

ALEPH Kallah 2016

July 11-17 · Colorado State University · Fort Collins, Colorado

SPONSORSHIP & ADVERTISING OPPORTUNITIES

When your company provides a sponsorship for the ALEPH Kallah, it will gain visibility and exposure to:

- Close to 10,000 active households in our global e-mail list who spend in accordance with their social values
- A movement of spiritual people who span the denominations of Judaism and whose ritual practice is both exacting and creative as well as practices environmental sustainability

At the ALEPH Kallah we will have over 500 community representatives who will sample and/learn about your products and services and bring them back to their respective communities worldwide.

We offer a variety of ways to invest in the visibility of your company or organization.

PLATINUM SPONSORSHIP – \$2,500

Choose one option A, B or C.

- A.** Your name as a sponsor of a meal: 17 meals (3 meals Mon-Sat - first come, first pick)
- B.** Product Placement - promote your product during breaks or evening programs.
- C.** Your name as a sponsor of the Major Donor Event (one event, up to 3 sponsors)

You also receive all bulleted items below:

- One-color Logo on Kallah 2016 Bag distributed to all participants
- Promo product in bag (supplied by you)
- Highly visible table at Kallah 2016 Store with no profit sharing (non-sponsors must share sales proceeds)
- Full page ad in Printed & Digital Color Kallah Guide:
 - Three Prime Pages** to choose from: back cover, inside back cover, and inside front cover (first come, first pick) See ad requirements.
 - The guide comes in print and digital formats.* (Typically, the printed version is kept as reference by participants throughout the years.)
- A special song or chant made just for you by one of our ALEPH Musicians
- Special mention in emails sent to our email list reaching nearly 10,000 households and growing
- One-year link to ALEPH Sponsors Web page
- Four invitations to a private event at Kallah

GOLD SPONSORSHIP – \$1,800

- One-color Logo on Kallah 2016 Bag distributed to all participants
- Promo product in bag (supplied by you)
- Table at Kallah 2016 Store with no profit sharing (non sponsors must share sales proceeds)
- Full page Ad in Printed & Digital Color Kallah Guide (Typically the printed version is kept as reference by participants throughout the years.)
- Special mention in emails sent out to our email list reaching nearly 10,000 households
- One-year link to ALEPH Sponsors Web page
- Two invitations to a private event at Kallah

More opportunities on page 2

ALEPH KALLAH 2016 SPONSORSHIP OPPORTUNITIES, continued

SILVER SPONSORSHIP – \$1,000

- One-color Logo on Kallah 2016 Bag distributed to all participants
- Promo product in bag (supplied by you)
- Table at Kallah 2016 Store with no profit sharing (non sponsors must share sales proceeds)
- Half page Ad in Printed & Digital Color Kallah Guide (Typically the printed version is kept as reference by participants throughout the years.)
- Special mention in emails sent out to our email list reaching almost 10,000 households
- 6 month link to ALEPH Sponsors Web page
- 2 invitations to a private event at Kallah

BRONZE SPONSORSHIP – \$500

- Promo product in bag (supplied by you) **OR** Name on Kallah 2016 Bag distributed to all participants
- Quarter page Ad in Printed & Digital Color Kallah Guide (Typically the printed version is kept as reference by participants throughout the years.)
- Name listed on ALEPH Sponsors Web page
- 2 invitations to a private event at Kallah

FRIENDS OF ALEPH

Promo product in bag (supplied by vendor)	\$180
Post card or business card in bag (supplied by vendor)	\$72
One-Liner (140 characters) in Printed & Digital Color Kallah Guide (not including your name)	\$54

PRINT & DIGITAL PROGRAM GUIDE ADVERTISING SPECIFICATIONS

You can advertise without a sponsorship!

The document is an 8.5" x 11", saddle-stitched booklet with full color covers, and is distributed to all Kallah attendees. The Guide will also be available for download on the ALEPH website.

Ad Specifications for Program Guide - AD DEADLINE IS MAY 31, 2016

TYPE	SIZE	FEE
Full page, interior	8.5" w, 11" h - .125" bleed 7.5" w, 10" h - no bleed	\$1,500
Half page - horizontal only	7.5" w, 4.75" h - no bleed	\$750
Quarter page - vertical only	3.5" w, 4.75" h - no bleed	\$400
Business Card ad - horizontal only	3.5" w, 2.25" h - no bleed	\$175

NOTE: All copy should be produced in electronic format, as a high-resolution, print-quality, PDF file and submitted as an email attachment to kallah@aleph.org.

KALLAH 2016 BAG LOGO PLACEMENT SPECIFICATIONS

A 1-COLOR, vector (aka .eps or .ai) file should be supplied no later than MAY 30, 2016. Other formats may be supplied, but quality cannot be assured. If you need assistance, you may contact kallah@aleph.org.

POSTCARDS, BUSINESS CARDS, PROMOTIONALS FOR KALLAH BAG

Please ship your materials to arrive no later than July 1, 2016. Email kallah@aleph.org for more information.