THE ASSOCIATED’S 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 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.
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
- Philanthropically 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 highly 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.
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 due to COVID-19 restrictions.

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!

Signature Events Continued

JEWISH PROFESSIONAL WOMEN (JPW)
LEADHERSHIP 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.

CARDZO 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.

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.
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

Charles Baum Leadership Symposium
Featuring Legendary Investor Bill Miller

Be part of the good at associated.org/give

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Agora • Bolton • CliftonLarsonAllen • D.S. Thaler & Assoc • Defender One • Giant Foods • Gordon Feinblatt • Israel Bonds • Kramon & Graham • mfi Realty • Strategic Factory • S&D Security

Ari Abramson* & Andrew Finkelstein*
REIG Co-Chairs

REIG COMMITTEE

* Members of the Livnot Society are real estate professionals who contribute $1,800 or more to The Associated Annual Campaign.

Marc B. Terrill
President
Beth H. Goldsmith
Chair of the Board
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
CHAII: 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
CHAII: Comprehensive Housing Assistance, Inc.
Council on Jewish Day School Education
Hebrew Burial and Social Services Society
Hebrew Free Loan Association
Jewish Community Services (JCS)
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