2021 | PROSPECTUS

Zionism Victoria
ציונות ויקטוריה

OUR FAMILY
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OUR BUSINESS

Table of Contents

3 A message from our President and Executive Director

4 About Zionism Victoria

5 Yom Hazikaron

7 Yom Haátzmaut

10 Advocacy Projects

11 Online Engagement

12 Beth Weizmann Jewish Community Centre (BWJCC), Lamm Jewish Library of Australia (LJLA) and Connecting Cultures

13 Sponsor Benefit Packages

OUR PRESIDENT
Gossi Goldfarb

THANK YOU FOR CONSIDERING SUPPORT FOR ZIONISM VICTORIA AND OUR ACTIVITIES IN 2021.

Commencing my term late last year, I'm already excited by the catalogue of events and initiatives in train for 2021, as we transition back to a more 'regular' schedule in our new COVID-normal world.

With a focus on increasing both the breadth and depth of our activities, Zionism Victoria will be exploring innovative and contemporary initiatives that will strengthen our community, and enhance our connection to Israel.

I can think of no better place than our flagship events, the Yom Hazikaron Commemoration Ceremony, and the Yom Haatzmaut Community Festival to start that work. Building on the work that saw more than 40,000 people engage with these events online last year, 2021 will offer a hybrid of incredible online content, as well as in-person events. Not only will this maximise participation, but also, exposure for our partners.

Our partners are critically important to our activities. We simply could not do what we do without your help and support. In that light I ask you to consider this prospectus and the opportunities to collaborate with us this year.

While our dedicated team of professionals are ready to deal with any and all enquiries, I too would be happy to speak with you about your support and invite you to contact me on 0419 004 425.

OUR EXECUTIVE DIRECTOR
Jean Katzen

ZIONISM VICTORIA IS PROUD TO REPRESENT OVER 50 VICTORIAN COMMUNAL ORGANISATIONS WHICH HOLD ISRAEL AS VITAL TO JEWISH LIFE AND IDENTITY.

Our roles of representation and advocacy to government, to media and to our community sees us not only as a key roof body organisation, but also as the 'go to' organisation for solidarity with, celebration, and education about Israel.

Within the organisation's many roles, it also operates the Beth Weizmann Jewish Community Centre and auspices the Lamm Jewish Library of Australia.

We invite you to support our incredible events and initiatives. Whether it be our touching Yom Hazikaron commemoration, our exciting Yom Haátzmaut community fesitval, or any of our other amazing programs, there's always something exciting happening at Zionism Victoria.

OUR ORGANISATION
Zionism Victoria

ZIONISM VICTORIA FOSTERS A DEEP CONNECTION BETWEEN THE VICTORIAN JEWISH COMMUNITY AND ISRAEL, AS WELL AS FACILITATING A BRIDGE BETWEEN THE JEWISH COMMUNITY AND THE EXTENDED GENERAL COMMUNITY.

It's our mission to lead and encourage Jewish and Zionist activity and expression within Victoria, to represent the Jewish community, to promote and communicate Israel's interests within the broader Victorian community and to promote and strong and positive relationship between the Victoria and the State of Israel.

It is our role as the roof body of all Zionist organisations in Victoria:

- **Providing** opportunities for discussion, debate and expression of Jewish and Zionist thought.
- **Developing** deeper connections between the Victorian Jewish community and Israel, in particular attempting to include a wider cross section of the community in our activities.
- Actively **engaging** with the general Victorian community with a view to expressing, explaining and promoting Israel's interests.
- **Conducting** cultural, educational and informational activities and events.
- **Creating** an atmosphere within the community that values Zionist thought and expression, the Hebrew language and culture, and pride in Israel and her achievements.
- **Promoting** Jewish communal voluntary and professional leadership and management.
- **Fostering** intercommunity understanding and tolerance and taking an active role in the Victorian multicultural community.

IN MEMORY
Yom Hazikaron

YOM HAZIKARON COMMEMORATION
ROBERT BLACKWOOD HALL

The evening of Yom Hazikaron marks Israel's National Day of Remembrance for those who have lost their lives in the IDF and through acts of terror.

Each year, anywhere from 1,200 - 1,500 people from across our Victorian community attend our dignified and poignant commemoration ceremony to mark this solemn occasion. The ceremony is marked by prayer, music, tributes and candle lightings.

Due to coronavirus pandemic in 2020, Zionism Victoria chose to facilitate a digital ceremony via Facebook LIVE and Youtube. Released on April 27, the video ceremony has been viewed by more than 35,000 people.

The reflective mood of Yom Hazikaron gives way to the joyful celebration of Yom Haatzmaut (Israel's Independence Day). A transition which emphasises that lasting tie between the sacrifice of the nation's fallen and the continued existence of a vibrant and dynamic State of Israel.

