JCC Mizel Arts and Culture Center Presents
2020 – 2021 Festival Season
Sponsorship Packet

Bringing community together through the power of film and cultural events
The JCC Mizel Arts and Culture Center illuminates the human experience through creative and cultural programs in the performing, visual, and literary arts for the Jewish community and the community at large.

Our annual events include exhibitions, concerts, films, author appearances, theatrical performances, and literary and film festivals.

About the 2020-21 Festival Season

Our 2020-2021 cultural arts programs will be presented as a year-round event season, and entirely virtually. This will allow us to present events that resonate with the Jewish and secular event calendars, while creating consistencies in serial offerings, strengthening thematic ties across programs, and addressing attendance fatigue seen in our conventional condensed festival format.
WEBSITE
As a sponsor you will receive recognition on the festival page on our website in addition to recognition on our ticket platform, Eventive. This benefit gives you maximum exposure to our festival audience, as event descriptions and all ticket purchases happen online.

PRE-ROLL VIDEO
Our Presenting Sponsors get the opportunity to get their name/brand and message out to our 4,000+ ticket buyers through a thirty-second video that will play before all festival events.

EARLY-BIRD TICKET PURCHASING
All of our sponsors get the opportunity to purchase tickets prior to them going on sale to the general public. With in-person events, this guarantees you the seat of your choice to even our most popular events. For virtual events, this benefit eases the mind knowing there will be an opportunity for you to purchase a ticket before the event reaches capacity.

VERBAL RECOGNITION
Sponsors $1,500 and above will receive verbal recognition at the event of their choice, for eligible event sponsorship (this only applies to JAAMM and RFF). Recognition will come prior to the start of the event, so all patrons to that event will hear your name mentioned. This is our favorite way of showing how much we love our sponsors as we get to shout your name from the rooftops to thank you.
The Neustadt JAAMM program is the most comprehensive one-of-a-kind Jewish cultural arts offering in all of Colorado. Our annual events include music, literature, theatre, film, and more.

**Festival Values**

- **Tzedakah**: Social Justice
- **Tikkun Olam**: Actions to Repair the World
- **Nothing About Us Without Us**: Partnerships and Authentic Representation

**Festival Exposure**

Based on 2019 Festival

- 32 million+ Combined print and online media impressions
- 17 outlets
- 2.1 million Digital Billboard Views
- 3 thousand Email List Size
- 403 Facebook Followers
- 8,554 Website Views

View Sponsorship Opportunities
The 2020-21 season will focus on speakers and topics that will allow for community dialogue around politics, diversity, social justice, and Jewish culture.

Quarterly events featuring nationally recognized talent and with the intention of sparking conversation around community, social justice, and Jewish culture.

HEADLINERS

VIRTUAL PRE-ELECTION ROUNDTABLE

YIDLIFE CRISIS PRESENTS "VIRTUALLY JEWISH"

MICHAEL W. TWITTY

JEWISH BOOK COUNCIL AUTHOR SERIES

Monthly programming highlighting recently-published Jewish-interest authors.

Jamie Bernstein | Jessica Yellin | R.L. Maizes
Ariana Neumann | Talia Carner | Sue Eisenfeld
Amy Fish | Jo Ivester

FILMS & SPECIAL EVENTS

Singular content highlighting themes explored throughout the program season.

TRANSKIDS (Documentary)

THE IMPURE (Documentary)

COOK-ALONG
Celebrity chef and restaurateur Einat Admony

VIEW FESTIVAL LINEUP
The annual Denver Jewish Film Festival (DJFF), our flagship program, presents a highly curated selection of newly-released Israeli and Jewish cinema from all around the world.

FESTIVAL VALUES

- COMPETITIVE LINEUP: Local, state, and regional premieres
- COMMUNITY-CURATED: Aligns with the values and tastes of our local community
- REPRESENTATION AND DIVERSITY: Highlighting first-time, female, and POC filmmakers

FESTIVAL EXPOSURE
BASED ON 2020 FESTIVAL

- Media impressions: 15 million+
- Social Media impressions: 190K
- Coverage in neighborhood, local, and city wide media outlets: 13 outlets
- Digital Billboard Views: 2.1 million
- Email List Size: 5,000
- Facebook Followers: 592
- Website Views: 7,044
VIEW FESTIVAL LINEUP
LINEUP WILL BE ANNOUNCED FALL 2020.
FESTIVAL FEATURE
MAY 5–8, 2021

ReelAbilities Film Festival presents diverse and thought-provoking cinematic content by, for, and about people with various disabilities, bringing communities together with post-screening discussions, panels, and supplemental engagement opportunities.

