



PARTNERING WITH THE ASHEVILLE JCC THROUGH SPONSORSHIPS & ADVERTISING



Table of Contents

- 1. Overview and Reach.....2
- 2. Specialty Programs.....3
- 3. Summer Series.....4
- 4. AJCC Swim Team.....5
- 5. Falafel 5K Road Race and
Splash and Dash.....6
- 6. Advertising.....7
- 7. Details and Policies.....8



OVERVIEW AND REACH



Our Mission

The Asheville Jewish Community Center strengthens Jewish identity, celebrates Jewish culture, and builds inclusive community.

Our Values

- Kehilah (Community)
- Metsuyanut (Excellence)
- Limud (Learning)
- Hachnasat Orchim (Welcoming)
- Tikkun Olam (Repair of the World)

Our Vision

We envision a place that provides opportunities for everyone to connect to Jewish life and culture, supports community members through every stage of life, and fosters a sense of belonging.



The JCC is Asheville’s Jewish town square. At the JCC, all are welcome to share in Jewish traditions, values, and culture. Our JCC has been the home for Jewish life in Western North Carolina since 1940, and today we continue to be a vibrant and diverse community, offering a wide variety of programs for people from all backgrounds, at every stage of life.

Partnership with the JCC through advertising or sponsorship offers a unique marketing opportunity within the Asheville community.



1.2K followers



2.7K followers



4.8K weekly eNews subscribers



11K monthly website views



Visitors: Approximately 750/week main building, 225/week aquatics center in the school year and 950/week aquatics center in the summer

Sponsorships:

Lindsey Cotner
lindsey@jcc-asheville.org

Advertising:

Hannah Furguele
hannah@jcc-asheville.org



SPECIALTY PROGRAM SPONSORSHIP



PJ Library

\$2K - 1 presenting sponsorship available

- Name on 220+ book labels going into homes 12x per year
- Name on Asheville JCC's PJ Library webpage
- Ad at bottom of PJ monthly eNews for 12 months



Mishloach Manot

\$1K - 1 presenting sponsor available

- Name and link in eNews as Mishloach Manot sponsor
- Opportunity to donate Purim-themed swag with your business logo in approximately 250 Mishloach Manot bags



Swim Clinic - Jan. 31 - Feb. 2, 2025

In recognition of National Women and Girls in Sports Day

\$750 - 4 sponsorships available

- Logo on 50 t-shirts
- Name and link on email announcement
- Promotional table at swim camp



Welcome Shabbat

\$500 - 4 sponsorships available

- Recognition on JCC website
- Recognition in Welcome Shabbat eNews 2x per year
- Name on promotional materials



Hanukkah in a Box

\$250 - 4 sponsorships available

- Recognition on JCC website
- Recognition in JCC eNews



SUMMER SERIES: PARTIES AROUND TOWN



May-September 2025

“Parties Around Town” (PAT) is a biennial summer fun(d) raiser for the JCC and we are planning an exciting season! This series of summer parties features a variety of themes, locations, ticket prices, and hosts. Guests purchase tickets to attend one, a couple, or all of the Parties Around Town and revenue supports the Asheville JCC.

Reach: In 2023, our Parties Around Town Series included 12 events, reaching 300 individuals in Asheville and WNC. Each year, the PAT series averages 12-15 events with 250-400 event guests.

| Sponsor Benefits | Presenting \$3,000 (3 available) | Nagid / Leader \$1,500 | Shutafim / Partners \$750 |
|--|---|-------------------------------------|--------------------------------------|
| Parties Around Town Summer Series | | | |
| Industry Exclusivity | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Prominent logo placement on all advertising | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Logo or name on JCC main building and pool screen announcement for the duration of the summer series | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Free tickets to summer series | 6 | 4 | 2 |
| Annual number of advertisements in weekly eNews | 6 | 4 | 2 |
| Annual number of featured ad blocks in weekly eNews | 3 | 2 | 1 |
| 6' banner displayed during summer pool season (Memorial Day - Labor Day) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Dedicated social media shout-out | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Recognition on JCC website | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Recognition in weekly eNews | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logo placement on annual JCC t-shirts (location and size based on level) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |



ASHEVILLE JCC SWIM TEAM



Season runs September 1, 2024- August 31, 2025

Asheville Jewish Community Center’s swim team, the Smokin’ Salmon, celebrates Jewish culture and builds community through the sport of swimming. We aim to build strong technical swimming skills and endurance as part of developing confident and strong young people. The AJCC Smokin' Salmon is a USA Swimming Club with North Carolina Swimming. Coaches are Safe Sport certified and we surround our young athletes with a safe and supportive community.