IN CELEBRATION
Yom Haátzmaut

YOM HAÀTZMAUT, CAULFIELD RACECOURSE

Held on the fifth day of the Hebrew calendar month of Iyar, Yom Haátzmaut is a modern holiday celebrating Israel's independence in 1948.

In Victoria, we celebrate big, with thousands from across the state coming together for an incredible afternoon and evening festival. Food stalls, rides, Israeli dancing, and a major concert with some of our best and brightest Jewish and Israeli musical talent are just some of the amazing highlights.

Due to the coronavirus pandemic in 2020, Zionism Victoria facilitated a digital concert via Facebook and YouTube. Since it's release in April, it's been viewed by more than 39,000 people around the world.

YOM HAÀTZMAUT EVENT PROGRAM

Our Yom Haátzmaut Event Program, retained as a souvenir and trade directory, reaches over 30,000 readers from a wide cross-section of our Jewish community. Offered in print and as a digitial E-book via our website, the program is a great way to advertise and promote business and connect with our community.

JAIR

ZIONISM VICTORIA IN PARTNERSHIP WITH UNITED ISRAEL APPEAL
Israel 72
YOM HA'ATZMAUT SAMEACH!
Join us for Yom Ha'atzmaut celebrations at www.facebook.com/ZionismVictoria

CELEBRATIONS CONTINUE
Yom Haátzmaut

ISRAEL SHABBAT

With Yom Haátzmaut festivities in full swing, many choose to celebrate with their Synagogue.

In either the Shabbat before or after Yom Haátzmaut, Zionism Victoria organises dinners, kidushim and guest speakers to appear at more than 25 Shule services to engage our community's congregants with the special day.

FLAGS AT FEDERATION SQUARE

Each year, on Yom Haátzmaut, as a gesture of solidarity, the Victorian State Government and Melbourne City Council line the edge of Federation Square in blue and white, with Israeli flags flying high to celebrate the special day and raise awareness in the general community.

COCKTAILS AT PARLIAMENT HOUSE

Israel isn't just the toast of our community on Yom Haátzmaut, but also Queens Hall at Parliament House during the invitation only cocktail reception.

The reception is attended by the Premier and the Leader of the Opposition as guests of honour. It is also attended by other Members of Parliament and community leaders, highlighting the incredible relationship Victoria has with the State of Israel.

IN ADVOCACY
Our Programs

TALKING ABOUT ISRAEL

Zionism Victoria facilitates five session educational workshops aimed at providing members both inside and outside the community with the tools to discuss Israel in an informed and educated manner.

The program has been hugely successful attracting participants from university, business and politics.

TALKING ABOUT ISRAEL

WORKSHOPS

CONNECTING U

In 2020, Zionism Victoria launched it's first advocacy based e-newsletter aimed at providing readers with up to date political news coming out of Israel.

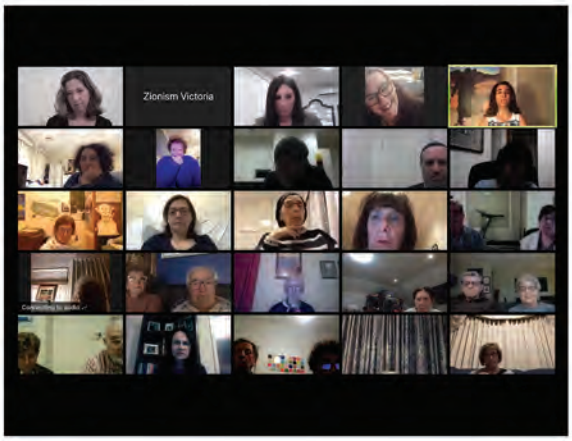
Since it's development, Connecting U now boasts more than 1000 active readers every fortnight.

ZOOM INITIATIVES

With the coronavirus pandemic forcing Victoria into lockdown, Zionism Victoria looked for new ways to engage the community.

Over the course of 2020, more than 15 interactive online sessions were facilitated, with a range of guest speakers and topics.

Each session enjoys hundreds of live participants with many thousands watching after via Facebook and YouTube.



LIFE ONLINE
Digital Engagement

DIGITAL ENGAGEMENT

Zionism Victoria has advanced the way it engages with our community, coupling the incredible events and initiatives we know and love with an impactful online profile.

Through the development of a comprehensive social media marketing strategy, and a brand new website, Zionism Victoria has grown it's reach and rate of online engagement by more than double in just 12 months.

As work continues in this space, it's expected that these numbers will continue to increase throughout 2021, making our online platforms a powerful tool for community engagement and Zionism in Victoria.

