



Zionism Victoria is proud to represent over 50 Victorian communal organisations which hold Israel as vital to Jewish life and identity. Our representative and advocacy role to governments, media and the community sees us as not only a key roof body organisation, but also as the “go to” organisation for solidarity, celebratory, educational and informational events.

Zionism Victoria also owns and operates the Beth Weizmann Community Centre and the Lamm Jewish Library of Australia.

We invite you to support our ongoing activities, and in particular, our flagship series of events commemorating Israel’s Memorial Day and celebrating her Independence Day.

YOM HAZIKARON – Tuesday 10th May 2016 – Robert Blackwood Hall – Monash University

This evening marks Israel’s national day of remembrance for those who fell in the struggle for the establishment of the State of Israel, and for those who have lost their lives through acts of terror. Between 800 – 1,000 people attend our dignified and poignant commemoration, many from the wider Victorian community who feel the importance of joining the Melbourne Jewish community on this solemn occasion.

The reflective mood of Yom Hazikaron gives way to the joyful celebration of Yom Ha’atzmaut (Israel’s Independence Day) a transition which emphasises the lasting tie between the sacrifice of the country’s fallen and the continued existence of a vibrant and dynamic State of Israel.

YOM HA'ATZMAUT – SOMETHING FOR EVERYONE – Wednesday 11th and Thursday 12th May 2016

The celebrations will begin at the Beth Weizmann Community Centre with a community celebration and be followed the next day with free fun and games for the young and young at heart. In true Israeli spirit, it will be a festival of Israeli food, activities, culture and music - all the things we love about Israel.

Later on in the evening, young adults will enjoy the annual Yom Ha'atzmaut party "Israel's Birthday Bash" organised by Hagshama in partnership with all the other young Zionist organisations in the community and supported by Zionism Victoria. The largest and most widely anticipated event of the year for this age group, which brings together young adults from different professional backgrounds, nationalities and affiliations, for a night of music, dance and fun in celebration of Israel's independence and prosperity.

COCKTAIL RECEPTION

Another important function celebrating Israel's Independence Day is the annual cocktail reception with the Premier of Victoria and the Leader of the Opposition as the traditional guests of honour. This function attracts close to 400 leading figures and opinion makers, including business people, parliamentarians, consular personnel, members of the media and clergy of all faiths. One of the core aims of Zionism Victoria is to bring Jewish culture and the understanding of Israel to the wider community to build understanding and tolerance.

PARLIAMENTARY EXHIBITION

An annual event showcasing Israel's innovation and technology, this exhibition provides an insight into cutting edge technology, designed and developed in Israel as well as highlighting the strong partnership between Israel and Victoria. Our interactive exhibition based in Queens Hall Parliament House, attracts over 2,000 visitors from all walks of life and all age groups.

BEYOND CELEBRATIONS

Israel Advocacy

Zionism Victoria maintains a critical role in Israel advocacy in our community. Our Israel Advocacy Analyst, shared with the national peak body, provides high calibre briefings on a weekly basis to our substantial database, highlighting key issues in the media with respect to Israel and providing an intelligent and incisive editorial service.

Our website (www.zionismvictoria.org.au) is regularly updated, and includes special features corresponding to critical issues, or complementing solidarity campaigns led by Zionism Victoria.

Our aim is to keep the community informed and active about issues relating to Israel, and we do this using new technologies as well as by more traditional face to face engagements with excellent speakers. We provide information on Israeli culture and achievements in the music and opera world as well as the drama, theatre and culinary fields.

We also provide workshops and seminars on advocacy, regularly hosting visiting experts who share their knowledge with schools, students and the general community. We work closely with Victoria's influential leaders, including media and politicians, organising meetings with visiting speakers to keep them briefed on the key issues.

Public Speakers Service

Zionism Victoria coordinates and delivers the renowned Public Speakers Service, in which we provide expert speakers on Israel and Jewish issues to state and independent schools and community groups. We reach over 2000 participants each year, educating them in Jewish culture, heritage and Israel. Students travel from all corners of Victoria to spend a day in the Jewish community and we feel privileged to be able to reach out and engage these young people.

Lamm Jewish Library of Australia

Zionism Victoria owns the Lamm Jewish Library of Australia, the only public Jewish library in Australia

The Lamm Jewish Library of Australia not only houses a fantastic collection of books, journals and audio visual resources, but is also the base for a range of services to the Jewish and broader community. Its online system links collections across Australia. It has an outreach arm which provides library services to those who are unable to attend the library or access its online facilities. The Lamm Jewish Library of Australia is a modern, national hub of multi-faceted Jewish learning and provides a warm and welcoming ambience where people of differing persuasions feel comfortable in a professional, helpful environment.