Reach: 100+ swimmers and their families attend approximately 12 meets per season at the local, state and national levels. AJCC hosts 3 local meets each season with 300-500 people in attendance.

| Sponsor Benefits | Presenting \$3,000 (3 available) | Nagid / Leader \$1,500 | Shutafim / Partners \$750 |
|--|---|-------------------------------------|--------------------------------------|
| AJCC Swim Team | | | |
| Industry exclusivity | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Prominent logo placement on all advertising | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Table at home swim meets | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Exclusive opportunity to donate swag for the 100+ swim team members with your business logo (eg. towels, water bottles, etc) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10-punch pool pass to JCC Aquatics Center | 5 | 2 | 1 |
| Annual number of advertisements in weekly eNews | 6 | 4 | 2 |
| Annual number of featured ad block in weekly eNews | 3 | 2 | 1 |
| 6' banner displayed during summer pool season (Memorial Day - Labor Day) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Dedicated social media shout-out | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Recognition on JCC website | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Recognition in weekly eNews | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logo placement on swim team t-shirts (location and size based on level) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |



FALAFEL 5K ROAD RACE + SPLASH AND DASH



April 27, 2025

People of all ages run, jog, walk, or Splash + Dash in the Falafel 5K to enjoy beautiful springtime in North Asheville, eat delicious falafel, and compete to win valuable prizes. This is more than your average 5k with a multi-sport Splash + Dash option that adds an 800-yard swim. Race also includes a youth component.

Reach: In 2024, 300 people attended the race including 150 participants plus spectators, families and volunteers.

| Sponsor Benefits | Presenting \$3,000 (3 available) | Nagid / Leader \$1,500 | Shutafim / Partners \$750 |
|---|---|-------------------------------------|--------------------------------------|
| Falafel 5K + Splash and Dash | | | |
| Industry exclusivity | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Prominent logo placement on all advertising | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Table at race day | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Exclusive opportunity to donate swag with your business logo for approximately 75 racers with your business logo (eg. bags, water bottles, etc) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Free race registrations | 5 | 4 | 2 |
| Annual number of advertisements in weekly eNews | 6 | 4 | 2 |
| Annual number of featured ad block in weekly eNews | 3 | 2 | 1 |
| 6' banner displayed during summer pool season (Memorial Day - Labor Day) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Dedicated social media shout-out | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Recognition on JCC website | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Recognition in weekly eNews | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logo placement on race T-shirts (location and size based on level) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |



ADVERTISING

Advertising with the Asheville Jewish Community Center allows your business to reach a targeted audience while supporting the JCC's programs and mission. Some restrictions apply. See policies.

Website

Website cubes advertise in the footer on every page of our website

- **Website cube** 300x300 px jpg image and link to your url
 - 6 months - \$500
 - Optional ad design provided by JCC - \$75
-

eNews

Advertisement

500px W X 300px H, graphic ad linked to your URL. Listed in a section entitled "Sponsors." Maximum 2 per month per advertiser.

- 1 week = \$90
- 1 month (2x during month) = \$175

Integrated eNews block

288x288px image, accompanying 50 word message, and link to your URL. Listed in a section titled, "Sponsored Content." Limited to listings that are time-specific, meaning that they are not open to advertising businesses generally. Examples of appropriate listing would be an upcoming event or a special promotion.

- 1 week = \$90
- 1 month (2x during month) = \$175
- 1 year (2x per month) = \$1,700
- Ad design provided by JCC = \$75

New! Featured eNews block 1 available per week. Same specs as the integrated eNews block, but listed in the featured eNews section = \$250. Maximum 1 per month per advertiser.

Summer Banner

Summer advertising at the JCC Aquatics Center provides visibility 7 days a week to 950 members from Memorial Day through Labor Day. Banner specs: 6'W X 4'H

- Summer Display: \$500
- Banner design and print provided by JCC = \$250

J DETAILS AND POLICIES

The Asheville Jewish Community Center hosts a wide range of annual events and programs. Partnering with sponsors and advertisers is an important way that we sustain and grow our offerings while providing businesses with connections to JCC members and subscribers.

We are proud to help you promote your business through corporate partnerships and advertising. In turn, we expect our partners to promote, support and be a booster in the community for the Asheville JCC. The JCC carefully considers any promotion to our membership, and thus reserves the right to accept advertisers and sponsors at our discretion, including the right to deny service to any entity.

Within our sponsorships we do offer industry exclusivity at some levels, however we do not offer this benefit in any advertising opportunity. **Your business may be promoted directly next to another business in your industry unless your partnership level includes industry exclusivity.**

In-kind corporate partnership may also be considered when the in-kind contribution is beneficial to the program.

All advertising availability is limited and is reserved on a “first come, first served” basis following receipt of payment. If an advertiser does not notify the JCC to renew a minimum of two weeks before current ad placement expires, the ad space will be reopened to the public.

Website: We do not offer advertising on any specific pages. The exception to this is event and program sponsorship, which will have sponsors listed on those respective pages.

Aquatics Facility Banners: Banners at the JCC Aquatics Facility are to be provided by the sponsor and are hung outside of the dome on the fence facing the outdoor pool lawn with exact placement at staff discretion. The JCC does not store banners in the off-season, and it is the responsibility of the advertiser to pick up their banner at the end of the summer season.

