



THE ASSOCIATED'S CORPORATE SPONSORSHIP PROGRAM

DOING GOOD IS
GREAT FOR
BUSINESS



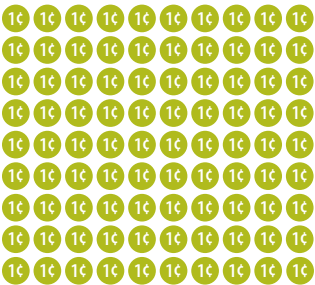
Enhance your visibility and reputation by partnering with Baltimore’s Top Non-Profit

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 over \$1 billion 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.



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.



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



WHY THE ASSOCIATED?

LOCAL. ENGAGED. INFLUENTIAL.

OUR DONORS ARE YOUR IDEAL AUDIENCE.

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.

highly educated:
65% POST GRADUATE DEGREE
26% COLLEGE DEGREE

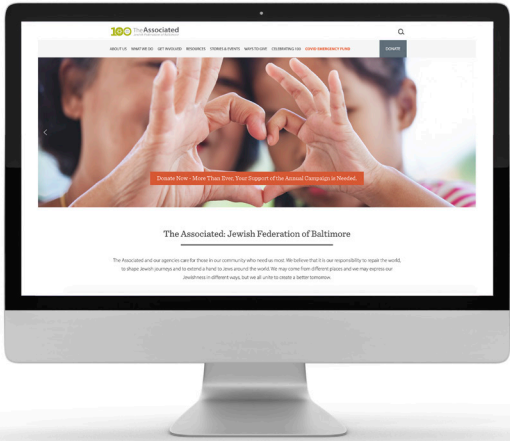
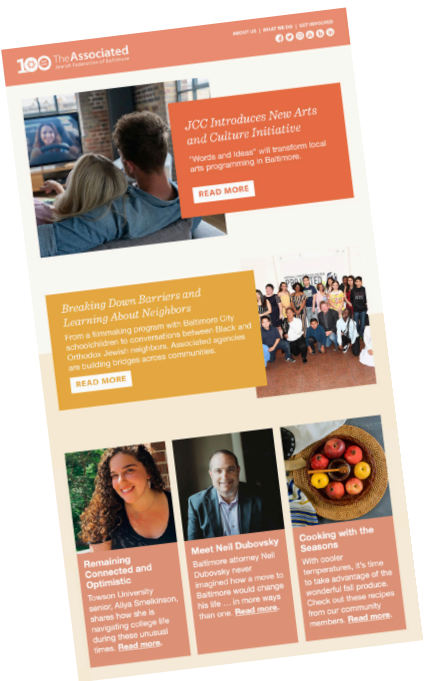
MARRIED:
70%

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



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 **30%**, which is 10% above industry standards.

10% click through rates, which is 30% above industry standards.

Social Media Followers

15,000+ and growing everyday.

Social Media Impressions* Last Year: 1,296,605

*Number of times our content was displayed to users

Website

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

Podcasts

Pull Up A Chair is a monthly Associated Podcast where we sit down and talk with members of the Baltimore community. Followers tune in on iTunes, Spotify.

Direct Mail

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

In-Person, Hybrid and Virtual Events

(Most Associated events will remain virtual until circumstances allow us to resume traditional in-person gatherings)

40+ events with influencers



In-Person and Virtual Engagement Opportunities

Our programming is primed for hybrid interaction — engaging our community across the physical and virtual spaces to come together and continue our shared service.

In the Community

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

This year, especially in a time where interpersonal connections are critical, we are creating unique online experiences for our audience. Each offers powerful opportunities for your company's brand to reach our broad audience and highly targeted subsets that include:



BOOMERS



FAMILIES



COMMUNITY LEADERS



ENTREPRENEURS



PHILANTHROPIC-MINDED FAMILIES



YOUNG ADULTS



SENIORS



The Associated's Signature Events

THE EVENT & KEYNOTE

December 8, 2022

This year Keynote, an event to recognize generous donors of \$1,000 or more, will be combined with The Event, a community-wide gathering for all Associated donors. 400+ of The Associated's most dedicated and generous donors will come together in celebration at this upscale event.

