CORPORATE SPONSORSHIP PROGRAM

Doing good is great for business
With a rich history in Baltimore that spans a century, The Associated is a nationally-respected non-profit organization that addresses charitable, educational, religious, humanitarian, health, cultural and social service needs locally, nationally, in Israel and throughout the world. The Associated raises and distributes more than $33 million each year to its family of twenty-six non-profit partners. By managing $850 million in donor-advised funds and foundations, The Associated also plays a vital role in the success of other non-profit organizations infusing an additional $45 million of annual investment to other mission-driven organizations.

NINETY CENTS of every dollar (90%) directly benefits the AGENCIES AND PROGRAMS that are part of our family of non-profits.

We execute our mission through prudent stewardship of the community assets entrusted to us and are proud to have earned a four-star Charity Navigator rating - the gold standard for non-profit excellence.
WHY THE ASSOCIATED?

LOCAL. ENGAGED. INFLUENTIAL.

Connecting Through Our Platforms

The Associated amplifies its reach in the community, connecting our partners through robust multimedia platforms.

Advertisements in Print and Digital
Baltimore Magazine, Baltimore Style, JMore, Jewish Times and more.

Emails
Have an average open rate of 28%, which is 10% above industry standards.

Social Media Followers
14,000+ and growing everyday.

Website
16,800 unique monthly visitors, with an average time on site of 2 minutes.

Direct Mail
Over 100,000 pieces will be delivered in the next year.

In-Person
40+ events with influencers who hold robust buying power.

Your company’s sponsorship is a direct marketing channel to the 93,000 Jewish residents of the Greater Baltimore community. The Associated connects your business to affluent, educated, influencers who lead businesses and institutions that hold buying power.

OUR DONORS ARE YOUR IDEAL AUDIENCE.

highly educated:

65% POST GRADUATE DEGREE
26% COLLEGE DEGREE

MARRIED: 70%

AVERAGE HOUSEHOLD INCOME $205,000

LIVE AND WORK IN THE BALTIMORE AREA’S PROMINENT NEIGHBORHOODS:
CANTON, FEDERAL HILL, INNER HARBOR, HUNT VALLEY, MT. WASHINGTON, OWINGS MILLS, PIKESVILLE, REISTERSTOWN, ROLAND PARK, RUXTON AND TOWSON.

DEEPLY INVESTED IN OUR MISSION:
30% DONATE $1000 OR MORE TO THE ASSOCIATED

GENEROUS WITH THEIR TIME:
88% HAVE VOLUNTEERED IN THE PAST YEAR

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Why The Associated?

Our donors are your ideal audience.

- Highly educated: 65% Post Graduate Degree, 26% College Degree
- Married: 70%
- Average household income: $205,000
- Deeply invested in our mission: 30% donate $1000 or more to The Associated
- Generous with their time: 88% have volunteered in the past year

Connect through our platforms:

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In the Community
The Associated produces a series of signature events as well as programs and community-based events each year.

Each offers powerful opportunities for your company’s brand to reach our broad audience and highly targeted subsets that include:

- Families
- Entrepreneurs
- Boomers
- Community Leaders
- Philanthropically-Minded Families
- Young Adults
- Seniors

The Associated will celebrate its 100th Anniversary in 2020. In partnership with our network of non-profit organizations, The Associated will commemorate this milestone throughout the year through a variety of events, programs and key initiatives that emphasize our rich history in Baltimore and contributions locally, nationally and internationally.

100 YEARS
The Next Century Begins With You.

CELEBRATING OUR CENTENNIAL
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CENTENNIAL OPPORTUNITIES:
OUR NEXT CENTURY BEGINS WITH YOU
January 2020 - December 2020
Take advantage of these unique opportunities to showcase your business as a key community partner.

CENTENNIAL CAMPAIGN LAUNCH EVENTS
Baltimore: January 2020 / Florida: February 2020
300 donors of $25,000 or more, foundational Associated families and dignitaries will celebrate this milestone campaign and vision for the future.

CENTENNIAL TRAVELING EXHIBIT
This rotating public display will illustrate the impact that The Associated has had on Baltimore and beyond over the past 100 years. Moving every six weeks, this exhibit will visit Jewish and non-Jewish sites in Baltimore sharing the Jewish community’s story with its neighbors.

CENTENNIAL MAGAZINE
This special publication will feature a number of news and feature stories that highlight Jewish Baltimore’s past and look toward its future. Advertising and sponsorship opportunities available. 15,000 copies distributed to donors and community members.

