



# To Life! To Life! L'Chaim!

Honoring Rabbi Howard L. Apothaker, PhD & Marcie Golden

*Celebrating 36 Years of Service to Temple Beth Shalom*

**Saturday, April 16, 2016**

*Your Community Support and Advertising Dollars Well Spent*

Temple Beth Shalom is celebrating Rabbi Howard Apothaker and his wife, Marcie Golden, for their more than 36 years of dedication and service to citizens in greater Columbus and especially to Temple Beth Shalom. The congregation will be holding a Gala Reception and Dinner in their honor on Saturday night, April 16, 2016, at the Blackwell Center at The Ohio State University.

Temple Beth Shalom, the only Reform Jewish Congregation in northeast Columbus, is made up of almost 500 households, many of them in New Albany, Bexley, Gahanna and Westerville, who take note of the Congregation's supporters and show their appreciation with their purchasing power and habits.

Not only will the sponsorship and tribute packages allow you to support the ongoing stability of this thriving and growing institution, they will give your business direct exposure to our members and beyond.

## *About Temple Beth Shalom*

- Founded in 1977, Temple Beth Shalom is a warm, caring and accessible community.
- Temple Beth Shalom offers:
  - ◆ Weekly Shabbat Services
  - ◆ Religious and Hebrew Schooling
  - ◆ Bar/Bat Mitzvah tutoring
  - ◆ Personalized Lifecycle Observances
  - ◆ Family and Adult Educational Programming
  - ◆ Social, Charitable, and Cultural Activities
  - ◆ Conversion
  - ◆ Interfaith Programming
  - ◆ Pastoral Counseling
  - ◆ Much, Much More
- Rabbi Howard L. Apothaker, PhD, has served as our Rabbi since 1980. Marcie Golden is a Business Development Professional and an avid community volunteer.

## **TBS MARKETING FACTS YOU SHOULD KNOW:**

- Our hard copy newsletter is mailed to more than 500 households monthly.
- Our weekly emailed newsletter is sent to 800 email addresses. We have a 40% open rate (the industry average for religious institutions is 23.6%)
- Our bounce rate and unsubscribe rate is less than a quarter of one percent, meaning 99.99% are delivered.
- Our experts will work with you to target the demographic population you would like to reach with our weeklong enhanced Facebook promotions, giving you the chance to reach thousands of potential customers (beyond our 700 Facebook followers).

***Temple Beth Shalom***  
**5089 Johnstown Road**  
**New Albany, OH 43054**

**614-855-4882**  
**[www.tbsohio.org](http://www.tbsohio.org)**



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## Sponsorship Levels

*All Sponsors receive prominent signage and recognition throughout the event and on all promotional materials.*

### **Platinum Sponsor: \$10,000**

Preferred position color ad inside front, inside back or back cover of Tribute Book. Full Page ad in four issues of Window newsletter, 12 issues of E-newsletter, four week Facebook campaign, Table of ten with preferred seating, valet parking for up to five cars.

### **Gold Sponsor: \$5,000**

Full page color ad in Tribute Book. Full page ad in three issues of Window newsletter, nine issues of E-window, three week Facebook campaign. Six seats with preferred seating, valet parking for two cars.

### **Silver Sponsor: \$2,500**

Full page black and white ad in Tribute Book. Full page ad in two issues of Window newsletter. Four seats with preferred seating.

### **Bronze Sponsor: \$1,000**

Half page ad in Tribute book. Two seats with preferred seating.

### **Tree of Life Patron: \$540**

Quarter page ad in Tribute book. Two seats with preferred seating

## Tribute Book Opportunities

### **Diamond Advertiser's Package: \$1,800**

- Full Page, Color Ad, in the Tribute Book.
- Full page, black-and-white ad, in two issues of *The Window* printed newsletter,
- Electronic ads in two issues of eWindow and a one week enhanced Facebook campaign

### **À la carte (Black-and-White) Advertising Package:**

- |   |  |
|---|--|
| • Full Page Ad - <b>\$500</b>               | Measurements: 4.75" width X 8" height  |
| • Half Page Ad - <b>\$250</b>               | Measurements: 4.75" width X 4" height  |
| • Quarter Page VERTICAL Ad - <b>\$150</b>   | Measurements: 2.375" width X 4" height |
| • Quarter Page HORIZONTAL Ad - <b>\$150</b> | Measurements: 4.75" width X 2" height  |
| • Eighth Page Ad - <b>\$75</b>              | Measurements: 2.375" width X 2" height |

## All Advertising Materials are due by **Monday, Feb. 8, 2016**

Copy must be submitted as either .jpg, .png or .pdf at 300 dpi or larger.

Questions? Call the Temple office at (614) 855-4882.



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## Tribute Book Advertisement

- \$1,800 - Full Page Color Page Advertisement (4.75" W x 8" H)
- \$500 - Full Page Black & White Advertisement (4.75" W x 8" H)
- \$250 - 1/2 Page Black & White Advertisement (4.75" W x 4" H)
- \$150 - 1/4 Page VERTICAL Black & White Advertisement (2.375" W x 4" H)
- \$150 - 1/4 Page HORIZONTAL Black & White Advertisement (4.75" W x 2" H)
- \$75 - 1/8 Page Black & White Advertisement (2.375" W x 2" H)

### **Kindly Submit Payment by Monday, Feb. 1, 2016.**

Check Enclosed in the Amount of \$ \_\_\_\_\_  
(Make Check Payable to "Temple Beth Shalom", Memo Line "Apothaker Tribute")

Credit Card Payment in the Amount of \$ \_\_\_\_\_

Visa     Mastercard     Discover     American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

Bill my Temple Beth Shalom Account (TBS Members Only)

Contact's Name: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

## Mail payment to:

Temple Beth Shalom, ATTN: Apothaker Tribute, 5089 Johnstown Road, New Albany, OH 43054

**Email Artwork to: [SpringGala@tbsohio.org](mailto:SpringGala@tbsohio.org)**

Questions: Please contact Bonnie Abramowitz at (614) 855-4882 or [babramowitz@tbsohio.org](mailto:babramowitz@tbsohio.org)

Temple Beth Shalom is a tax exempt 501(c)(3) organization ♦ Tax ID #31-0926157

Contributions to TBS are tax deductible under section 170 of the IRC

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