



TIFERET BET ISRAEL

WWW.TBIBLUEBELL.ORG

1920 SKIPPACK PIKE
BLUE BELL, PA 19422

DEAR FRIENDS,

On **SUNDAY, MAY 2, 2010**, Tiferet Bet Israel will proudly present a concert in memory of Gloria and Joe Schwartz, with international pop stars **NOA** (Achinoam Nini) and **MIRA AWAD** in concert. They will be performing songs from their new CD, "There Must Be Another Way". Proceeds from the concert will benefit TBI and American Friends of Magen David Adom, the Israeli emergency response agency. The concert, at 6:30 p.m., will be open to the public. We expect hundreds of guests from throughout Delaware Valley. TBI's proceeds will be shared with Hand In Hand Center for Jewish-Arab Education (<http://www.handinhand12.org>), founded to build peace between Jews and Arabs in Israel through development of bilingual and multi-cultural schools.

In honor of our visiting stars we re-thought the traditional "tribute journal" and decided to shoot for the moon: We are offering you a way to share business advertising or personal good wishes in a **DYNAMIC DIGITAL PRESENTATION** preserved on disk. The DVD will be professionally produced and packaged, complete with designed labeling and any accompanying program booklet that acknowledges and indexes all advertisers.



For example:

- For premium advertising, provide us with your own edited **VIDEO**. (See next page for file format information.)
- To describe your business in some detail, provide both words and images which we will develop into a two- or three-**SLIDE SHOW**.
- To extend personal good wishes or simply highlight a business name and contact information, provide us with words and an image to present as a single-frame **SLIDE**.
- As a bonus for advertisers, the entire presentation will be available on our website. Business owners, for an additional consideration, we are offering a **HYPERLINK** from our website to yours!

You'll receive **HIGH VISIBILITY** recognition and appreciation via:

- TBI's website
- Digital Program DVD
- In-House Video Display
- Printed program booklet

There are so many possibilities—have fun and be creative! Please read the submission guidelines carefully, and let us know if you have any questions. **Sales for this unique opportunity will end on APRIL 1, 2010**. Do not delay in making your commitment to support our concert and become part of this unique digital tribute presentation!

On behalf of honorary co-chairs Shelley and Bruce Menkowitz and our concert committee, **THANK YOU** for supporting Tiferet Bet Israel.

B'Shalom,

Susan

SUSAN Z. KASPER
Executive Director
Tiferet Bet Israel

ORDER FORM 

MIRA AWAD & NOA IN CONCERT

Presented in loving memory of Gloria & Joe Schwartz

SUNDAY, MAY 2, 2010

Shelley & Bruce Menkowitz, Honorary Chairs

CONCERT ADVERTISING GUIDELINES

Instead of a printed ad book we are presenting a VIDEO-style tribute. The visual elements will all be the same size (think of your TV screen or computer monitor). Select a FORMAT from the list below:

SLIDES

You provide words and still images, no sound

Guidelines: **Electronic files preferred!** Email to info@tbibluebell.org or mail CD or hard copy to Elaine at TBI, 1920 Skippack Pike, Blue Bell PA 19422. Emailed submissions will receive a confirming message. Acceptable formats: Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, JPG, TIFF. If needed you may provide a hard copy for us to transcribe and/or a photograph to scan. Aspect ratio*: 4:3

NO PDF FILES PLEASE, WE CANNOT USE THEM.

Slide Options:

“CREDITS” (your name or company name on a scrolling list) \$36

SHORT SINGLE (One 5-second slide) \$72

MEDIUM SINGLE (One 7.5-second slide) \$108

LONG SINGLE (One 10-second slide) \$180

DOUBLE MEDIUM (Sequence of two 7.5-second slides) \$360

TRIPLE MEDIUM (Sequence of three 7.5-second slides) \$500

VIDEOS

You provide an edited video (moving images + sound)

Guidelines: Electronic file **required**. Email to info@tbibluebell.org or mail CD to Elaine at TBI, 1920 Skippack Pike, Blue Bell PA 19422.