• We aim for all ReelAbilities materials to meet WCAG-AA standards, to be accessible for folks using screen readers and other assistive technologies
  – Accessibility of film content
  – All films with have Open Captioning and Audio Description (if available)

• All spoken word content (introductions, Q&As, panels, etc.) will have live ASL interpretation
2021 ReelAbilities Festival Lineup Overview

• 3-5 screenings of films that speak directly to specific disability communities, co-presented by Community Partners, each with supplemental content to further engage these identified communities (panel, Q&A, workshops)

• Sponsor support will be essential in developing accessible resources, including ASL/CART Interpretation at Live Events, Open Captioning of Pre-Recorded/Film Content, Audio Description Files, Hardware/Software for Virtual Accessibility

FESTIVAL VALUES

NOTHING ABOUT US WITHOUT US
Partnerships and Authentic Representation

B’TZELEM ELOHIM
Every person created in G-d’s image – recognizes the innate spark and value in each and every human being
We are deeply committed to engaging Community Partners for all of our festival programming. These partnerships strengthen content, deepen community engagement, and focus our demographic reach.

- Community Partnerships are at-will commitments that focus on in-kind contributions of time and talents, rather than an expectation of monetary sponsorship (though, if sponsorship funds are available, we are able to provide commensurate ticket and promotional benefits).

- Examples of collaborations include panel speakers for keynote lectures, marketing assistance for programs with shared demographics, and discounted or waived rental fees for co-presented programs.

- Community Partners are expected to help promote co-branded events via email, website, and social media marketing, and print marketing where available. Coordinated campaign strategies allow consistent marketing leading up to and imminently preceding an event.

**The Benefits**

- Name or logo recognition on website, social media, ticket sale platform
- Name or logo recognition on promotional pre-roll
- Dedicated tile in promotional pre-roll (if applicable)
- Complimentary tickets for core attendees; discounted tickets for partner networks or members

**Our Partners**

BECOME A COMMUNITY PARTNER
## JAAMM Festival Sponsorship

### Benefits

<table>
<thead>
<tr>
<th>Contribution Level</th>
<th>Headliner Event</th>
<th>Cook-Along Event</th>
<th>JBC Event, Film Event</th>
<th>Friend of JAAMM</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7,500</td>
<td>√</td>
<td></td>
<td>√</td>
<td></td>
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<tr>
<td>$3,000</td>
<td></td>
<td>√</td>
<td>√</td>
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<tr>
<td>$1,500</td>
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<tr>
<td>$500</td>
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</tr>
</tbody>
</table>

### Event Opportunities

- **Pre-Sale Ticket Access**
  - $7,500: √
  - $3,000: √
  - $1,500: √
  - $500: √

- **Sponsor-Only Event Access**
  - $7,500: √
  - $3,000: √
  - $1,500: √
  - $500: √

- **Virtual Event Tickets - Any JAAMM Event**
  - $7,500: 5
  - $3,000: 3
  - $1,500: 2
  - $500: 2

- **Virtual Event Tickets - For Sponsored Event**
  - $7,500: 5
  - $3,000: 3
  - $1,500: 2

- **Verbal Recognition at Event**
  - $7,500: √
  - $3,000: √
  - $1,500: √
  - $500: √

- **Exclusive Access to Wolf Theatre for Event**
  - $7,500: √
  - $3,000: √
  - $1,500: √
  - $500: √

- **Dedicated Event Pre-Roll (up to :30)**
  - $7,500: √
  - $3,000: √
  - $1,500: √
  - $500: √

- **Opportunity to Introduce Event**
  - $7,500: √
  - $3,000: √
  - $1,500: √
  - $500: √

### Marketing Opportunities

- **Logo/Name on JAAMM Festival Home Page**
  - $7,500: √
  - $3,000: √
  - $1,500: √
  - $500: √

- **Logo/Name on Event Page (Eventive)**
  - $7,500: √
  - $3,000: √
  - $1,500: √

- **Dedicated Facebook Posts**
  - $7,500: 2
  - $3,000: 1

- **Logo/Name on Internal Building Signage at the JCC**
  - $7,500: √
  - $3,000: √

- **Logo/Name on Targeted Emails**
  - $7,500: √
  - $3,000: √

- **Branded Artwork on Event Page (Eventive)**
  - $7,500: √

- **Logo/Name on Outdoor Digital Billboard**
  - $7,500: √

*Deadlines apply per event. Please contact the Development department for deadline information.*

**Pre-roll specs:**
- File Type: .mov, .mp4
- Time: :30 seconds

**Logo specs:**
- File Type: High resolution PDF or EPS files only

**Event Page Ad specs:**
- File Type: .jpg, .png
- Size: 600px wide
- URL: your website address

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**Become a Sponsor**

As a registered 501(c)(3) non-profit organization under the regulations of the Internal Revenue Service, all contributions to this organization are tax-deductible to the extent provided by law.
## Sponsorship Benefits