OUR NUMBERS

3200 Followers
1000+ Daily Reach
100,000+ 2020 Video Views

500 Followers
250+ Daily Reach
25,000+ 2020 Story Views

750 Followers
10+ Weekly Mentions
80,000+ 2020 Tweet Impressions

550+ Weekly Website Visits
2000+ Email Subscribers
38% Open Rate

OUR HOUSE
A Look Inside

THE BETH WEIZMANN JEWISH COMMUNITY CENTRE

Beth Weizmann Jewish Community Centre (BWJCC) is the hub of community activity and home to 23 community organisations. In addition to the provision of well presented and secure office space, BWJCC provides an auditorium and meeting rooms of various sizes, for community use.

Kook Kosher Community Kitchen is a fantastic resource for the Melbourne Jewish community. Under Kosher Australia supervision, the kitchen is used by community groups for fundraising, by businesses for team building sessions, and by manufacturers and caterers. It is available to hire and is provided with it's own inhouse mashgiach.

THE LAMM JEWISH LIBRARY OF AUSTRALIA

The Lamm Jewish Library of Australia (LJLA) is the largest Jewish library in Australia. The LJLA houses a vast collection of books, journals and audio visual resources, and its online system links collections across Victoria.

The library also offers a number of lectures and community events, Hebrew and English children story time, as well as the 'write your own story" program. For updated opening hours please go to **www.ljla.org.au.**

CONNECTING CULTURES

Zionism Victoria's mission of connecting Victorians with Israel is bolstered by its Jakob Frenkiel Connecting Cultures Program. As a free program, it's offered to all Victorian schools and communal organisations, aimed at fostering cross cultural awareness. Through educating and informing students and their teachers, Zionism Victoria enriches their understanding of Jewish culture and history, and the Jewish connection to Israel. It cultivates values of tolerance and respect btween communities.

BETH WEIZMANN
מרכז קהילתי בית וויצמן
Jewish Community Centre

Lamm Jewish Library of Australia
LJLA

CONNECTING CULTURES

YOUR OPTIONS
Sponsor Benefit Packages

MAJOR SPONSOR

As a Major or Lead Partner your company or organisation will receive all the benefits of a Partner with further benefits to tailored to suit your needs. You will receive:

- A personalised message from the CEO/President of your company or organisation included in our event program
- Opportunities for involvement in major event proceedings, with speaking and introductory roles available
- Further benefits to be tailored to suit your company or organisation

PARTNER
$15,000

- Inclusion of your company or organisational logo throughout our website and direct links to your website or social media on our sponsorship page
- Inclusion of your company or organisational branding at all Zionism Victoria events
- Inclusion of your company or organisational branding in all Yom Haátzmaut promotional material
- Full colour page advertisement in our Yom Haátzmaut Event Program
- Acknowledgement of support in the Australian Jewish News
- 8 reserved seats for the Yom Hazikaron commemoration ceremony
- 6 invitations to the Yom Haátzmaut cocktail reception at Victoria's Parliament House
- Formal invitations to all exclusive Zionism Victoria functions throughout 2021

PATRON
$10,000

- Inclusion of your company or organisational logo throughout our website and direct links to your website or social media on our sponsorship page
- Inclusion of your company or organisational branding at all Zionism Victoria events
- Inclusion of your company or organisational branding in all Yom Haátzmaut promotional material
- Full colour page advertisement in our Yom Haátzmaut Event Program
- Acknowledgement of support in the Australian Jewish News
- 6 reserved seats for the Yom Hazikaron commemoration ceremony
- 4 invitations to the Yom Haátzmaut cocktail reception at Victoria's Parliament House
- Formal invitations to all exclusive Zionism Victoria functions throughout 2021

CORPORATE SPONSOR

$7,500

- Inclusion of your company or organisational logo throughout our website and direct links to your website or social media on our sponsorship page
- Inclusion of your company or organisational branding at all Zionism Victoria events
- Inclusion of your company or organisational branding in most Yom Haátzmaut promotional material
- Full colour page advertisement in our Yom Haátzmaut Event Program
- 4 reserved seats for the Yom Hazikaron commemoration ceremony
- 2 invitations to the Yom Haátzmaut cocktail reception at Victoria's Parliament House

EVENT SPONSOR

$5,000

- Inclusion of your company or organisational logo throughout our website and direct links to your website or social media on our sponsorship page
- Inclusion of your company or organisational branding at all Zionism Victoria events
- Inclusion of your company or organisational branding in some Yom Haátzmaut promotional material
- Full colour page advertisement in our Yom Haátzmaut Event Program
- 2 reserved seats for the Yom Hazikaron commemoration ceremony

CUSTOM PACKAGES

Sponsorship opportunities are available for any of our existing programs, including:

- Educational and cultural events and campaigns, public forums including online lectures
- Advocacy activities including Israel learning workshops and our Connecting U E-Newsletter
- Social media campaigns and engagement activities
- Programs and initiatives run by The Lamm Jewish Library of Australia and Beth Weizmann Jewish Community Centre

Zionism Victoria
ציונות ויקטוריה

For more information please contact

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