



Jewish Community Center

SONOMA COUNTY

*Simcha Sunday*



*October 25, 2009*

**Simcha Sunday will make its 16<sup>th</sup> appearance on Sunday, October 25, 2009 from 11 – 4 p.m.** The festivities will once again be held at the Santa Rosa **Veterans Memorial Building** near the Sonoma County fairgrounds.

**Simcha Sunday, our Jewish community's fall gathering**, is organized by the Jewish Community Center, Sonoma County to bring together and showcase the rich and varied aspects of Jewish life in Sonoma County. **There will be something for everyone:** community resource tables, an action-packed kids' area, live music, traditional and ethnic food, artists and lots of schmooze time at this community celebration.

While there is a suggested donation of \$2.00 per person for admission to Simcha Sunday, we still must rely on our generous sponsors, vendors and advertisers to help us cover the costs of the fair. All sponsors and vendors will be included in our extensive publicity in both the Jewish and secular press. Please see the attached information sheet and application for sponsorship, vendor and advertising opportunities. **There is a chance for everyone to be a part of this day** and we look forward to your participation.

Please contact Karen Gould at the JCC office at 528-4222 xt. 331 or [kareng@jccsoco.org](mailto:kareng@jccsoco.org) with any questions. We hope you'll join us this year for the most joyous Simcha Sunday ever.

### **Why you should join us:**

The JCC's Simcha Sunday provides a gateway for businesses to interact with hundreds (800-1500) of event-goers who gather to enjoy the many facets of Jewish culture including Judaica, fine arts and crafts, as well as Jewish music, entertainment, ethnic food, and fun family activities.

Attendees want to connect with the local Jewish community and learn about services and resources available to them. Participants are provided a forum to promote and distribute information about their organization to the community. This is an opportunity to reach our Jewish community as well as the community at large, meet prospective clients and members, and to network with other organizations.

Karen Gould  
*Simcha Sunday Chair, 2009*

Beth Goodman  
*Executive Director*  
*Jewish Community Center, Sonoma County*

170 Farmers Lane, Suite 5 • Santa Rosa • CA • 95405  
707/528-4222 phone • 707/528-4288 fax  
[office@jccsoco.org](mailto:office@jccsoco.org) • [www.jccsoco.org](http://www.jccsoco.org)

SIMCHA SUNDAY INFORMATION  
*Please keep for your records.*



Jewish Community Center

SONOMA COUNTY

**SPONSORSHIP OPPORTUNITIES** Galaxy \$540/Solar System \$360/Simcha Star \$108

This is for those who are eager to show their support for the JCC's Simcha Sunday, an event that strengthens our Jewish community, and who don't need a table for display purposes.

**Your sponsorship includes:**

- ◆ Your name displayed prominently at the JCC table
- ◆ Your name in day-of-event program

**TABLE FEES: ARTISTS/FOOD VENDORS/COMMUNITY RESOURCES**

(Jewish owned or of interest to the Jewish community)

**\$72 per table by August 30**

**Your table fee includes the following:** *(Please bring your own shade umbrella or canopy)*

- ◆ 1 8' table, 2 folding chairs, 1 disposable table cover, hospitality area with coffee and snacks
- ◆ Publicity including:
  - Name in day-of-event program
  - Hot link from the JCC website
  - Event promotion in online, print and electronic media

**ADVERTISEMENT IN PROGRAM**

**\$54 per ad**

This opportunity to place a business-card sized ad in the program is available independently of any other commitment.

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## Selling at Simcha Sunday

Any business that reserves a table is able to sell items *only* with prior approval from the JCC, Sonoma County.

**Guidelines:**

- ◆ There is limited kitchen/outlet access - please call to discuss requirements.
- ◆ Following are examples of items that can be sold: food, arts & crafts, music, t-shirts, note cards, apparel, books, event tickets, calendars, memberships, etc. *This is not an inclusive list.*
- ◆ Materials must be community and culturally focused. Political materials are prohibited.
- ◆ Please note: the JCC will be selling the following items: hotdogs, kugel, knishes, water, beverages, baked desserts, bagels and cream cheese. With prior approval, you are welcome to sell anything not on this list.
- ◆ Food should be kosher-style.

***Please keep this information sheet for your records.***

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SIMCHA SUNDAY APPLICATION  
*Please return with payment.*



**Jewish Community Center**  
SONOMA COUNTY

**YOUR INFORMATION**

Your name \_\_\_\_\_ Company Name (to be listed in program) \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Website \_\_\_\_\_

**FEES** (please clearly indicate your choices)

SPONSORSHIP OPPORTUNITIES	TABLE FEES	ADVERTISEMENT IN PROGRAM
___ Galaxy \$540	\$72 per table by August 30	\$54 per ad
___ Solar System \$360	Indicate vendor type:	___ Enclosed is my business card
___ Simcha Star \$108	___ Community Resource	___ I will email camera-ready artwork to kareng@jccsoco.org
	___ Artist	
	___ Food Vendor	
	___ # of tables required	

Total enclosed: \_\_\_\_\_

I would love to volunteer for this event!

I would love to donate something to be given away as a door prize!

Item: \_\_\_\_\_ Value: \_\_\_\_\_

We'd like to sell the following:  books  food  art  judaica  other

Please describe what you'd like to sell and the price range: \_\_\_\_\_

**METHOD OF PAYMENT**

Circle one: MC Visa Check (make payable to JCC, Sonoma County)

CC# \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**Please send this application with payment to the address below – Attn: Simcha Sunday.**

**Thank you for being a part of Simcha Sunday 2009!**

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