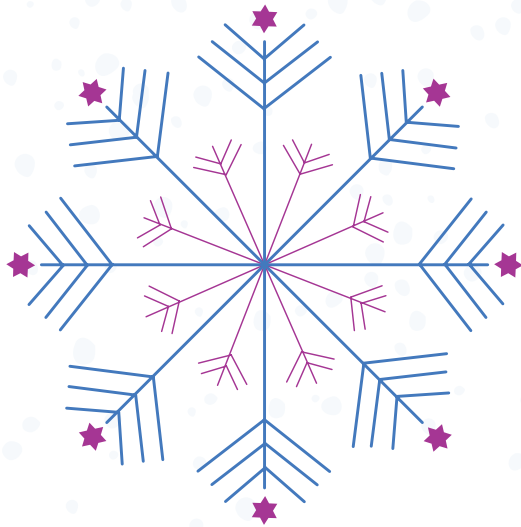


SNOWFLAKE



SHOPPE

at the Trager Family JCC

2024

Sponsorship Opportunities

WHAT

The Snowflake Shoppe kicks off the holiday shopping season with a variety of artisans, crafters and more, bringing a vendor shopping experience to The Trager Family JCC members. The Snowflake Shoppe benefits the Early Learning Center, assisting in purchasing much needed educational toys and equipment to supplement our program.

WHEN/WHERE

Sunday, November 24, 2024 | 10 a.m. - 4 p.m.
The Trager Family JCC | 3600 Dutchman's Lane, Louisville, KY 40205

AUDIENCE

In 2023, we had approximately 1500 shoppers attend the Snowflake Shoppe. Our attendees are families and individuals who enjoy an exclusive shopping experience.

SPONSORSHIP OPPORTUNITIES

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Becca Lusignolo at The Trager Family JCC at blusignolo@jewishlouisville.org.

ABOUT THE ELC

The Early Learning Center (ELC) is a curriculum-based preschool and child-care program of the Trager Family Jewish Community Center of Louisville, a 501(c)3 non-profit organization. The 2023-24 school year includes approximately 125 families, 165 children (ages 6 weeks to 5 years old) and 37 educators. We are currently enrolled to capacity and maintain an extensive wait list.

Our families are predominately two-income households and are highly active consumers in the family and children's products and services space.

CONTACT

Abbey Fargen Riley, Becca Lusignolo or Jessica Bush at elcsnowflakeshoppe@gmail.com



TITLE SPONSOR – \$2,000

- Naming rights for the event and inclusion of logo on all event materials.
- First right of refusal for any media interviews/opportunities.
- Three ¼ page ads Community Newspaper, directly mailed to 6,000 households monthly.
- Weisberg Family Lobby Table at the Snowflake Shoppe.
- Logo placement on signage promoting the event at the Trager Family JCC main entrance for 2 weeks leading up to the event. The JCC averages over 5,000 entry scans from members each week.
- Logo placement on signage promoting the event at our Roth Family Education Center entrance for 2 weeks leading up to the event. We have approximately 150 infants and preschoolers enrolled in our Education Center program with over 800 entry scans a week.
- Sponsor mention in press release generated by the Trager Family JCC.
- 10 Free Guest Day Passes to distribute to clients who wish to visit the Trager Family JCC.

PRESENTING SPONSOR – \$1,000

- Three ¼ page ads Community Newspaper, directly mailed to 6,000 households monthly.
- Logo placement on signage promoting the event at the Trager Family JCC main entrance for 2 weeks leading up to the event. The JCC averages over 5,000 entry scans from members each week.
- Logo placement on signage promoting the event at our Roth Family Education Center entrance for 2 weeks leading up to the event. We have approximately 150 infants and preschoolers enrolled in our Education Center program with over 800 entry scans a week.
- Sponsor mention in press release generated by the Trager Family JCC.
- 10 Free Guest Day Passes to distribute to clients who wish to visit the Trager Family JCC.

SUPPORTING SPONSOR – \$500

- Logo placement on signage promoting the event at the Trager Family JCC main entrance for 2 weeks leading up to the event. The JCC averages over 5,000 entry scans from members each week.
- Logo placement on signage promoting the event at our Roth Family Education Center entrance for 2 weeks leading up to the event. We have approximately 150 infants and preschoolers enrolled in our Education Center program with over 800 entry scans a week.
- 10 Free Guest Day Passes to distribute to clients who wish to visit the Trager Family JCC.

