

Partnership Proposal

Hazon Food Conference

December 29, 2013 – January 1, 2014

Overview

Hazon is now in its thirteenth year and is the largest Jewish environmental organization in North America. Hazon works to create healthier and more sustainable communities in the Jewish world and beyond. We do that through transformative experiences for individuals and communities, through thought leadership in the fields of Jewish and environmental knowledge, and through support of the Jewish environmental movement in North America and Israel.

The New Jewish Food Movement

As Jews, we have been thinking about kosher food —about what is “fit” to eat—for nearly 3,000 years. Today, a growing number of people are realizing that our food choices have significant ramifications for ourselves, our families and the world around us. Hazon's food programs bring together Jewish tradition and contemporary food issues, creating rich opportunities for conversation and action.

The Hazon Food Conferences

Our annual Food Conference has grown from 180 people in 2005 to over 640 participants in 2009, bringing together people from across the US and beyond to explore how contemporary food values meet Jewish tradition. It was the largest known gathering of the Jewish environmental movement in the United States.

The 2013 Hazon Food Conference is the only place in the world where farmers and rabbis, nutritionists and chefs, vegans, omnivores, and you come together to explore the dynamic interplay of food, Jewish tradition, and contemporary life. Our annual event brings together passionate people who are working for sustainable food systems on multiple levels — nationally and internationally, in their communities, and in their own lives.

“The Hazon food conference is a totally unique, profound and fun gathering of all kinds of Jews to discuss food. It is a great service to the Jewish people, and to be present and learn from everyone is a tremendous privilege.”

- 2011 Food Conference Participant

Hazon is in the final stages of a merger process with Isabella Freedman Jewish Retreat Center, and we are thrilled to host the conference once again at our beautiful home in the Connecticut Berkshires. We invite you to join us for:

- 4 days of inspiring lectures and discussions
- Expert cooking demonstrations and DIY projects
- Fun kids and family activities
- Rocking New Year’s party with The Hester and Zion 80
- Delicious, consciously-prepared food

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Sponsorship of Hazon and the 2013 Food Conference

By sponsoring Hazon, you have the opportunity to tap into a very exclusive audience of environmentalists that have a high level of passion about consumer choices. Hazon's constituents are highly educated, influential community leaders that are looking for ways to improve how they impact their local environment and the world at large.

With your brand's participation at the Food Conference, your company will be recognized as a leader of industry to those on the forefront of this critical food movement. The Conference provides access to personally interact in a variety of ways with the influencers, chefs, food activists, writers, industry professionals and early-adapter consumers at a place and time where they want to hear what you have to say.

Partnership Opportunities and Benefits

Reusable bag or Coffee Mug Sponsorship (\$5,000 - \$8,000)

Offered to each conference attendee, will be a reusable environmentally friendly beverage container (water bottle or coffee mug), beverage container, or other "swag" item with your brand.

Benefits may include:

1. Recognition in program materials
 - Half page advertisement in program booklet
 - Logo featured on bag/coffee mug
2. Opportunity to distribute materials/products in welcome packet
3. Signage at registration (free standing, provided by sponsor, approved by Hazon, not to exceed 2 x 3 feet)
4. Participation in one panel discussion or other conference session
5. Inclusion in one e-mail marketing blast to participants /prospects (copy by sponsor, approved by Hazon)
6. Table at conference Shuk/Market where you can sample and/or sell goods and information
7. Registration for up to four participants at the conference

Dinner Sponsor (\$3,000-\$5,000) (Three opportunities)

As a dinner sponsor, your brand has input into the menu design, can feature your product(s) in the menu, and/or provide educational/marketing materials at an appropriate time in relation to the meal.

Benefits may include:

1. Recognition in program materials
 - Half page advertisement in program booklet
 - Logo feature on printed dinner menu
2. Opportunity to distribute materials/products in welcome packet
3. Signage at registration (free standing, provided by sponsor, approved by Hazon, not to exceed 2 x 3 feet)
4. Inclusion in one e-mail marketing blast to participants and prospects (copy written by sponsor, approved by Hazon)
5. Table at conference Shuk/Market where you can sample and/or sell goods and information
6. Registration for up to two participants at the conference

Snack Break Sponsor (\$1,800 - \$2,800) (five opportunities)

Snack Break Sponsors provide their brand as a snack item for our 170-180 guests. During the Snack Break, a sponsor spokesperson will have time to interact in a casual manner with participants.

Benefits may include:

1. Recognition in program materials
 - Quarter page advertisement in program booklet
2. Opportunity to distribute materials/products in welcome packet
3. Opportunity to distribute educational materials related to the snack break

4. Table at conference Shuk/Market where you can sample and/or sell goods and information
5. Registration for one participant at the conference

Shuk/Market Supporter (\$750)

As a Shuk/Market supporter, your brand will have the opportunity to participate in the entire conference as well as host a table at the Shuk/Market where you can sample and/or sell your products.

Benefits include:

1. Recognition in program materials
 - Quarter page advertisement in program booklet
2. Opportunity to distribute materials/products in welcome packet
3. Table at conference Shuk/Market where you can sample and/or sell goods and information

Shuk/Market Vendor

As a Shuk/Market Vendor, you'll have the opportunity to sell and sample your product at our Shuk/Market during the conference.

- Commercial \$500
- Small business \$400
- Non Profit \$200
- Community group \$100

Friend of Hazon (\$250)

As a Friend of Hazon your brand message will reach Food Conference participants through a quarter page ad in the 2012 Food Conference program book

Conclusion

Participation in the 2013 Food Conference provides your company with a variety of benefits that help promote your brand as a leader of industry. You will have the opportunity to connect with the movers and shakers in the New Jewish Food Movement in a face to face controlled and uncluttered environment, the opportunity to sample and sell to the most influential consumers in this progressive environment, and support programs that advance environmental education and understanding. You will be able to network with like-minded businesses and explore the future direction of organic, fair trade, sustainable, and local foods. Additionally, your sponsorship support of Hazon is tax deductible to the full extent of the law.

I look forward to discussing how Hazon can provide you with innovative marketing opportunities by connecting with its influential audience whether at the Food Conference or through other Hazon programming.

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