS.

Some sponsorships may include non-deductible benefits.

Sponsorship Benefits	Festival Presenting Sponsor \$25,000	Signature Headlining Performance Sponsor \$10,000	Centerpiece Lecture Sponsor \$5,000	Music & Performance Sponsor \$2,500	Author/ Movie Sponsor \$1,500	Friend of JAAMM \$500
Festival Recognition*	√					
Opportunity to distribute gift item to audience during event	√					
Calendar*	Ad	Ad				
Option to introduce event	√	√	√			
Logo or name on print materials and in emails *	√	√	√			
Social media recognition	Name/Logo and Link	Name/Logo and Link	Name/Logo and Link			
Verbal recognition from stage	Every Event	√	√	√	√	
Promo Reel	Ad; Separate category with larger name/logo	Separate category with larger name/logo	Larger Name /Logo	Name/Logo	Name	Name
Brochure*	Name/Logo + full page Ad	Name/Logo + 1/2 page Ad	Name/Logo + 1/2 page Ad	Name/Logo	Name	Name
Web event page recognition	Name, Logo & Link	Name, Logo & Link	Name & Logo	Name	Name	Name
Pre-Booking Opportunity	√	√	√	√	√	√
Your Sponsored Event Tickets	—	8	6	4	4	—
Festival Tickets	95	18	12	6	4	2

* print deadlines apply



350 South Dahlia Street | Denver, CO 80246
303.316.6360 | maccjcc.org/jaamm

2017 HEADLINE EVENTS

METROPOLITAN KLEZMER

Saturday, October 28, 7:30 pm

Traditional klezmer music in a big-band format, whose repertoire ranges from vibrant versions of lesser-known gems from wedding dance, trance, folk, swing and tango styles, as well as soundtrack material from vintage Yiddish films.

ONE COMMUNITY, MANY STORIES

Sunday, October 29, Timing TBD

Creative-writing workshop for adults creating a communal experience, centered around a theme, that culminates in a performance featuring professional actors reading/ performing a selection of these stories with live musical accompaniment.

MORRIS DEES

Thursday, November 2, 7:00 pm

Co-founder and chief trial counsel for the Southern Poverty Law Center, speaker on racism; named one of the 100 most influential lawyers in America by the National Law Journal, he is known for his innovative lawsuits that crippled some of America's most notorious white supremacist hate groups, and has received more than 20 honorary degrees and numerous awards.

TARARAM

Saturday, November 4, 7:30 pm

Stomp-style unconventional (using creative/ recycled materials as instruments) and theatrical (with lighting and special effects) percussion/ dance show – our headlining Israeli act.

ANTHONY MORDECHAI

TZVI RUSSELL

Sunday, November 5, 7:30 pm

Operatic Bass specializing in Yiddish art and folk song, chazones and Chasidic nigunim, combining Ashkenazi and African American traditional musical forms to create singular narratives.

LEONARD MALTIN

Tuesday, November 7, 7:00 pm

Renowned film critic and historian, who frequently lectures on film and as an expert, pundit, and host, is frequently seen on news programs and documentaries, and has enjoyed a long association with Turner Classic Movies.

WONDERBOUND DANCE COMPANY

Thursday, November 9, 7:30 pm

Annual partnership with one of Denver's most elite contemporary dance companies alongside the live accompaniment of local musicians.

TAMIR HENDELMAN TRIO

Saturday, November 11, 7:30 pm

Award-winning Israeli-American jazz pianist alongside upright bass and drums, whose music explores standards, Brazilian music, blues and Tamir's Israeli roots.

RON SUSKIND

Sunday, November 12, 7:00 pm

Pulitzer-winning journalist and author of *Life, Animated* which tells the real-life story of his autistic son whose relationship with Disney films gave him a language to communicate with the world – *Life, Animated* is our potential 2017 Denver Jewish Community Read.

JAAMM BOOKSTORE

\$5,000

Includes sponsor-only prebooking ticket privileges and a select number of festival tickets; name and logo recognition on print and digital promotional materials; bookstore specific materials including bookstore banner and bookmarks with name and logo recognition; inquire for more details.

PLEASE NOTE

An additional 8-10 author events and 4-5 films will be added to the schedule at a later date; full lineup TBD.

