

ART OF LIVING 2025



j. Readers' Choice: Best Gala

April 6, 2025, 5:30pm

Featuring Pulitzer Prize Winning Journalist

NICHOLAS KRISTOF



JEWISH FAMILY &
COMMUNITY SERVICES
EAST BAY

JFCS East Bay is hosting its 18th annual Art of Living gala on Sunday, April 6, 2025. This year we are proud to welcome Pulitzer Prize Winning Journalist, Nicholas Kristof.

To be called the “reporter’s reporter,” you must be as extraordinary as Nicholas Kristof. He’s reported from over 150 countries, survived malaria, wars, and even a plane crash, all while winning two Pulitzers for his human rights work. In 1990, Kristof and his wife, Sheryl WuDunn, became the first husband-wife team to win a Pulitzer for covering the Tiananmen Square movement. His 2006 Pulitzer focused on genocide in Darfur. Together, they’ve written five bestsellers, inspiring PBS documentaries.

A New York Times journalist since 1984, Kristof has reported globally, interviewed world leaders, and amassed millions of followers. Known for his moral courage, Kristof’s captivating speeches leave audiences inspired to drive change.

Event Description

ART OF LIVING: JFCS East Bay’s 18th annual gala and fundraiser will draw 500 loyal agency supporters, community leaders, businesses, and philanthropists who partner with us to support the journeys of immigrants and refugees, of older adults and families with children building an East Bay where everyone can flourish with dignity. The evening begins with a gala reception, featuring wine and gourmet hors d’oeuvres followed by an auditorium program spotlighting a noteworthy, guest speaker and our live fundraising appeal.

Event sponsors play a pivotal role in underwriting the evening so that all proceeds go directly to JFCS East Bay’s work building a community where everyone can flourish with dignity.

AGENCY DESCRIPTION

Jewish Family & Community Services East Bay (JFCS East Bay) is a community-based, direct social and human services organization that has supported Alameda and Contra Costa County residents of all ages, races, and religions for 147 years. We serve refugees from Afghanistan and newcomers from Ukraine, older adults aging with support in their homes, Holocaust survivors receiving care and restitution, immigrants becoming citizens, and families and individuals strengthening their mental and physical well being.

BUSINESS SPONSORSHIP BENEFITS

Your logo will reach more than 10,000 philanthropically minded households in the East Bay through our marketing (10 eblasts to over 9,000 with a 50%+ open rate), social media (3,700 followers), and website (3,200 average monthly visits), giving you a unique opportunity to showcase your company's community engagement. Your logo will also be included in our JWeekly thank you ad (if committed by March 1st) which reaches 35,000 print readers. Your sponsorship will include tickets to attend the event. We anticipate that we'll have at least 400 in person attendees at this year's Art of Living gala. Our peak attendance, pre-COVID, was 550 attendees. We're aiming to grow back to that number or more.

TITLE SPONSOR \$36,000

- 20 Event Tickets
- Event Day: Sponsor Speaks at Podium (1min.), Signage displayed prominently in Book Signing area, Dedicated event slide (preprogram), Program cover title mention, Full page Color Ad in printed event program (5" wide x 7.5" high),
- Digital Promotion: Logo with link displayed in all Title sponsor listings on event website, and 10 eblasts to our distribution list of ~9,000 philanthropically minded households and partner organizations in the East Bay,
- Dedicated Social Media posts (Facebook, Instagram, LinkedIn), Art of Living is promoted with 3-5 posts
- Exclusive Title sponsor event Ad in J Weekly – ½ page Ad valued at \$2550, reaching 35,000 print readers
- Event Ad in J Weekly Listing all sponsors – ¼ page Ad valued at \$1275, reaching 35,000 print readers
- Exclusive Listing in Art of Living invitation – deadline March 1st, mailed to over 3000 households

PREMIER SPONSOR \$18,000

- 15 Event Tickets
- Event Day: Signage displayed prominently in dessert area, Dedicated event slide (preprogram), Full page Color Ad in printed event program (5" wide x 7.5" high), Presenting sponsor shoutout on stage
- Digital Promotion: Logo with link displayed in all Premier sponsor listings on event website, and 10 eblasts to our distribution list of ~9,000 philanthropically minded households and partner organizations in the East Bay,
- Dedicated Social Media posts (Facebook, Instagram, LinkedIn), Art of Living is promoted with 3-5 posts
- Event Ad in J Weekly Listing all sponsors – ¼ page Ad valued at \$1275, reaching 35,000 print readers, company logo included

PRESENTING SPONSOR \$10,000

- 12 Event Tickets
- Event Day: Signage displayed prominently in registration area, Dedicated event slide (preprogram), Full page Color Ad in printed event program (5" wide x 7.5" high), Presenting sponsor shoutout on stage
- Digital Promotion: Logo with link displayed in all Presenting sponsor listings on event website, and 10 eblasts to our distribution list of ~9,000 philanthropically minded households and partner organizations in the East Bay,
- Dedicated Social Media posts (Facebook, Instagram, LinkedIn), Art of Living is promoted with 3-5 posts
- Event Ad in J Weekly Listing all sponsors – ¼ page Ad valued at \$1275, reaching 35,000 print readers, company logo included

GOLD SPONSOR \$6,000

- Eight event tickets.
- Event Day: Dedicated event slide (preprogram), Full page black & white Ad in printed event program (5" wide x 7.5" high), Gold sponsor shoutout on stage
- Digital Promotion: Logo with link displayed in all Gold sponsor listings on event website, and 10 eblasts to our distribution list of ~9,000 philanthropically minded households and partner organizations in the East Bay, Acknowledgment as Gold Sponsor on event program, e-communications, and event website
- Dedicated Social Media posts (Facebook, Instagram, LinkedIn), Art of Living is promoted with 3-5 posts
- Event Ad in J Weekly thanking sponsors: your company logo included

