



2026

Sponsorship Opportunities

The Snowflake Shoppe kicks off the holiday season with a variety of artisans and vendors, offering a unique shopping experience for Trager Family JCC members and non-members. Proceeds benefit the Roth Family Early Learning Center, supporting the purchase of educational toys and equipment.

WHEN/WHERE

Sunday, November 22, 2026 | 10 a.m. - 4 p.m.
The Trager Family JCC
3600 Dutchman's Lane, Louisville, KY 40205

AUDIENCE

In 2025, we welcomed 1,500 shoppers – families and individuals seeking a one-of-a-kind shopping experience.

ABOUT THE ELC

The Roth Family 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 2026-27 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 predominantly two-income households and are highly active consumers in the family and children's products and services space.

SPONSORSHIP OPPORTUNITIES

Multiple sponsorship levels are available, each customizable to meet specific marketing goals. For more information, please contact Becca Lusignolo at blusignolo@jewishlouisville.org.

CONTACT

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

SPONSORSHIP LEVELS

BLIZZARD SPONSOR – \$2,000

- Event naming rights and logo on all materials
- First right of refusal for media interviews
- 3 × ¼ page ads in the *Community* newspaper (mailed to 6,000 households monthly)
- Prime booth location at the Snowflake Shoppe
- Logo on event signage at the JCC main entrance for 2 weeks (5,000 weekly member scans) and at the Roth Family Education Center for 2 weeks (800 weekly scans)
- Sponsor mention in press release
- 10 free Trager Family JCC Guest Day Passes

SNOWFALL SPONSOR – \$1,000

- 3 × ¼ page ads in the *Community* newspaper (mailed to 6,000 households monthly)
- Logo on event signage at the JCC main entrance for 2 weeks (5,000 weekly member scans) and at the Roth Family Education Center for 2 weeks (800 weekly scans)
- Sponsor mention in press release
- 8 free Trager Family JCC Guest Day Passes

FLURRY SPONSOR – \$500

- Logo on event signage at the JCC main entrance for 2 weeks (5,000 weekly member scans) and at the Roth Family Education Center for 2 weeks (800 weekly scans)
- 4 free Trager Family JCC Guest Day Passes

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