Acceptable file formats: asf, avi, m1v, mp2, mp2v, mpe, mpeg, mpg, mpv2, wm, or wmv. Aspect ratio*: 4:3

Options

MEDIUM VIDEO

Your edited video with a run time not to exceed 15 seconds \$613

LONG VIDEO

Your edited video with a run time not to exceed 30 seconds \$1000

HYPERLINK ON TBI'S WEBSITE

Available with any of the Slide or Video choices above.

Your approved website linked to www.tbibluebell.org: **ADD \$100** to any other ad or ticket + ad combination.

YOUR AD PLUS TICKETS

Planning to come to the Noa/Mira Concert on May 2? Add your message to our digital program as a Corporate Patron, Corporate Sponsor, Individual Patron or Individual Sponsor. **PATRONS** are invited to a pre-concert reception and post-concert dinner with the artists. **SPONSORS** are invited to the pre-concert reception. See pricing under **“TICKETS + AD”** on order form.

All other pre-sale ticket holders, general admission through reserved sanctuary seating levels, may add a Medium Single Slide for only \$54.

TICKET SALE AND AD MUST BE PAID BY ADVERTISING DEADLINE, APRIL 1, 2010.

Please contact Elaine (info@tbibluebell.org) or Executive Director Susan Kasper (director@tbibluebell.org) for further details.

Deadline: Wednesday, April 1, 2010

* ASPECT RATIO: In computer graphics, aspect ratio describes the relative horizontal and vertical sizes. For example, if a graphic has an aspect ratio of 4:3, it means that the width is four units (inches, centimeters) while the height is 3 units. When resizing graphics, it is important to maintain the aspect ratio to avoid stretching the graphic out of proportion. If you provide us with a photograph, it will be cropped to the 4:3 proportion.

READY TO ORDER?

Deadline: Wednesday, April 1, 2010

Pay to: Tiferet Bet Israel
1920 Skippack Pike
Blue Bell, PA 19422

Questions: Elaine, 610-275-8797 x 103 or
info@tbibluebell.org

NAME

EMAIL

PHONE

WHAT ARE YOU ORDERING?

Check your selection (box at left) and return order form with payment by **APRIL 1, 2010**. Include or email COPY/IMAGE files.

TICKETS + AD MUST BE RECEIVED BY APRIL 1, 2010

<input type="checkbox"/>	CORPORATE PATRON (10 tix + 30 sec video + WebPlus)	\$4500
<input type="checkbox"/>	CORPORATE SPONSOR (10 tix + 15 sec video + WebPlus)	\$2500
<input type="checkbox"/>	TWO patrons + LONG SLIDE ad	\$800
<input type="checkbox"/>	TWO sponsors + MEDIUM SLIDE ad	\$400
<input type="checkbox"/>	ONE patron + LONG SLIDE ad	\$400
<input type="checkbox"/>	ONE sponsor + MEDIUM SLIDE ad	\$200
<input type="checkbox"/>	MEDIUM SLIDE for any other ticket holder, TICKET PRICE	<u>PLUS \$54</u>

TICKETS ONLY, NO AD

<input type="checkbox"/>	Patron reserved (includes reception and dinner)	\$360
<input type="checkbox"/>	Sponsor reserved (includes reception)	\$180
<input type="checkbox"/>	General admission presale reserved	\$54
<input type="checkbox"/>	General admission presale, unreserved	\$36
<input type="checkbox"/>	General admission presale, senior (65+) or student	\$18

AD ONLY, NO TICKETS, MUST BE RECEIVED BY APRIL 1, 2010

<input type="checkbox"/>	1 CREDITS (your name in a scrolling list)	\$36
<input type="checkbox"/>	2 SHORT single slide	\$72
<input type="checkbox"/>	3 MEDIUM single slide	\$108
<input type="checkbox"/>	4 LONG single slide	\$180
<input type="checkbox"/>	5 DOUBLE MEDIUM slide (two 7.5-second slides)	\$360
<input type="checkbox"/>	6 TRIPLE MEDIUM slide (three 7.5-second slides)	\$500
<input type="checkbox"/>	7 MEDIUM VIDEO (15 seconds max)	\$613
<input type="checkbox"/>	8 LONG VIDEO (30 seconds max)	\$1000
<input type="checkbox"/>	9 ADD Hyperlink to any ad (link to www.tbibluebell.org)	Add \$100