 FOUNDATION FOR JEWISH CAMP

LEADERS ASSEMBLY 2020

March 15th - 17th

partnership opportunities
at-a-glance

Page 3 ABOUT FOUNDATION FOR JEWISH CAMP
Page 4 ABOUT LEADERS ASSEMBLY
Page 5 ATTENDEE DEMOGRAPHICS
Page 6 PARTNER BENEFITS

PARTNERSHIP OPPORTUNITIES:

Page 7 Welcome Package ($10k-$25k)
- Welcome Remarks
- Hotel Key Cards
- Centerpieces & Tablescape
- Guest Room Snacks
- Door Hangers

Page 8 Content Package ($18k)
- Community Care
- Disabilities
- Israel
- Leadership
- Security
- Women

Page 9 Experience Package ($10k-$25k)
- Community Talks Series
- Cocktail Hour
- Evening Activity
- Video Booth
- Photo Museum

Page 10 Reception Package ($7k-$15k)
- Live Music
- Song Books
- Photo Booth
- Dessert Buffet

Page 11 Wellness Package ($3k-$18k)
- Sensory Room
- Yoga
- Meditation
- Canteen Snacks

Page 12 Networking Package ($5k-$10k)
- Lounge Space
- Wi-Fi
- Charging Stations
- Social Wall

Page 13 Advertising Package ($5k-$18k)
- Elevator Door Ads
- Escalator Ad
- Water Bottles
- Notebooks
- Pens
Foundation for Jewish Camp (FJC) fosters excellence and accelerates innovation at Jewish camps across North America by developing adaptive talent, deepening immersive learning experiences, and driving field growth. Founded in 1998, FJC elevates Jewish camp on the cultural and philanthropic agenda, including catalyzing growth through programs such as One Happy Camper®, which has enabled over 90,000 children to experience camp for the first time. FJC supports over 300 day and overnight camps that provide nearly 180,000 campers and counselors each summer with a meaningful, personal, and lifelong connection to Judaism. FJC is a public 501(c)(3) charitable organization. For more information, visit www.jewishcamp.org.
Foundations for Jewish Camp’s Leaders Assembly is the single largest gathering of professional and volunteer leadership in Jewish camp.

Attracting 800 key decision makers from communities across North America, Europe, and Israel, Leaders Assembly provides an unparalleled opportunity to form strong business relationships, explore trends, and seek opportunities for innovation.

Leaders Assembly 2020 will be held March 15th - 17th at the Baltimore Marriott Waterfront in Baltimore, Maryland.

Participants represent:

300+ day & overnight Jewish camps, which serve 180,000+ children, youth & young adults each summer, & their families year-round
Attendee Demographics

- 40% Overnight Camp Professionals
- 38% Communal Professionals
- 6% Lay Leaders/Volunteers
- 6% Day Camp Professionals
- 6% Exhibitors

Map showing distribution by region:
- West Coast: 15%
- South: 8%
- Canada: 7%
- Northeast: 62%
- Midwest: 15%
- International: 4%
## Partner Benefits

### Complimentary Badges
- 10
- 5
- 4
- 3
- 2
- 1

### PRE-EVENT RECOGNITION
- Logo on Website
- Social Media Promotion
- Logo in Email Blast
- Mention in Press Release

### ONSITE RECOGNITION
- Logo in Partner Brochure
- Logo on Conference Bag/Shirt
- Branded Signage
- Recognition Onscreen
- Recognition in Schedule
- Intro Remarks
- Custom Opportunity

### POST-EVENT RECOGNITION
- Social Media Thank You
- Attendee Email List for 1X Use
- Guest Blog Post

*Looking for information on our Expo Hall? Please see our Exhibitor Packet!*

<table>
<thead>
<tr>
<th></th>
<th>STARRY NIGHT</th>
<th>FREE SWIM</th>
<th>BUG JUICE</th>
<th>LAKESIDE</th>
<th>FIREFLY</th>
<th>LOG CABIN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$50,000+</td>
<td>$25,000+</td>
<td>$18,000+</td>
<td>$10,000+</td>
<td>$5,000+</td>
<td>$2,500+</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
package 1 - Welcome partner

A LA CARTE PRICING*

Welcome Remarks $25k
This is your chance to briefly address the full conference and tell us how your mission aligns with the Jewish camp field.

Hotel Key Cards $10k
Put your brand in everyone’s hands with co-branded key cards for conference attendees staying at the host hotel.

Centerpieces & Tablescape $10k
Bring the camp spirit into the ballroom with centerpieces and tablescape. Includes table drop of branded welcome letter or conversation starters.

Guest Room Snacks $10k
Send a sponsored snack directly to attendees’ guest rooms. Includes hand delivery of a snack and a printed, standard-sized postcard to each room in the conference room block.

