

Sponsorship Prospectus



URJ BIENNIAL 2017

DECEMBER 6 - 10 • BOSTON, MA

The Largest Jewish Conference in North American Jewish Life

2015 Sponsors:



The ***Union for Reform Judaism*** leads the largest Jewish movement in North America. We provide vision and voice to build strong communities that, together, transform the way people connect to Judaism and change the world.



The Reform Jewish Movement comprises nearly 900 congregations in the U.S. and Canada, more than 1,200 congregations worldwide, and the organizations and institutions that support the lay leaders, clergy, and Jewish professionals among its ranks.



50% of Reform Jews follow advice of a broker/money manager when making investment decisions.



BIENNIAL PROFILE

- The URJ North American Biennial is the place that the leadership of Reform congregations come together to learn, pray, share ideas, sing, and connect
- Biennial is the largest Jewish religious gathering in North America
- In recent years, the speakers at URJ Biennials have included President Barack Obama, Vice President Joe Biden, Israeli Prime Minister Benjamin Netanyahu, and actor and activist Michael J. Fox
- The Biennial has approximately 5,000 attendees
- The 2015 Biennial had over 600 clergy members, 1000 synagogue board members, and about a third of our synagogue presidents in attendance
- The URJ has 900 member congregations with a reach of 1.5 million members

SPONSORSHIP LEVELS

We believe that sponsorship is all about partnership. We want you to get real value from your sponsorship and we want our attendees to have an even better experience at Biennial because of your sponsorship.

The following pages include sample packages and benefits. We are also happy to work with you to create a custom partnership that is mutually beneficial.

Please contact Liz Grumbacher at LGrumbacher@urj.org or call (212) 452-6797.

Diamond Level

Only 2 Available!

\$200,000

- 10 registration tickets to all Biennial Programs
- Exclusive sponsorship of one plenary session – including a 5 minute presentation from you during the session
- Exclusive sponsorship of one networking break
- Prime location in main aisle of Exhibit Hall with 20x20 booth
- Logo on pre-conference emails
- One dedicated email to attendees with your content
- Logo exposure in high traffic areas
- Full page, four color ad in Biennial program book
- Logo placement on a promotional piece to be provided to conference attendees
- Materials available to all attendees at registration
- Company acknowledged prominently on Biennial website and throughout Biennial

Platinum Level

Only 4 Available!

\$100,000

- 8 tickets to all Biennial Programs
- Prime location in Exhibit hall with 10x20 booth
- Exclusive sponsorship of one plenary session – including a 3 minute presentation from you during the session
- Half page, four color ad in Biennial program book
- Logo on pre-conference emails
- Logo exposure in high traffic areas
- Logo placement on a promotional piece to be provided to conference attendees
- Materials available to all attendees at registration
- Company acknowledged prominently on Biennial website and throughout Biennial

Gold Level

\$50,000

- 6 tickets to all Biennial Programs
- 10x20 booth in Exhibit hall
- Half page, four color ad in Biennial program book
- Logo on pre-conference emails
- Logo exposure in high traffic areas
- Logo placement on a promotional piece to be provided to conference attendees
- Materials available to all attendees at registration
- Company acknowledged prominently on Biennial website and throughout Biennial

Silver Level

\$25,000

- 2 tickets to all Biennial programming
- Logo on pre-conference email
- Quarter page four color ad in the Biennial Program book
- 10x20 Exhibit hall booth
- Materials available to all attendees at registration
- Company acknowledged wherever sponsors are recognized

Bronze

\$10,000

- 2 tickets to all Biennial programming
- Quarter page four color ad in Biennial program book
- 10x10 Exhibit hall booth space
- Materials available to all attendees at registration
- Company acknowledged wherever sponsors are recognized

88% of Reform Jews went on leisure vacation in the last year — **43%** went on 3 or more vacations.

71% of Reform Jews have been to Israel, and **45%** of Reform Jews have been there more than once or lived there.

A LA CARTE SPONSORSHIP OPPORTUNITIES

All of the below options include one 10x10 exhibit hall booth, two all-access credentials to Biennial 2015, a handout put in registration folders and company acknowledgement wherever sponsors are recognized.

Targeted Receptions

\$25,000

Is there a special group within our attendee list that you would benefit from having all in one space? Then host a reception!

We can host a reception for anyone from first time attendees to Rabbis to Executive Directors to Young Adults....you name it, and we can do it. We are also happy to work with you to segment our attendees to match your target audience.