SILVER SPONSOR \$4,000

- Six event tickets.
- Event Day: Dedicated event slide (preprogram), Half page black & white Ad in printed event program (5" wide x 3.5" high)
- Digital Promotion: Logo with link displayed in all Silver sponsor listings on event website, and 10 eblasts to our distribution list of ~9,000 philanthropically minded households and partner organizations in the East Bay, Acknowledgment as Silver Sponsor on event program, e-communications, and event website
- Dedicated Social Media posts (Facebook, Instagram, LinkedIn), Art of Living is promoted with 3-5 posts
- Event Ad in J Weekly Listing all sponsors – ¼ page Ad valued at \$1,275, reaching 35,000 print readers, company logo included

BRONZE SPONSOR \$3,000

- Four event tickets.
- Event Day: Dedicated event slide (preprogram), Quarter page black & white Ad in printed event program 2"x 3.5" (can be horizontal or vertical)
- Digital Promotion: Logo with link displayed in all Bronze sponsor listings on event website, and 10 eblasts to our distribution list of ~9,000 philanthropically minded households and partner organizations in the East Bay, Acknowledgment as Bronze Sponsor on event program, e-communications, and event website
- Social Media post (Facebook, Instagram, LinkedIn), Art of Living is promoted with 3-5 posts
- Event Ad in J Weekly Listing all sponsors – ¼ page Ad valued at \$1,275, reaching 35,000 print readers, company logo included

FRIEND SPONSOR \$1,500

- Two event tickets.
- Event Day: Dedicated event slide (preprogram), Quarter page black & white Ad in printed event program 2"x 3.5" (can be horizontal or vertical)
- Digital Promotion: Logo with link displayed in all Friend sponsor listings on event website, and 10 eblasts to our distribution list of ~9,000 philanthropically minded households and partner organizations in the East Bay, Acknowledgment as Friend Sponsor on event program, e-communications, and event website
- Social Media post (Facebook, Instagram, LinkedIn), Art of Living is promoted with 3-5 posts
- Event Ad in J Weekly Listing all sponsors – ¼ page Ad valued at \$1,275, reaching 35,000 print readers, company logo included

For online sponsor registration and payment, please visit jfcs-eastbay.org

If you prefer to register and pay by mail, please fill out and return this form with your contribution.

Contact Information

Contact Name/s (as you wish it to be printed)

Address

City, State, Zip Code

Phone

Email

Sponsorship Levels

I would like to sponsor Art of Living at the following level:

Title Sponsor \$36,000

Premier Sponsor \$18,000

Presenting Sponsor \$10,000

Gold Sponsor \$6,000

Silver Sponsor \$4,000

Bronze Sponsor \$3,000

Friend Sponsor \$1,500

PLEASE BE ADVISED that if your Art of Living sponsorship payment is coming from a philanthropic institution, there may be restrictions regarding receiving benefits (like tickets).

To pay by mail, please return this form with your contribution to:

Shelley Waits, JFCS East Bay

2484 Shattuck Avenue, Suite 210

Berkeley, CA 94704

swaits@jfcs-eastbay.org



**JEWISH FAMILY &
COMMUNITY SERVICES
EAST BAY**

CHECK ENCLOSED, PAYABLE TO JFCS EAST BAY

PLEASE CHARGE THIS GIFT TO: MASTERCARD VISA

CARD # _____ EXP. DATE _____ CODE _____

SIGNATURE: _____

For online payment: jfcs-eastbay.org

Federal ID No. 94-3250304

ADVERTISEMENT SUBMISSION SPECIFICATIONS:

Format: High-resolution PDF file.

Submission Email: marketing@jfcs-eastbay.org

Deadlines:

- Logo, website link, social media links: **ASAP**
- To be included in JWeekly ad: confirmed sponsorship by **2/15**
- To be included in event program: Ad pdf deadline is **2/15**

Ad specifications for Event Program book

- Quarter page black & white Ad in printed event program 2"x 3.5" (can be horizontal or vertical)
- Half page black & white Ad in printed event program (5" wide x 3.5" high)
- Full page black & white Ad in printed event program (5" wide x 7.5" high)
- Full page color Ad in printed event program (5" wide x 7.5" high)

Submission Guidelines:

1. File Format:

- Only high-resolution PDF files will be accepted.
- Ensure that the PDF is created with high-quality images and text for optimal printing results.

2. Resolution and Size:

- Maintain a minimum resolution of 300 dpi (dots per inch) to ensure clarity and print quality.
- Ad dimensions should adhere to the specified requirements for the publication.

3. Color Mode:

- If the ad is in color, ensure it is in CMYK color mode for accurate color reproduction.
- If the ad is in black and white, use grayscale mode.

4. Bleed and Trim:

- If applicable, include bleed according to the publication's specifications.
- Trim marks may be necessary for accurate cutting; check with the publication for specific requirements.

5. Fonts:

- Embed all fonts to avoid potential display issues.
- Alternatively, convert all text to outlines/paths to maintain the intended font style.

6. Content and Design:

- Verify that all content is accurate and up-to-date.
- Ensure that the design complies with any branding guidelines provided by the publication.

7. Contact Information:

- Include relevant contact information within the ad, such as a website URL or contact number.

8. Submission Confirmation:

- Upon sending the email to marketing@jfcs-eastbay.org, please request a confirmation of receipt to ensure successful submission.

9. Late Submissions:

- Submissions received after the specified deadline (**February 15, 2025**) may not be considered for inclusion.

10. Additional Instructions:

- Follow any additional instructions provided by the marketing team or publication to avoid potential issues during the submission process.