

# Jerusalem Winter Ball

## Advertising Opportunities

Advertising with the Jerusalem Winter Ball creates a special bond that identifies your business with one of the most highly publicized and influential events of the year. By associating your business with the Jerusalem Winter Ball, you are making a statement and telling the Ball's participants that your business cares about the needs of the Jerusalem community.

The Jerusalem Winter Ball offers a variety of opportunities for businesses to contribute to its goal of raising money for this year's charity - Table 2 Table, a charity that collects food and distributes it to local soup kitchens.

All advertising opportunities include an option to buy tickets at a discounted rate.

### Website Advertising

JerusalemWinterBall.com is the official website of the Jerusalem Winter Ball and the centerpiece of its online marketing campaign.

Since the re-launch of the site on November 5th, JerusalemWinterBall.com has enjoyed a healthy amount of traffic and as the Ball date creeps closer, the website will see an exponential increase.

The ads currently featured on the website are receiving a 5% click-through rate, providing the advertisers with a respectable revenue boost.

Website advertising sells for NIS 150 for at least 1,000 impressions or NIS 1,000 per month for a permanent banner.

For further explanation about our online advertising program, please call Eli at 054-746-7482.

### Journal Advertising

For the past three years, the most popular place for businesses to showcase their association with the Jerusalem Winter Ball has been with an advertisement in the Jerusalem Winter Ball's Ad Journal.

The Jerusalem Winter Ball's Ad Journal is distributed the night of the event to each participant (over 500 people). The Ad Journal is the most attractive place for businesses to advertise since nearly every attendee will browse through the journal at some point throughout the evening. The journals are given as gifts to everyone who attends the event and many people take the journals home to read at their leisure in the days after the ball.

In the past, businesses have chosen to use the Ad Journal not only to advertise, but also to offer special deals and discounts to further attract participants to their services. These types of ads are highly recommended.

Rates are presented below. All ads are in full color and need to be submitted in digital format. To place an ad, call Eli at 054-746-7482.

1/8 Page	NIS 300
1/4 Page	NIS 450
1/2 Page	NIS 850
Full Page	NIS 1,500

### Chance Auction

For companies looking to promote their products or services during the night of the event, the JWB is once again organizing a Chance Auction.

A Chance Auction is a simple concept that allows the Jerusalem Winter Ball to raise a great deal of money for the charity. Each company that decides to participate has the option of donating either one gift or a package of gifts and receiving in return significant advertising exposure and signage during the Auction.

During the Jerusalem Winter Ball, participants will be given the opportunity to examine the gifts and then purchase raffle tickets. At the end of the night, a raffle will be drawn for each gift and the person who purchased that ticket will win it.

There will be a limit of 20 gifts included in the Chance Auction, on a first come first serve basis. For gifts valued under NIS 500, a NIS 200 listing fee is required.

For businesses who want to donate gifts to the Jerusalem Winter Ball but feel that the specific nature of the Chance Auction isn't for them, there will also be a door prize that will be raffled off to all the Ball's participants. Gifts can be submitted for the door prize as well.

### Sponsorship Opportunities

Sponsoring a portion of the Jerusalem Winter Ball is the perfect place for your business to announce to the 500+ people in attendance that your business cares about supporting Jerusalem-based charities as much as they do. By forging a close association with the impressive work that the Ball does, you are giving your business the additional value of telling hundreds of people that your business is committed to bettering the Jerusalem community.

There are only a few sponsorship opportunities available, so if you are serious about adjoining your business with the Jerusalem Winter Ball and reaping the benefits that such an association creates, contact Eli at 054-746-7482.

<u>Sponsorship Opportunities</u>	<u>Cost</u>
Sponsor The Photographer	NIS 1,000
Sponsor The Band	NIS 4,000
Sponsor The DJ	NIS 2,000
Sponsor The Reception	NIS 10,000
Sponsor the Centerpieces	NIS 3,000
Sponsor The Bar	NIS 7,000