



PUBLICATIONS

FEDERATION "FRONT AND CENTER" SPONSORSHIP PACKAGE

Federation is pleased to introduce the Federation "Front and Center" Sponsorship, which offers the ultimate "trifecta" in print and online exposure. No other sponsorship package offers as much widespread exposure among Federation leaders, donors and prospects. Only three of these sponsorships will be offered and each company will have exclusivity within their respective industries.

A. Cover Sponsor – Federation Chai Life Newspaper

Federation Chai Life is the organization's primary source of information for donors and prospective donors in Boca Raton, Delray Beach and Highland Beach. It is produced three times during the peak seasonal period – November, February and May. In 2010, Federation plans to double the circulation from 10,000 to at least 20,000, with 12,000 mailed to our entire donor base, 6,000 mailed to our top prospects and 2,000 distributed manually at Federation events.

Your company would receive a cover banner and full-page color ad in each issue and a four-page, four-color pullout section in one of the issues.

B. Home Page Sponsor – JewishBoca.org

Last year, Federation's jewishboca.org web site experienced a dramatic increase in annual traffic:

- ▶ The number of total unique visitors increased from 223,447 to 273,174, a jump of more than 22%. Since 2004 that number has more than tripled.
- ▶ The number of visits increased from 404,225 in 2007 to 511,729 in 2008, a jump of 27%
- ▶ The number of page views in 2008 was 3,051,738, an increase of 84%, and the number of hits was 8,186,770, an increase of 12%

Your company will receive a prominent rotating position on the home page of jewishboca.org



C. Masthead Sponsor – Federation E-Newsletter

The Federation sends a branded e-newsletter to nearly 20,000 donors and prospects monthly and sometimes twice per month. Every e-newsletter features a message from the president, event previews and wrap-ups, program profiles and feature stories. With rich content and repetition, these e-newsletters are a major reason why web traffic has increased dramatically over the past three years.

Your company would receive a prominent position on the masthead at the top of the Federation's monthly e-newsletter.

Front and Center Sponsorship:

Cover Sponsor – Federation Chai Life Newspaper

Home Page Sponsor – jewishboca.org

Masthead Sponsor – Federation E-newsletter

This is a sample listing of possible benefits available through the Corporate Partners program. We look forward to working with you to create a tailor-made sponsorship package.



JEWISH FEDERATION
of South Palm Beach County

To Life.