#GIVINGTUESDAY – MATCHING GIFT

The Associated has proudly led #GivingTuesday fundraising efforts, since this international day of giving was created in 2012. Each year The Associated raises over \$1 million by reaching thousands of community members through direct mail, phone, email and social media. Sponsorship recognition for matching gifts can be heavily recognized across all channels.

IMPACT'S GENEROSITY GALA

Winter 2023

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

TOGETHER FOR GOOD FUNDRAISING TELETHON

Spring 2023

The Associated will produce a streaming broadcast packed with fun and original content (including local and Broadway talent, a comedian and more!) to engage and delight families across Baltimore and rally their support for our shared mission. Recognition opportunities include (but are not limited to): Title Sponsorship of the program, Segment Sponsorship and MC acknowledgment of sponsors.

MAIMONIDES SOCIETY BRUNCH

Spring 2023

200 health care professionals are invited to learn about relevant topics in their field through a Jewish lens. Maimonides Society members are recognized at this event.

Signature Events Continued

JEWISH PROFESSIONAL WOMEN (JPW) LEADERSHIP EVENT

Spring 2023

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

REAL ESTATE INDUSTRY GROUP (REIG) ANNUAL EVENT

May 2023

250 of the industry's top professionals gather at The Associated's most well-regarded networking event of the year.

CARDOZO SOCIETY AND LAWYERS' DIVISION EVENT SERIES

2022 - 2023

An active and influential group of Jewish attorneys, judges, law students and other legal professionals in the Baltimore area gather as a community throughout the year.

ANNUAL MEETING

June 2023

More than 500 community members of all ages and backgrounds gather each year to celebrate highlights of The Associated's accomplishments and welcome incoming leadership.

MUSIC IN THE MEADOW SUMMER MUSIC FEST Summer 2023

A community concert held on Pearlstone's campus, bringing our Baltimore community together to summer. Hundreds of families will gather to enjoy live music, food trucks and good friends.



Fresh Sponsorship Opportunities

ISRAEL TURNS 75: A YEAR OF CELEBRATION, REFLECTION AND NEW EXPERIENCES!

As Israel celebrates its 75th birthday, we look forward to this milestone both at home and in Israel. The Associated and our system of agencies are planning celebratory events throughout the year. More details to come.

INSPIRED WOMEN'S PROJECT (IWP) OCTOBER 2022

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 January 2023

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 MILESTONE MISSION! April 2023

Jewish Baltimore's largest community-wide mission to Israel will journey to sites across Israel. More than 100 families from our community will gain first-hand experience of our collective impact in our partner city Ashkelon. They will also travel the country on themed tracts from arts and culture to outdoor adventures, food and wine and more – associated.org/milestonemission.

**All travel dates are subject to change do to COVID-19 restrictions.*

ASSOCIATED AD MAGAZINE

This all-glossy color publication will be paired with an issue of *Baltimore Magazine*, sharing highlights of our continued work here in Baltimore. Ad space will be reserved for sponsors, elevating your business or organization's profile through direct distribution to our core 6,000 donors along with an additional copies delivered to select neighborhoods in and around Baltimore.

Additional Opportunities for Giving Back and Making an Impact

1 GIVE & GET PROGRAM

Enlist another sponsor at or above your current sponsorship level and you will both earn DOUBLE benefits to honor your shared commitment.

2 GRANT-GIVING BONUS BENEFITS

Sponsors whose corporate foundations support The Associated and our family of agencies through grant funding can earn elevated recognition in the sponsorship program to honor this additional philanthropic support!

Benefits of Corporate Sponsorship

Custom Recognition Opportunities to match your unique business development goals!

