



## PROFESSIONAL ADVISORY COMMITTEE (PAC)

The Professional Advisory Committee (PAC) is an integral part of the Jewish Community Foundation. The PAC is comprised of estate planning professionals who work with the Foundation staff to encourage charitable giving through endowment funds, trusts, bequests, life insurance policies IRAs, and other planned giving programs on behalf of their clients. The prestigious Mitzvah Society is comprised of professionals who have referred clients to the Foundation, resulting in successful planned gifts. For Corporate Partners, the PAC and Mitzvah Society are prime target groups for top-end business-to-business exposure.

### PROFESSIONAL ADVISORY COMMITTEE SPONSORSHIP BENEFITS

#### Special Events:

Sponsorship includes all Jewish Community Foundation events which comes with a complete promotional package including invitations, e-marketing, signage, pre and post publicity, recognition and extensive exposure in Federation publications:

- ▶ Logo on save-the-date postcards, invitations, flyers, e-blasts and programs
- ▶ Signage at all events
- ▶ Display table at select events
- ▶ Complimentary event attendance for two
- ▶ Recognition at all PAC events
- ▶ Photo shoots and press releases featuring event chairs and sponsor

#### Marketing Elements:

We have developed a list of marketing elements designed to provide a "continuum of coverage" throughout the fiscal year for our Professional Advisory Committee sponsorship

- ▶ Prominent logo placement on division page in all issues of Federation Chai Life
- ▶ Prominent logo placement on division page on Federation website
- ▶ Display of contact information on Corporate Sponsor page on website
- ▶ "Thank You to Our Corporate Sponsor" sheet describing your business prominently displayed and passed out at each event
- ▶ Press release announcement of Division Sponsorship to local media



#### Contact Development Program:

Contact development is one of the most important elements of our partnership. We help key representatives of your company leverage events and marketing deliverables by putting them face to face with prospective clients and customers. You can accomplish this on many levels:

- ▶ Meeting with PAC Leadership
- ▶ Meeting with event committee chairs and members
- ▶ Provision of attendee lists after events
- ▶ Collaboration of additional opportunities to reach desired audience

#### Professional Advisory Committee (PAC):

- PAC Kick-Off
- PAC Roundtable Series (2-part)
- Mitzvah Society Reception
- PAC Professional Seminar
- PAC Governance Meetings
- Israel Mission
- PAC Education Day

*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.*