Door Hangers $10k
Work with us to customize a co-branded door hanger for attendees’ guest rooms. Includes design, printing, and hand delivery to each room in the conference room block.

"ALWAYS impressed by Leaders Assembly in terms of content and professionalism."
-2018 attendee

*For packaged pricing, please contact us directly at assembly@jewishcamp.org.
package 2- content partner

Community Care $18k
Support the development of content focused on mental health, self care, child protection, harassment, and diversity. Includes schedule recognition & brief breakout session remarks.

Disabilities $18k
Support the development of content on inclusion of campers & staff with disabilities. Includes schedule recognition & brief breakout session remarks.

Israel $18k
Support the development of content focused on Israel education at camp. Includes schedule recognition & brief breakout session remarks.

Leadership $18k
Support the development of professional and lay leadership development content. Includes schedule recognition & brief breakout session remarks.

Security $18k
Support conference security and the development of content on security at camp. Includes schedule recognition & brief breakout session remarks.

Women $18k
Support the development of content on women in camp. Includes schedule recognition & brief breakout session remarks.

"The breakout sessions were amazing. I came back to my office with a great list of things to start putting into action." -2018 attendee

*For pricing questions, please contact us directly at assembly@jewishcamp.org.
package 3-

experience partner

A LA CARTE PRICING*

Cocktail Hour $25k
Provide an intimate and fun setting for attendees to network. Includes brief remarks, branded napkins, and stage recognition.

Community Talks Series $18k
Everyone has something to teach. Give them the chance to share their wisdom. Includes onscreen and schedule recognition.

Evening Activity $10k
Bring some camp spirit to the conference. Includes branded signage and onscreen recognition.

Photo Museum $10k
Inspire attendees to take a renewed view of Jewish camp through the eyes of campers. Includes branded signage and onscreen recognition.

Video Booth $18k
Capture the most powerful and personal stories of Jewish camp. Includes branded signage, schedule and onscreen recognition.

*For packaged pricing, please contact us directly at assembly@jewishcamp.org.

"The entire conference was stimulating, motivating and engaging!"
-2018 attendee
package 4-
reception
partner

A LA CARTE PRICING*

Live Music $10k
What’s a camp conference without a rocking song session? Includes branded signage, onscreen and stage recognition.

Song Books $7k
Attendees are encouraged to join musicians with customized song books. Includes logo cover placement and stage recognition.

Photo Booth $10k
Say "grilled cheese!" Includes props, branded signage and co-branding on printed photographs.

Dessert Buffet $15k
An epic dessert buffet, complete with a s’mores station. Includes branded signage, branded cookies, and onscreen recognition.

*For packaged pricing, please contact us directly at assembly@jewishcamp.org.

"Every time I attend Leaders, I feel even prouder and more excited to be part of this field."
- 2018 attendee
Wellness Partner

A LA CARTE PRICING*

Sensory Room $18k
Model the best in sensory exploration. Includes branded signage, onscreen and schedule recognition.

Meditation $3k
Tune out the noise with a meditation break. Includes branded signage.

Yoga $3k
Take a little stretch and get grounded. Includes branded signage.

Canteen Snacks $7k - 15k
Provide fuel and refreshments for conference attendees whenever they need it. Option for an all-day canteen or a refreshment break. Includes branded signage and onscreen recognition.

"I loved the little touches—the intentionality was palpable all over the conference."
-2018 attendee

*For packaged pricing, please contact us directly at assembly@jewishcamp.org.
package networking partner

A LA CARTE PRICING*

Lounge Space $10k
Host a place to network, reconnect, and take a breather. Includes branded signage and onscreen recognition.

Wi-Fi $5k
Ensure a strong connection while attendees build new connections. Includes branded wi-fi cards.

Charging Stations $5k
Power up! Includes branded signage.

Social Media Wall $5k
Share the virtual conversation with the conference community. Includes onscreen recognition.

"I enjoyed networking with colleagues from across Jewish camping and feeling connected to a greater purpose." - 2018 attendee

*For packaged pricing, please contact us directly at assembly@jewishcamp.org.
package 7 - advertising partner

A LA CARTE PRICING*

Elevator Door Ads  $18k
Elevate your brand awareness to a captive audience. Includes custom branded signage for main elevator bank.

Escalator Ad  $15k
Share your message in a big way. Includes custom branded signage on the elevator in the main conference space.

Notebooks  $7k
Notes, names, ideas, and you. Includes branded notebooks.

Pens  $5k
Keep your brand in their hand. Includes branded pens.

Water Bottles  $8k
Stay hydrated for the conference and into the summer. Includes branded water bottles.

"We are always on the lookout for new ideas, resources, and opportunities at Leaders Assembly!"
-2018 attendee

*For packaged pricing, please contact us directly at assembly@jewishcamp.org.
We value your partnership and are happy to answer any questions you may have.

Please contact us at assembly@jewishcamp.org or 646.278.4584.