CENTENNIAL ADVERTISING
The Associated will create a branded print campaign that reflects the past, present and future of Baltimore. Ads will be inserted across a mix of Jewish and general community publications, such as Baltimore Magazine, The Jewish Times, Baltimore Style, Jmore and others. Logo inclusion opportunities available.

THE ASSOCIATED’S CENTENNIAL BIRTHDAY BASH
June 2020
500 community members of all ages and backgrounds will gather to celebrate highlights of The Associated’s accomplishments, and recognize and welcome incoming leadership. The focus of this year’s event will be a retrospective of the last 100 years and a look toward the next century.

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Sponsorship Opportunities

Beyond Events

TRAVEL OPPORTUNITIES

Whether traveling to Israel, Ukraine, Argentina or elsewhere, Associated missions immerse participants in different cultures, experiencing first-hand how their philanthropic contributions and Jewish identities intersect.

Ask about custom opportunities to elevate your brand among established and emerging community leaders!

FAMILY MISSION

December 22 - 31, 2019
80 grandparents, parents, teens and children embark on the family journey of a lifetime. This trip includes historical, cultural and spiritual experiences for participants of all ages. (Minimum $1,800 gift to The Associated.)

INSPIRED WOMEN’S PROJECT (IWP)

FEBRUARY 2020
20 women, ages 30-45 embark on this culmination of a year-long leadership program that includes monthly sessions about Jewish traditions, community involvement and women’s philanthropy.

NACHALAH II: MEN’S MISSION TO ISRAEL

Spring 2020
20 men, ages 30-45, join us for a high-impact, adventure-filled journey. This trip is an opportunity to embrace and explore Israel and learn first-hand how The Associated impacts people and communities overseas.

The Associated’s Signature Events

JEWISH WOMEN’S SUMMIT: EDUCATION, EMPOWERMENT, CONNECTION

October 27, 2019
200 women who give $365 or more to The Associated will gather to celebrate their power as community builders and change makers at this half-day workshop with sessions centered around Baltimore City, spirituality and mindfulness, female empowerment and Jewish values.

KEYNOTE EVENT

November 20, 2019
250 of The Associated’s generous donors of $1,000 or more will be recognized at this signature, upscale event.

IMPACT’S GENEROSITY GALA

February 2020
200 young professionals celebrate their generosity and commitment to Jewish Baltimore at this annual fundraising event. A special pre-reception is held for Ben-Gurion Society members, donors ages 22-45 who give $1,000 or more.

MAIMONIDES SOCIETY BRUNCH

February/March 2020
200 Healthcare professionals are invited to learn about relevant topics in their field through a Jewish lens. Maimonides Society members are recognized at this event.

JEWISH PROFESSIONAL WOMEN (JPW) LEADERSHIP EVENT

Spring 2020
150 women representing a variety of professional industries network and learn together at this annual event.

REAL ESTATE INDUSTRY GROUP (REIG) ANNUAL EVENT

May 2020
250 of the industry’s top professionals gather at The Associated’s most well-regarded networking event of the year.
Benefits of Corporate Sponsorship

COMPLIMENTARY TICKETS TO TOP NETWORKING EVENTS

EXCLUSIVE VIP PRE-RECEPTION ACCESS

ON-STAGE ACKNOWLEDGMENT

PREFERRED SEATING

OPPORTUNITY TO TABLE OR SAMPLE

PRINT AND EMAIL INVITATIONS

PRINT AND DIGITAL ADVERTISING

EVENT SIGNAGE

EVENT PROGRAM

SOCIAL MEDIA

BRANDED SWAG

ASSOCIATED ANNUAL HONOR ROLL

MEDIA COVERAGE

ASSOCIATED WEBSITE

Can you dig deep?

WE CAN ALL MAKE LITTLE BY LITTLE, EVERY PENNY ADDS UP TO A LOT OF CHANGE.

This year we challenge you to give for the first time or to give more. With your new or additional gift, you will change lives. You will feed the hungry, protect the vulnerable, invest in Jewish future and so much more.

Give today by saving your pennies or by rounding up your credit card transactions.

Share your change at associated.org/change

MATCH SPONSORS

Charles Baum Leadership Symposium
Featuring Legendary Investor Bill Miller

BRANDED SWAG
To learn about exciting new ways to showcase your brand as a corporate sponsor, please contact Ira Gewanter at igewanter@associated.org or call 410-369-9296.