

A proposal by



Chabad

Vero Beach

MARKETING SPONSORSHIP

AN INTEGRATED MARKETING PROPOSAL TO
PARTNER WITH THE JEWISH COMMUNITY



office@JewishVero.com



772-245-6712



www.JewishVero.com/JewishCalendar

Objective

By partnering with Chabad, you access the entire Jewish community in Indian River County and the surrounding areas. Whether you're a Fortune 500 company, or a small local business owner, your partnership will help grow your business while helping Chabad achieve its goal: Serving the entire community with Jewish cultural and religious offerings, and more broadly, social services and humanitarian assistance to people of all backgrounds.

As a marketing sponsor, your commitment to caring for those in need and building a strong Jewish community will be recognized. You'll also have opportunities to connect with hundreds of families who want to do business with companies who share their passion for making a difference.

For assistance with corporate sponsorship contact Rabbi Motty or Raizy Rosenfeld, 772-245-6712 or email Raizy@JewishVero.com.



BRONZE \$360

- Business Card AD on a month page
- Business Listed on Website



SILVER \$2,500

- Includes a full page ad in the calendar
- Includes a business card ad on 3 month pages
- Business listed on our website



GOLD \$3,600

- Calendar Co-Sponsor includes a business card ad on 6 month pages
- Includes a full page ad in the calendar
- Featured in the digital newsletter email to the entire community
- Business listed on our website



Diamond \$5,000

- Calendar Co-Sponsor includes front cover recognition
- Business card ad on every calendar month page
- Includes a full page ad in the calendar
- Featured in the digital newsletter email to the entire community
- Business listed on our website



PLATINUM \$10,000

- Main Calendar Sponsor includes front & back cover recognition
- Business card ad on every calendar month page
- Includes a full page ad in the calendar
- Featured in the digital newsletter email to the entire community
- Feature ad in 3 holiday publications mailed throughout the year
- Business listed on website

Additional Advertising Options

Single Business card (3.5" wide X 2" high)

- 1 Month - \$250
- 3 Months - \$650 (save \$100)
- 6 Months - \$1,250 (save \$250)

Double Business card (7" wide X 2" high)

- 1 Month - \$500
- 3 Months - \$1,250 (save \$250)
- 6 Months - \$2,500 (save \$500)

Triple Business card (10.5" wide X 2" high)

- 1 Month - \$750
- 3 Months - \$2,000 (save \$250)
- 6 Months - \$4,000 (save \$500)

Calendar Date Box ad (1.55" wide x 1.44" high)

- 1 Month - \$150
- 3 Months - \$350 (save \$100)
- 6 Months - \$650 (save \$250)

Centerfold pages

- Business Card - \$180 (3.5" wide X 2" high)
- Quarter Page \$450 (5.4" wide x 4.125" high)
- Half Page - \$900 (5.4" wide x 8.25" high)
- Full Page - \$1800 (10.875" wide x 8.25")

SEPTEMBER 2018 חודש סיוון - תשרי 5779

THE MONTH OF ELUL
 Elul month in the Jewish year. Elul is a time of introspection and self-examination in preparation for the coming new year. It is customary to blow Shofar after morning prayers (except Shabbat) to remind us of the approaching days of judgment—Rosh Hashanah and Yom Kippur.

ELUL 25
 First day of Creation, according to one Talmudic opinion. Rosh Hashanah is the sixth day when Man was created.

ELUL 22
 First day of the year, saying Selichot (prayers for forgiveness). The first Selichot we said early Sunday morning after midnight (1:00 a.m. when Daylight Savings Time operates). The other Selichot are said before dawn or early morning.

TISHREI 1 | ROSH HASHANAH
 Rosh Hashanah literally means, Head of the Year. Imagine the year as a body and Rosh Hashanah as its brain containing all the memories for every day of the year. That's also why it is the Day of Judgment. Every moment of these 48 hours, our words and actions adjust the program for another day of the year. Over the period of ten days until Yom Kippur, the code can still be revised by tending our own hearts and lives. After that, it is burned in fire, as we seek.

TISHREI 15-21 | SUKKOT
 The Sukkah is a temporary hut with a roof of leaves, branches or sticks, reminding us of G-d's Clouds of Glory which sheltered the Jewish People during their 40 years in the Sinai Desert. Sukkot is a joyous holiday. For seven days, we are once again the original People of Moses wandering in the wilderness, surrounded by the Clouds of Glory. Only now these clouds are the geometry of a festive hut—called a Sukkah. All meals are eaten in the Sukkah, having pleasant weather.

The Four Kinds
 Each day of Sukkot, except Shabbat, from Sept. 24 until Sept. 30, we shake the "four kinds" during the daytime. What are the four kinds? A palm branch (lulav), two willows (aravot), a minimum of three myrtles (hadassim), and one citron (etrog). The first three kinds are neatly bundled together, and held together with the etrog and shaken in each direction after reciting a blessing. Contact us for more details or for your own set.

TISHREI 21 | HOSHANA RABBAH
 On Hoshana Rabbah, a verdict is issued above: How much rain will descend this year and when. As Earth layers, we follow ancient customs to influence this decree. All the preceding nights, we recite the Book of Ecclesiastes and the Book of Psalms. In the morning, we circle the Torah-reading platform of the synagogue seven times, lulav and etrog in hand, while reciting the Hoshanot. There, in an ancient rite of postpaid mystical significance, we beat five willow branches on the floor.

TISHREI 18 | YOM KIPPUR
 Yom Kippur ("Day of Atonement") is the holiest day in the Jewish Year. It is so holy that the soul is "at one" with G-d. When the soul is at one, all is forgiven. There's a catch: Nothing must interfere with that oneness. That's why, from Tuesday evening, Sept. 18 until Wednesday night, Sept. 19, in addition to the prohibition of work—just like Shabbat—there are five other strict rules. Eating and drinking, wearing perfumes or lotions, marital relations, washing (the pleasure) and wearing leather shoes.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
TIMES SHOWN ARE FOR METRO NY/NJ MARCH 2019	APRIL 2019 S U M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	A single box is 1.55" wide 1.44" high	A double box is 3.10" wide 1.44" high	1 כז אדר א' 24 Adar I	2 ח אדר א' 25 Adar I	3 ט אדר א' 26 Adar I
3 יג אדר א' 28 Adar I	4 יד אדר א' 27 Adar I	5 טו אדר א' 28 Adar I	6 טז אדר א' 29 Adar I	7 יז אדר א' 30 Adar I	8 יח אדר א' 1 Adar II	9 יט אדר א' 2 Adar II
10 כ אדר א' 3 Adar II	11 כא אדר א' 4 Adar II	12 כב אדר א' 5 Adar II	13 כג אדר א' 6 Adar II	14 כד אדר א' 7 Adar II	15 כה אדר א' 8 Adar II	16 כו אדר א' 9 Adar II
17 יג אדר ב' 13 Adar II	18 יד אדר ב' 14 Adar II	19 טו אדר ב' 15 Adar II	20 טז אדר ב' 16 Adar II	21 יז אדר ב' 17 Adar II	22 יח אדר ב' 18 Adar II	23 יט אדר ב' 19 Adar II
24 כ אדר ב' 17 Adar II	25 כא אדר ב' 18 Adar II	26 כב אדר ב' 19 Adar II	27 כג אדר ב' 20 Adar II	28 כד אדר ב' 21 Adar II	29 כה אדר ב' 22 Adar II	30 כו אדר ב' 23 Adar II
31 כז אדר ב' 24 Adar II						31 כח אדר ב' 25 Adar II