ACCESS TO TOP NETWORKING EVENTS



EXCLUSIVE VIP PRE-RECEPTION ACCESS



ACKNOWLEDGMENT IN REMARKS



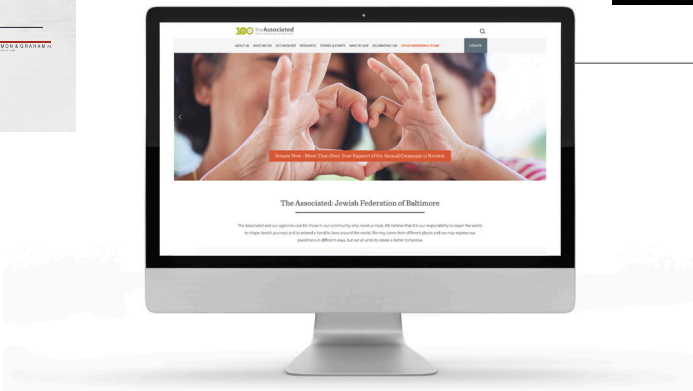
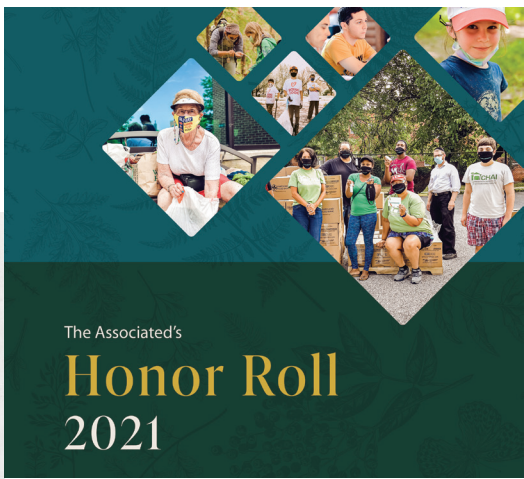
INVITATIONS



PRINT AND EMAIL RECOGNITION

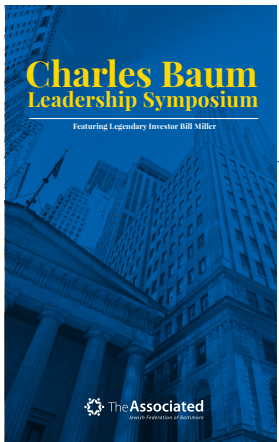


PRINT AND DIGITAL ADVERTISING



EVENT SIGNAGE

EVENT PROGRAM



SOCIAL MEDIA

BRANDED SWAG



ASSOCIATED ANNUAL HONOR ROLL

MEDIA COVERAGE



ASSOCIATED WEBSITE

Agencies and programs of The Associated

Philanthropic dollars raised through The Associated's Annual Campaign fund partner organizations, programs and scholarships in Baltimore and around the world.

LOCAL

ADVOCACY

Baltimore Jewish Council (BJC)

SENIOR SERVICES

CHAI: Comprehensive Housing Assistance, Inc.

CHANA

Edward A. Myerberg Center

Jewish Community Services (JCS)

Levindale Hebrew Geriatric Center & Hospital*

ABUSE & TRAUMA

CHANA

Jewish Community Services (JCS)

EDUCATION

Baltimore Hebrew Institute (BHI) at Towson University

Center for Leadership

The Louise D. & Morton J. Macks Center for Jewish Education (CJE)

Pearlstone

FINANCIAL ASSISTANCE/HUMAN & SOCIAL SERVICES

CHAI: Comprehensive Housing Assistance, Inc.

Council on Jewish Day School Education

Hebrew Burial and Social Services Society

Hebrew Free Loan Association

Jewish Community Services (JCS)

JEWISH IDENTITY AND CULTURE

Goucher College Hillel

Johns Hopkins University Hillel

Towson University Hillel

University of Maryland Baltimore County (UMBC) Hillel

University of Maryland College Park Hillel

Jewish Community Center of Greater Baltimore (JCC)

Jewish Cemetery Association

Jewish Museum of Maryland at the Herbert Bearman Campus (JMM)

Moishe House Baltimore

Pearlstone

VOLUNTEERISM

Jewish Volunteer Connection (JVC)

ECONOMIC DEVELOPMENT

Maryland/Israel Development Center (MIDC)

SPECIAL NEEDS

Jewish Community Center (JCC)

SHEMESH

HEALTH

Jewish Community Services (JCS)

Levindale Hebrew Geriatric Center & Hospital*

Sinai Hospital of Baltimore*

NATIONAL

HIAS

Hillel

Jewish Federations of North America (JFNA)

INTERNATIONAL

American Jewish Joint Distribution Committee (JDC)

Jewish Agency for Israel (JAFI)

Taglit -Birthright Israel

World ORT

** These agencies do not receive an allocation from The Associated Annual Campaign, however, they do receive funding from endowments managed by The Associated.*

The Associated is also proud to partner with synagogues, day schools and other organizations for the betterment of our community.



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.

Learn more at associated.org | 410-727-4828