### Denver Jewish Film Festival

<table>
<thead>
<tr>
<th></th>
<th>$7,500</th>
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<th>$1,500</th>
<th>$500</th>
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<tbody>
<tr>
<td></td>
<td>Executive Producer</td>
<td>Director</td>
<td>Leading Actor</td>
<td>Supporting Actor</td>
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<tr>
<td><strong>Event Opportunities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor-Only Event Access</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Pre-Sale Ticket Access</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual Event Tickets - Any DJFF Screening</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>2</td>
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<tr>
<td>Virtual Event Tickets - For Sponsored Event</td>
<td>6</td>
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<tr>
<td>Verbal Recognition at Event</td>
<td>✓</td>
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<td></td>
</tr>
<tr>
<td>Dedicated Event Pre-Roll (up to :30)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to Introduce Event</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td><strong>Marketing Opportunities</strong></td>
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</tr>
<tr>
<td>Logo/Name on Denver Jewish Film Festival Home Page</td>
<td>✓</td>
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</tr>
<tr>
<td>Logo/Name on Event Page (Eventive)</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Dedicated Facebook Posts</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/Name on Internal Building Signage at the JCC</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/Name on Targeted Emails</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branded Artwork on Event Page (Eventive)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/Name on Outdoor Digital Billboard</td>
<td>✓</td>
<td></td>
<td></td>
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</tbody>
</table>

*Deadlines apply per event. Please contact the Development department for deadline information.

### Pre-roll specs:
- Deadline: January 29, 2021
- File Type: .mov, .mp4
- Time: :30 seconds
- Deadline: January 15, 2021

### Logo specs:
- Deadline #1: November 30, 2020
- Deadline #2: January 15, 2021
- File Type: High resolution PDF or EPS files only

### Event Page Ad specs:
- Deadline: January 15, 2021
- File Type: .jpg, .png
- Size: 600px wide
- URL: your website address

**BECOME A SPONSOR**

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# SPONSORSHIP BENEFITS

## REELABILITIES FILM FESTIVAL

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>$7,500</th>
<th>$3,000</th>
<th>$1,500</th>
<th>$500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2021 Presenting Sponsor</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Package Sponsor (Film + Supplemental Program)</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Individual Film Sponsor</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Friend of the Festival</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

## EVENT OPPORTUNITIES

- **Sponsor-Only Event Access**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Pre-Sale Ticket Access**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Virtual Event Tickets - Any ReelAbilities Screening**
  - $7,500: 5
  - $3,000: 3
  - $1,500: 2
  - $500: 2

- **Virtual Event Tickets - For Sponsored Event**
  - $7,500: 5
  - $3,000: 3
  - $1,500: 2
  - $500: 2

- **Verbal Recognition at Event**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Opportunity to Underwrite CART/ASL Interpretation Services at Live Events**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Exclusive Access to Wolf Theatre for Event**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Dedicated Event Pre-Roll (up to :30)**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Opportunity to Introduce Event**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Opportunity to Underwrite Open Captioning or Audio Description Services for On-Demand Films**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

## MARKETING OPPORTUNITIES

- **Logo/Name on ReelAbilities Film Festival Home Page**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Logo/Name on Event Page (Eventive)**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Dedicated Facebook Posts**
  - $7,500: 2
  - $3,000: 1
  - $1,500: 1
  - $500: 1

- **Logo/Name on Internal Building Signage at the JCC**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Logo/Name on Targeted Emails**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Branded Artwork on Event Page (Eventive)**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

- **Logo/Name on Outdoor Digital Billboard**
  - $7,500: ✔
  - $3,000: ✔
  - $1,500: ✔
  - $500: ✔

*deadlines apply per event. Please contact the Development department for deadline information.

**Pre-roll specs:**
- Deadline: April 30, 2021
- File Type: .mov, .mp4
- Time: :30 seconds

**Logo specs:**
- Deadline: March 31, 2021
- File Type: High resolution PDF or EPS files only

**Event Page Ad specs:**
- Deadline: March 31, 2021
- File Type: .jpg, .png
- Size: 600px wide
- URL: your website address

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**BECOME A SPONSOR**

As a registered 501(c)(3) non-profit organization under the regulations of the Internal Revenue Service, all contributions to this organization are tax-deductible to the extent provided by law.
Secure your sponsorship today by contacting our Development Office at development@jccdenver.org or 303.316.6319.

350 South Dahlia Street  |  Denver, CO 80246
jccdenver.org  |  303.399.2660