Possible Target Audiences:

- Executive Directors
- Presidents
- Treasurers
- Congregational Board Members
- Young Adults
- High Profile Donors
- Education Directors
- Finance Sector
- Real Estate

"Tracks" at Biennial

\$20,000

Our attendees will choose between four learning tracks to follow while they are at Biennial, and your company can sponsor one of those tracks. Your logo will be featured in all sessions within the track, and you will be given 5 minutes during one session within the track to present your product or service.

Available Tracks:

- Tikkun Olam: Repairing the World
- Strengthening Congregations
- Audacious Hospitality
- Torah Study
- Youth



58% of Reform Jews hold post-graduate degrees.

47 states/provinces are represented at Biennial and seven countries.

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All of the below options include one 10x10 exhibit hall booth, two all-access credentials to Biennial 2015, a handout put in registration folders and company acknowledgement wherever sponsors are recognized.



Networking breaks

\$20,000

If you are looking for a way to interact directly with attendees in an environment where they are waiting to be engaged—then look no further. As our attendees take a break between sessions and connect about what they just learned over coffee and snacks your company can be their host with dedicated signage and recognition.

Technology

\$20,000

Sponsor the wireless internet connection, charging stations, and mobile app. Your company's website can serve as the landing page when attendees connect to wifi. As the technology sponsor, your company will be associated with making the conference more enjoyable and more connected.



97% of 2015 Biennial attendees said they would recommend the conference to a friend.



A LA CARTE SPONSORSHIP OPPORTUNITIES

All of the below options include a handout included in registration folders and company acknowledgement wherever sponsors are recognized.

“Opening Reception”

\$60,000

The marquis opportunity to host and welcome the entire event and kick-off the show in style! Benefits include: Sponsor identification in press releases and on event signage, Full-page black and white advertisement in event program and the opportunity to provide opening toast during reception. Logo placement to include: Event save the date postcard, invitations, e-mail blasts event website and newsletter, table tents and cocktail napkins during reception.

Registration Sponsorship

\$25,000

Become the first impression all attendees, speakers and press will see as they register.

Logo/graphic on URJ Biennial registration page on website. Logo & website link in confirmation emails to all pre-registered attendees, Meterboard at registration and bag Insert (insert provided by sponsor).

Attendee Lounge

\$30,000

Host and welcome attendees all week in the luxurious lounge, complete with comfortable seating, beverages and power charging stations. Your logo will be featured on signage and within show guide.

Badge Lanyard Sponsorship

\$20,000

Brand/messaging on official lanyard distributed from Registration Desk. Sponsor responsible for production and shipping.

Delegation Lounge Sponsor

\$30,000

Host and welcome all delegation attendees while providing them a comfortable setting to relax and network throughout Biennial. Your logo will be featured on signage and within the Biennial program book.



97% of Reform Jews have given to a Jewish charity, 91% have given to a non-Jewish charity.

A LA CARTE OPPORTUNITIES

All of the below options include a handout included in registration folders and company acknowledgement wherever sponsors are recognized.



Exhibitor Lounge Sponsors

\$20,000

Host and welcome our 160 exhibitors throughout biennial. Provide a place for them to recharge and grab a beverage throughout the show hours. Your logo will be featured on signage and within the Biennial program book.

Meeting Rooms

\$15,000

Host meetings onsite in a private space. Purchase a private meeting room where you can host meetings and close business in an intimate setting. This executive-style meeting room will be located close to the expo hall and each room is furnished with 1 table, 6 chairs, a power drop, and a door sign. Meeting rooms are available for use during expo hall hours.



Kikar Stage

\$15,000/day

Sponsor the performance stage in the expo hall and be recognized as the company that keeps attendees happy and entertained throughout the event. Sponsorship includes promotion on a large screen on stage, shout outs of the sponsorship, branding on digital signage, promotion via our social media channels and on site guide.

Lunch n' Learns

\$15,000

Exclusive access and invite only opportunity to host and welcome attendees to have lunch, listen, learn. Session rooms hold max of 75.



Breakfast Sessions

\$15,000

The early bird catches the worm! These 45-minute morning sessions on Day 2, 3 or 4 will allow companies to showcase their products and knowledge by presenting a deep dive on a topic of their choice while attendees enjoy coffee and breakfast.

68% of Reform Jews who are aged 60+ have assets over \$500k excluding primary residences and retirement accounts.

A LA CARTE OPPORTUNITIES

All of the below options include a handout included in registration folders and company acknowledgement wherever sponsors are recognized.

Delegation Gift Card Sponsor

\$15,000

Have your company logo proudly displayed on Visa gift cards that will be handed out at registration to attendees who reach delegation status.

