



# 7<sup>TH</sup> ANNUAL CHARLOTTE KOSHER BBQ CHAMPIONSHIP

## 2020 SPONSOR PACKET



**Helping Charlotte to eradicate food insecurity, one child at a time.**

Monday, September 7, 2020 • 11am–2pm

Levine Jewish Community Center



*2020 Charlotte Kosher BBQ Title Sponsor*



Helping Charlotte to eradicate food insecurity, one child at a time.

*2020 Charlotte Kosher BBQ Presenting Sponsors*



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**Jewish Federation**  
OF GREATER CHARLOTTE

Levine Jewish Community Center, 5007 Providence Road, Charlotte, NC 28226 • [CharlotteKosherBBQ.com](http://CharlotteKosherBBQ.com)



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The Levine Jewish Community Center (LJCC) is proud to host Charlotte's only community-wide kosher barbeque.

This year's Kosher BBQ is going to feel unlike years past with our community gathering in different way with only Kosher BBQ offered for sale and pickup only. Our usual team competition and fun-fill day of children and family activities will return in 2021. But we haven't lost our purpose of the Kosher BBQ - it will continue to serve as a vehicle to not only educate our community about the issue of children's hunger that exists but to take a proactive step towards eradicating children's hunger in our city.



In addition, sponsorship also provides a unique opportunity to:

- Expand your reach of engagement with the community
- Provide brand exposure through event-day presence, resulting in interactions with more than 1,000 attendees, cooking teams and volunteers
- Connect to a loyal customer base or new audience
- Build employee engagement in the community
- Partner to build a healthier Charlotte



## Join Charlotte Kosher BBQ Championship beneficiaries to fight childhood hunger:

Kosher BBQ proceeds directly fund food insecurity programs for children at Title 1 Charlotte-Mecklenburg Schools and educate our community about childhood hunger.

### Shalom Park Freedom School:

Serves 70-80 children from Huntingtowne Farms Elementary School and Sterling Elementary School, two Title 1 schools that have year-round partnerships with the

Charlotte Jewish community for the last decade, in a six-week summer literacy and character building program. These children receive free and reduced price lunches during the school year and the LJCC works to ensure this same level of support exists in the summer as well as supplemental support during the school year on weekends.

### ourBRIDGE for KIDS:

In 2020, ourBRIDGE for KIDS received the first ever 2020 NC Child Hunger Hero Award. Given for their creativity, tenacity and determination to provide the highest quality meals to the children ourBRIDGE welcomes every day. At ourBRIDGE, through their after school and summer programs, students receive homework help, participate in hands-on STEAM (Science, Technology, Engineering, Arts and Math) projects and engage in a culturally relevant curriculum that

emphasizes experiential learning.

In America, 1 in 7 children face hunger from every community and more than 11 million children live in "food insecure" homes according to the U.S. Department of Agriculture (read more at [NoKidHungry.org](http://NoKidHungry.org)).

We hope that you will choose to partner with us for the 2020 Kosher BBQ in our effort to ensure that no child goes to bed hungry in our community.



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## 2020 SPONSOR LEVELS & BENEFITS

	Title	Presenting	Prime	Choice	Select	Patron
	\$10,000	\$6,000	\$3,600	\$1,000	\$500	\$360
Company Branding for Event	✓					
Company PSA on Social Media Platforms Prior to Event	✓	✓				
Company Collateral included in Meal Box	✓	✓	✓			
Company Logo & Thank You Message on Social Media Platforms a Minimum of 3 Times	✓	✓	✓	✓		
Inclusion in Local Press Release	✓	✓	✓	✓		
Brand Recognition with Sponsor Banner both Digital and Event Day	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo	
Social Media Platforms thank you post	✓	✓	✓	✓	✓	✓
Thank You Ad in The Charlotte Jewish News & JIMPACT Magazine	✓	✓	✓	✓	✓	✓
Complimentary Event Meal Tickets	10	8	6	4	2	2

**In-kind Sponsor Information:** Each in-kind sponsor will be placed in a sponsorship category based on the value of its in-kind donation.

### Expiration of Benefits:

*Event-Day Signage & Banners – 2 weeks prior to event date  
Please inquire about specific event deadlines.*

**Logo Information:** All logos need to be e-mailed to [marisa.jackson@charlottejcc.org](mailto:marisa.jackson@charlottejcc.org)

### For further information and questions:

Melanie Hersch  
704-554-2051  
[melanie.hersch@charlottejcc.org](mailto:melanie.hersch@charlottejcc.org)



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## 2020 SPONSOR AGREEMENT

### Contact Information

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

### Sponsorship Level\*

- ☐ **Title** (\$10,000)
- ☐ **Presenting** (\$6,000)
- ☐ **Prime** (\$3,600)
- ☐ **Choice** (\$1,000)
- ☐ **Select** (\$500)
- ☐ **Patron** (\$360)

### Billing Information

- ☐ Enclosed is a check for \$ \_\_\_\_\_
- ☐ Please send me an invoice
- ☐ Please bill my credit card:

Credit Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date \_\_\_\_ / \_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Signature \_\_\_\_\_

*\*All contributions are tax deductible in accordance with IRS regulations. Levine Jewish Community Center is a 501(c)3 organization; its tax ID number is 56-1100696. Please call (704) 366-5007 for further information.*

Please make checks payable to Levine JCC and include Kosher BBQ on the memo line mail along with this completed sponsor agreement to:

**Charlotte Kosher BBQ**  
**c/o Levine JCC**  
**Attn: Melanie Hersch**  
**5007 Providence Road**  
**Charlotte, NC 28226**

You can also pay your sponsorship online at **charlottejcc.org/kosherbbq**  
If you pay online, please email your sponsorship form to [melanie.hersch@charlottejcc.org](mailto:melanie.hersch@charlottejcc.org)

Once we receive your form and payment we will contact you to coordinate logistics.

Thank you for your support and we look forward to working with you on this great event!



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