Beth Weizmann Community Centre

Zionism Victoria owns and manages the Beth Weizmann Community Centre, the hub of community activity and home to 23 community organisations. In addition to the provision of well presented and secure office space, the Beth Weizmann Community Centre provides an auditorium and conference and meeting rooms of various sizes, for community use. Together with the LJA we have diversified the range of activities available to the community. We have Hebrew and English story telling sessions for pre-schoolers, a film club, and daily Jewish learning sessions.

Kook Community Kitchen at Beth Weizmann Community Centre is a new innovation and its primary purpose is to provide an area of Kashrut for community organisations, individuals and private catering. Kook fulfils different purposes for different groups, by providing a fundamental community resource of a professional commercial kosher kitchen including a resident mashgiach (supervisor)

Sponsorship Benefit Package

Major Sponsor

As a Major Sponsor your company will receive all the benefits of a Partner as well as the following:

- A message from the CEO/President of your organisation included in the events program
- Further benefits to be tailored to suit the needs of your organisation/company
- Opportunities to be involved in proceedings at major events.

Partner

Cost - \$13,750 inclusive of GST

As a partner, your company will receive the following benefits over a 12 month period:

- “Thank you” advertisement in the Jewish News
- Gold page, full colour advertisement in the events program
- Your logo on display at all Independence Day events
- Your logo featured on all pre-event promotional material
- 6 tickets for the Independence Day events
- 6 invitations to the official Independence Day Cocktail Reception.
- Invitations to exclusive functions with prominent dignitaries throughout the year
- Inclusion of your company logo on the home page of our website. Link from our website to yours, and inclusion of your company logo on our “special sponsorship page” on the Zionism Victoria website zionismvictoria.org.au

Patron

Cost - \$9,200 inclusive of GST

As a patron, your company will receive the following benefits over a 12 month period:

- “Thank you” advertisement in the Jewish News
- Gold page, full colour advertisement in the events program
- Your logo on display at all Independence Day events
- 4 tickets for the Independence Day events
- 4 invitations to the official Independence Day Cocktail Reception.
- Invitations to exclusive functions with prominent dignitaries throughout the year
- Inclusion of your company logo on our home page on the website zionismvictoria.org.au
Link from our website to yours, and inclusion of your company logo on our special sponsorship page on the Zionism Victoria website

Corporate Sponsor

Cost \$7,000 inclusive of GST

As a corporate sponsor, your company will receive the following benefits:

- “Thank you” advertisement in the Jewish News.
- Your logo on display at all Independence Day events
- Gold page, full colour advertisement in the events program
- 4 tickets for the Independence Day events
- 2 invitations to the official Independence Day Cocktail reception
- Link from our website to yours and inclusion of your company logo on our special sponsorship page on the Zionism Victoria website zionismvictoria.org.au

Event Sponsor

Cost \$4,600 inclusive of gst

As an Event Sponsor, your company will receive the following benefits:

- Gold page, full colour advertisement in the events program
- 2 tickets for the Independence Day events
- Link from our website to yours and inclusion of your company logo on our special sponsorship page on the Zionism Victoria website zionismvictoria.org.au

Special Program Sponsorship

Cost on application

Opportunities are available for sponsorship of the following programs or any other program which we would individualise and tailor to the needs of your company:

- Public forums with international and local high calibre speakers
- Educational, cultural events and campaigns –
 - Zionist education in Jewish day schools
 - Israel Advocacy Network – distributing information regularly via email, developing advocacy skills through activities such as workshops, seminars and sessions with guest speakers
 - Public Speakers Service – Volunteer speakers visiting non Jewish school groups and community organisations to present issues relating to Judaism and Israel
 - Supporting the activities of the Lamm Jewish Library of Australia. The Lamm Jewish Library of Australia has been established with Makor joining with other communal libraries including Kadimah and the Holocaust Centre Library.
 - Our fortnightly email to over 1,300 people publicising events in the Zionist Community in the coming month
 - Kook Community Kitchen - Kook @ BW – Programs include Challah baking, soup kitchen, learning to cook program, Kashrut lessons

For further information on sponsorship of special programs, please contact Zionism Victoria's Advertising Manager, Sandra Sochen on 9272 5508 or email ssochen@zionismvictoria.org.au

www.zionismvictoria.org.au

