



JEWISH LIFE CENTER

CHABAD • RALEIGH • NC

2022

RALEIGH COMMUNITY CHANUKAH CELEBRATION



SUNDAY, DECEMBER 18TH, 2022

Chabad of Raleigh | www.jewishraleigh.org/Chanukah22



"Gelt Drop" at 2021 Chanukah event

THE EVENT

Every year since 1990, Chabad of Raleigh organizes a community wide Chanukah celebration and public Menorah lighting. The event brings together the entire Raleigh community to celebrate the message of Chanukah together. Jews and non-Jews alike gather to learn about and celebrate the holiday.

The community Chanukah celebration has become a popular event with growing crowds each year, attracting hundreds of people from all ages. Families of all backgrounds bring their children to expand their cultural awareness and explore the history and practice of the Jewish religion.

- Car Menorah Parade - Bringing the joy of Chanukah to some of the local senior living homes
- Community Menorah Lighting & Gelt Drop
- Traditional Chanukah foods
- Free gifts and entertainment for children
- Festive music with a DJ & Petting Zoo
- Honoring You, Our Heroes
- Greetings from community leaders
- The lighting of the giant Menorah with music and celebration

THE PROGRAM

BIG PLANS FOR 2021

Following the success of last year's Chanukah event, we are making it our goal to expand and improve the celebration on a magnitude that our city has never seen! We plan to host a Covid-safe car parade, outfitting 50+ cars with car top Menorahs. The parade will end at Lafayette village at our grand event & outdoor Menorah lighting celebration. It would cost a total of \$10,000 to cover the expenses of this next huge step.



This year's parade featured a 10 ft. Menorah on wheels to spread the holiday joy!



Children get hands on with feeding & handling animals at a JLC petting zoo event in 2020

FEATURING: A LOCAL PETTING ZOO

Along side the music entertainment, this year we plan to host the lighting on Sunday afternoon with plenty of sun light for the little ones to come and have fun. We plan on having an petting zoo, face painting & other family friendly entertainment prior to the Menorah lighting ceremony.

HONORING "YOU," OUR HEROES

Last year we honored eight representative heroes from the community, corresponding to the eight lights of Chanukah. These individuals are shining lights among our community, dedicating themselves to the health and wellness of others throughout this trying time. Never ceasing to step up in the most high risk moments of this past year, they have been there for us time and time again, and for that we salute them.

This year's honoree will be determined closer to the event.



Lighting the Grand Menorah @ Chanukah event

**A representative from each category was honored
with lighting a candle on the big Menorah!**

THE CHANUKAH STORY

The holiday of Chanukah is a celebration of a miraculous victory by a small army called the Maccabees over a much larger Greek army who sought to eradicate Torah learning and practice. This victory was followed by another miracle pertaining to the oil used to light the Menorah in the Beit Hamikdash, the Holy Temple. The Jews found one small jug of pure oil with which to light the Menorah in the Temple. This small jug of oil, with only enough oil to last one day, lasted eight days. For 2,000 years, Jews have been celebrating Chanukah remembering the brave and noble fight for freedom by the Maccabees and the miracle of the oil that illuminated the menorah for eight days. We too, celebrate those among us who illuminate our lives - our community educators who dedicate themselves to the transformation of the hearts and minds of our future.



WHO WE ARE

Chabad of Raleigh (Sha'arei Israel) is a local nonprofit 501c3, that serves all ages and needs of the Raleigh Jewish community. Chabad of Raleigh is dedicated to bringing Jewish experiences and education to Raleigh and the surrounding communities. Chabad of Raleigh is a warm community dedicated to providing for the spiritual and physical needs of everyone, regardless of background or affiliation.

IN THE MEDIA



The Community Chanukah Event is a featured event at multiple media outlets every year - We project to have live media coverage of this year's event as we grow in size and numbers. Thousands of people will be met with the uplifting message of Chanukah this year. We would be honored if you would partner with us for this annual tradition.



The
News & Observer

WRAL NEWS

Sponsorship Opportunities

Event Sponsor | \$10,000

- A Menorah Gift
- Honored to light a candle of the Menorah and address the audience
- Listed on the flyer as the event sponsor
- Opportunity to give business cards or marketing items into swag bag hand delivered to each attendee
- Business advertised on event signage, website, and **full page** logo in event program book



Ben Hoffman - Local Food Lion AM lighting the grand Menorah - 2021 Chanukah event

Maccabee Sponsor | \$5,000

- A Menorah Gift
- Honored to light a candle of the Menorah.
- Listed on the flyer as the event sponsor
- Opportunity to give business cards or marketing items into swag bag hand delivered to each attendee
- Business advertised on event signage, website, and **half page** logo in event program book



Our 2021 Menorah car parade brings joy to local senior residences



Community volunteers stop for a picture in front of the grand Menorah

Menorah Level Sponsor | \$1,800

- A Menorah Gift
- Opportunity to give business cards or marketing items into swag bag hand delivered to each attendee
- Business advertised on event signage, website, and a **quarter page** logo in event program book

Latke Level Sponsor | \$1,000

- A Dreidel gift
- Opportunity to give business cards or marketing items into swag bag hand delivered to each attendee
- Business advertised on event signage, website, and logo in event program book

Doughnut Level Sponsor | \$500

- A gift
- Opportunity to give business cards or marketing items into swag bag hand delivered to each attendee
- Business advertised on event signage, website, and logo in event program book

Dreidel Level Sponsor | \$250

- Opportunity to give business cards or marketing items into swag bag hand delivered to each attendee
- Business advertised on event signage, website, and logo in event program book

We are also looking for sponsors with renting/buying the following items:

Production Company

Drinks

Stage

Sound System

Lights

Printing

Event Photographer

Sponsorship of these items will be considered the level of sponsorship equivalent to the value of their donation.



Shot in motion of 2021 Menorah car parade

To Become a Sponsor

Visit

www.Jewishraleigh.org/Chanukah22

Thank You

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