Charging Stations

\$10,000

Your company can be a sigh of relief for attendees looking to charge up without missing out on conference experiences.

Biennial Daily Newsletter

**\$7,500/day or
\$20,000/conference**

Each morning attendees will receive a newsletter in their hotel room. This printed, daily digest will be the first part of the conference they are exposed to each day, and your organization/company's name and tagline can be at the top of that.

Biennial Mobile App

\$20,000

Your organization or company will be on the splash page every time the app is opened for schedules, conference center maps, speaker bios, surveys, and update.

College Volunteer Corps

\$10,000

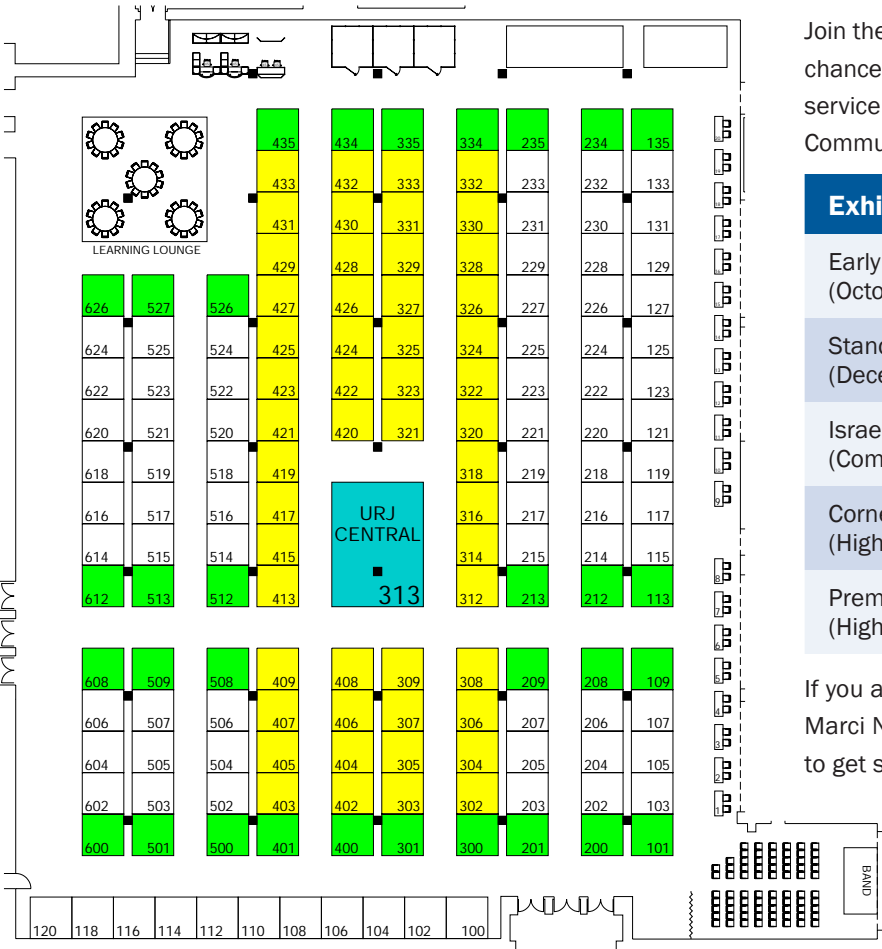
College Ambassadors joining us at Biennial as volunteers. You can put your logo on their apparel, and even run targeted programming just for them. This highly visible opportunity will get your name in front of our attendees every time they interact with our volunteers.



*98% of Reform Jews
are registered to vote.*

EXHIBIT HALL FLOORPLAN

EXHIBIT HALL



Join the 150+ Artisans and Industry Leaders by capturing the chance to showcase your exciting organization, product or service and engage with thousands of members of the Reform Community during the 74th URJ North American Biennial.

Exhibit Booth Type (10'x10'):	Pricing:
Early Bird (October 31 - December 8, 2016)	\$1,800
Standard (December 9 - December 5, 2017)	\$2,000
Israeli Standard (Company address must be based in Israel)	\$1,800
Corner Booth Premium (Highlighted in Green)	\$250+
Premium Booth (Highlighted in Yellow)	\$500+

If you are interested in exhibiting, please contact Marci Nessing at mnessing@meetingexpectations.com to get started today!



PAST SPONSORS INCLUDE

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Join us in Boston as a sponsor of the URJ Biennial. Reach out to us today so we can start talking about our partnership. We can't wait to work together! We'll bring the people, you help create the experience.

— Liz Grumbacher
LGrumbacher@urj.org

Union for Reform Judaism

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