



HARDLOX

Asheville's Jewish Food & Heritage Festival

Sponsorship Request

May 1, 2022 from 11 am - 4 pm
Pack Square Park in Downtown Asheville

HardLox is back! This event has historically been a huge success and annual attendance is around 5,000 people from all over Western North Carolina and beyond. HardLox is such an institution that when the City of Asheville made a decision to scale back the number of festivals hosted in Pack Square, HardLox won its spot to continue as a valued, cultural happening in our city.

We take pride in creating a day to celebrate things that are uniquely Jewish and share them with the greater community as an enriching, inclusive, educational and delicious experience.

Challah-Back,



Y'all!



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SPONSORSHIP LEVELS

LATKE EVENT SPONSOR

\$2,500

- 2 social media shout-outs
- Name & Logo on HardLox website
- 1 stage mention at event
- Inclusion on stage banner
- 1 month ad in Menorah newsletter
- 1 Festival T-shirt
- \$25 food/drink vouchers

NOVA LOX EVENT SPONSOR

\$7500 (limited # available)

EVERYTHING INCLUDED IN
THE MATZO BALL EVENT PACKAGE PLUS:

- 6 social media shout-outs
- 4 stage mentions at event
- Additional festival banner with your logo
- \$75 in food/drink vouchers

MATZO BALL EVENT SPONSOR

\$5,000 (limited # available)

EVERYTHING INCLUDED IN
THE LATKE EVENT PACKAGE PLUS:

- 4 social media shout-outs
- Name & Logo on festival advertising + T-shirts
- Name & Logo on menu handouts at festival
- 2 months ad in Menorah newsletter
- 2 stage mentions at event
- Inclusion on stage banner
- 2 Festival T-shirts
- \$50 food/drink vouchers

CUSTOMIZABLE PACKAGES

\$???

HardLox and CBHT understand that each business is unique and we want to work with you in meeting those needs. We are prepared to discuss ways to support your business objectives to ensure your contribution achieves its maximum marketing potential.

Please reach out to discuss your personal requests and let us create a package exclusively for you!





Thank you for your consideration
in supporting one of the
longest standing cultural
festivals in Downtown Asheville.



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Explore **ASHEVILLE**
Buncombe County Tourism Development Authority

About Asheville

Often described as a magical, artsy, food-topia bubble, Asheville is a place for the Free Spirited. Our small mountain town of just under a half a million people, offers locals and visitors alike, a warm feeling of community with a strong independent restaurant scene, locally owned shops and boutiques downtown and across the city, art galleries and a vibrant music scene. Here, people are inspired to simply be themselves, to be spontaneous and enjoy the beauty of all that nature has to offer in these parts.

About Congregation Beth HaTephila

CBHT is a dynamic, engaging, reform Jewish community in the heart of the Blue Ridge Mountains. We have been rooted to this area since 1892 and have been a rich part of Asheville's fabric of diversity for the last 130 years. Rabbi Batsheva Meiri has been the spiritual leader of CBHT since 2008. She describes our community as one of constant growth, saying we are renewing ourselves all the time. At CBHT, we see ourselves as a very Asheville-flavored Jewish community with opportunities to engage in Tikkun Olam (repairing the world), social action, contemplative yoga and meditation, all with footholds in our Jewish tradition.



We invite you to join us in supporting a day that showcases the best of Asheville's Jewish Community and celebrates our diverse, local heritage.

HardLox "Nova Lox" Sponsorship \$7500

Our Master of Ceremonies will acknowledge your sponsorship 4 times from the high-visibility HardLox Entertainment Stage during the festival. Your company name and logo appear on a stage-wide banner at the front of the festival as well as a separate banner within the festival grounds with your logo, on all festival advertising + T-shirts, hand-outs/menus at the festival, as well as 3 months of advertising in our Menorah newsletter, 6 shout-outs on our social media and a presence on festival website. Nova sponsors receive four festival T-shirts and \$75 in food/drink vouchers.

HardLox "Matzo Ball" Sponsorship \$5000

Our Master of Ceremonies will acknowledge your sponsorship twice from the high-visibility HardLox Entertainment Stage during the festival. Your company name and logo appear on a stage-wide banner at the front of the festival, on all festival advertising + T-shirts, hand-outs/menus at the festival, as well as 3 month of advertising in our Menorah newsletter, 4 shout-outs on our social media and a presence on festival website. Matzo Ball sponsors receive two festival T-shirts and \$50 in food/drink vouchers.

HardLox "Latke" Sponsorship \$2500

Our Master of Ceremonies will acknowledge your sponsorship from the HardLox Entertainment Stage during the festival. Your company name and logo will appear on a stage-wide banner at the front of the festival. You'll get 2 shout-outs on our social media and a presence on festival website as well as 1 month of advertising in our Menorah newsletter. Latke sponsors receive 1 festival T-shirt and \$25 in food/drink vouchers.

Sponsor's Name _____ Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Contact for questions about media and website info for our advertising: _____

Sponsorship Level (Circle One)

Nova Lox \$7500  Matzo Ball \$5000  Latke \$2500  Custom Package \$ _____

Thank you for your support of the
HardLox Jewish Food & Heritage Festival!

Please make checks payable to Congregation Beth HaTephila.
Complete this form and mail with check to CBHT, 43 N. Liberty Street,
Asheville, NC 28801 or fill out online at www.hardlox.org
Contact Buffy Skolnick, Executive Director, at 828-253-4911 x.10 or
buffy@bethhatephila.org for more information about sponsorships.

Sponsorship deadline is March 15, 2022.

HardLox is a signature fundraiser for Congregation Beth HaTephila;
proceeds support CBHT programs. Congregation Beth HaTephila is a
501(c)(3) Not For Profit Organization.
Federal Identification Number: 56-0611573