



Jewish Senior *Life*  
FOUNDATION

Established in 1979 to support the Jewish Home of Rochester, the Jewish Senior *Life* Foundation now helps fund more than a dozen programs and services that make up the Jewish Senior *Life* family. Today, the generosity of our donors continues to improve the lives of the thousands of older adults served by Jewish Senior *Life*.

For more information about our **Corporate Partners Program**, please contact Beth Rabinowitz, Director of Advancement, Jewish Senior *Life* Foundation.

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The Jewish Senior *Life*  
Corporate Partners Program

Supporting  
the community.  
Strengthening  
your business.



## A Rewarding Commitment

We'd like to extend an invitation to join the Jewish Senior *Life* Corporate Partners Program. This program gives you the chance to make an impact in the community and create lasting value for your company.

Through a number of sponsorship opportunities, your business will be connected to the well-respected Jewish Senior *Life* brand, enhancing your reputation among the thousands of individuals we care for and our generous donors.

As you can imagine, improving the lives of our Jewish Home residents costs real money. Your membership allows us to put more resources back into our primary programs and services and helps keep donor programs strong.

Depending on your level of membership—Silver, Gold or Platinum—the number and types of ways your brand will be heard and seen throughout the community will vary. Regardless of level, your membership will greatly strengthen our services and your business.

## Who Will You Reach?

Jewish Senior *Life* Donors

More than 500 donors who are members of the Foundation giving societies—Golden Alliance and Platinum Circle. Both are made up of professionals, business owners, and entrepreneurs who are active leaders at many levels in the community.

More than 2,000 individuals who give to the Foundation through the annual fund, memorial gifts and other means.

Individuals We Serve

Nearly 3,500 individuals across all of our programs and services, including Jewish Senior *Life* transitional care, outpatient rehabilitation, long-term care, home- and community-based services, Wolk Manor, The Summit and more.

## The Business Value



### Brand Visibility

Display your brand to thousands of individuals.



### Brand Image

Unite your brand with our well-respected name.



### Networking

Build more community relationships.



Connect with community leaders and spread your brand through our giving society donor appreciation events.

## Corporate Partners Program

Platinum  
\$7,500

Gold  
\$5,000

Silver  
\$2,500

### Events

#### Leadership Giving Society Events

Your company will appear in all collateral materials—invitations, signage and programs—for our Golden Alliance and Platinum Circle donor appreciation events, which are attended by 500-plus donors.

Company  
Logo:  
Maximum  
Visibility

Company  
Logo:  
High  
Visibility

Company  
Logo:  
Standard  
Visibility

#### Leadership Giving Society Event Tickets

You will be invited to appreciation events for members of our Golden Alliance and Platinum Circle Leadership Giving Societies.

6 Guest  
Tickets  
per Event

4 Guest  
Tickets  
per Event

2 Guest  
Tickets  
per Event

#### Premier Community Events

Your company name will appear in collateral materials for our premier community events, which are attended by 250–500-plus community members.

Company  
Logo:  
Maximum  
Visibility

Company  
Logo:  
High  
Visibility

Company  
Logo:  
Standard  
Visibility

#### Premier Community Event Tickets

You will be invited to our premier community events, which are attended by our donors and other members of the community.

6 Guest  
Tickets  
per Event

4 Guest  
Tickets  
per Event

2 Guest  
Tickets  
per Event

### Recurring Print Materials

#### Jewish Senior *Life* Annual Report

Your company will be listed by donation level in our annual report, which is sent to 5,500-plus readers.



#### Jewish Senior *Life* & Times

Your company name will appear in our newsletter, which is sent to 7,000-plus readers.

Company  
Logo:  
Maximum  
Visibility

Company  
Logo:  
High  
Visibility

Company  
Logo:  
Standard  
Visibility

### High-Traffic Visibility

#### Jewish Senior *Life* Website

Visitors will find your company and a link to your website listed on our sponsors page.



#### Jewish Senior *Life* Donor Wall

Your company name will be exhibited on our donor wall located in the Jewish Home lobby.



#### Display Monitors

Several digital monitors throughout the Jewish Home will display your company logo daily.

Lobby/  
Shops/  
Staff Dining

Lobby/  
Shops

Lobby