



April 15, 2021

Dear Members & Friends of Beth Shir Shalom,

On June 19, 2021, we will gather virtually for our **Annual Gala and Auction**. As you know, this important event is part of our ongoing history and sustains our programs and institutional needs. This year we will also publish a **Keepsake Message Book**, to help us appreciate Rabbi Emeritus Neil Comess-Daniels, thank Interim Rabbi Jim Simon and say hello to Incoming Rabbi Alex Kress. We will offer the opportunity to place messages to our clergy and to all our members.

Also, individuals, groups and companies are invited to **sponsor** the event, for which they will be prominently acknowledged. Whether you choose the Bronze, Silver or Gold level, your help in underwriting printing, gift bag and other costs will help all of our donations go farther to support Beth Shir Shalom's goals.

For our **Online Auction** this year, we have begun to solicit local businesses and vendors in our community for donations. We've always asked our members and friends to help solicit and donate auction items; please see our Auction Item Idea List. Have each vendor or donor complete the enclosed **Contribution Agreement** with as much detail as possible and return it to the Temple office. If you need additional forms, please contact the Temple office and we'll be delighted to get more to you.

Your generous spirit is an important investment in the future of our community. We thank you in advance for your participation. We also hope you will attend the event. Watch for the invitation coming to you soon.

Thank you!

Sincerely,

Natalie Rothenberg and Cynthia Barzilai

# *BSS 2021 Sponsorship / Ad Deck Deadlines*

## Sponsorship

*Please acknowledge me as an event Sponsor. Deadline is May 17, 2021.*

		<i>Donation of:</i>
<i>Bronze</i>	<i>Invitations</i>	<i>\$180</i>
<i>Silver</i>	<i>Gift Bags</i>	<i>\$360</i>
<i>Gold</i>	<i>MessageBook</i>	<i>\$720</i>

## Keepsake Message Book

*Please reserve my Message Book ad space (10% discount on 3 or more)*

<i>How Many</i>	<i>Ad Size</i>	<i>Dimensions</i>	<i>Price</i>
	<i>Full Page</i>	<i>6 5/8 x 8 7/8" vertical</i>	<i>\$108</i>
	<i>Half Page</i>	<i>6 5/8 x 4", horizontal</i>	<i>\$72</i>
	<i>Quarter Page</i>	<i>3" x 4, vertical</i>	<i>\$54</i>
	<i>ShirGram</i>	<i>Up to 100 words</i>	<i>\$36</i>

*Create your ad with words, photographs and or images. Deadline is May 17, 2021.  
Email or Upload a .jpeg or .png file to [insiderssystem@msn.com](mailto:insiderssystem@msn.com). Please call the office at  
310-453-3361 or email [office@bethshirshalom.org](mailto:office@bethshirshalom.org) if you have any questions.*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Check \_\_\_\_\_ or Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

*Please note that a 3% Convenience Fee will be added to credit card purchases.*

## **Silent Auction Ideas**

*Beth Shir Shalom needs your help stocking our Silent Auction. The auction will be live online for a number of weeks, and friends and family members all over the country can be invited to bid. We hope everyone in our community will give, solicit or create at least one item.*

**GIVING** - *If you have a business, consider promoting it with a free consultation, gift certificate or item. Check the clearance section, or think of regifting a boxed or tagged item or garment from your home. Another option is purchasing a gift card, or donating money to sponsor our online auction. Maybe you can even offer a work of art, an antique or an autographed photo or book.*

**SOLICITING** - *Please think of the restaurants, stores, haircut and manicure salons, masseuses, tutors, and teachers that you patronize. In this unusual year, many artisans, small businesses and local eateries might need our support just as much as we need theirs. Alongside the possibility of asking for a donation, consider buying a gift card, or requesting a matching donation. For instance, some restaurants might be willing to provide a \$50 gift card for \$25 – they get some cash flow and some promotion.*

**CREATING** - *Imagine an auction item that shows who YOU are, a thing or experience you can title and tell about. Then, Beth Shir Shalom members can get to know each other by bidding on these special items with their names and stories. Consider these examples, and remember, we can help you put together an auction entry to benefit our community. Just ask!*

*\*Meal / Dessert / Cocktail*

*Assemble recipe, container, implements, non-perishable ingredients. Example: Jules R.'s Best Chili Recipe, with, pot, wooden spoon, canned beans & seasonings.*

*\*Hobby / Skill / Craft / Art Project*

*Offer supplies, tools, written instructions, or scheduled tele-class. Example: Natalie's Flea Market Bead collection with Jewelry making Kit.*

*\*One-Of-A-Kind Experience or Event*

*Online cooking class? Vaccinated Tea Party? Backyard Puppy Playdate? Guided Hike? Something that's fun for you will be fun for others and can benefit our community.*

*Please call with your idea – we can help develop it into an item that will bring in needed funds to keep Beth Shir Shalom strong and growing. Solicitation Letter and Donation Form are attached.*

Dear Neighbor,

*Beth Shir Shalom is a progressive, inclusive temple in Santa Monica, dedicated to improving the world as we express our heritage and values through music, learning and pursuit of justice. Our temple has an accredited preschool, a dynamic religious school and youth group, and an active adult education program, so our member families and guests represent all ages, and hail from all over the west Los Angeles area. We engage with other communities whenever possible.*

*We hope you will consider promoting your business by donating a gift card, service or item to be auctioned off as part of our annual fundraiser. The money we raise goes toward maintenance and our efforts in local and global social action. Online bidding will begin early June and be capped off by our June 19 Gala Event, so you can expect exposure among and beyond our membership, along with recognition on our active Facebook Page and other outreach materials.*

*Please contact me or return the form at your earliest convenience.*

*Many thanks for your support,*

Natalie Rothenberg

Event Co-Chair \* Cell 310.739.1146 \* [insiderssystem@msn.com](mailto:insiderssystem@msn.com)

CONTRIBUTION AGREEMENT/RECEIPT

DESCRIPTION: Item Name \_\_\_\_\_ Value \$ \_\_\_\_\_

Size, quantity, color, brand name, etc. \_\_\_\_\_

Description for Catalogue \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Conditions/Restrictions, including expiration date, if any \_\_\_\_\_

\_\_\_\_\_

CONTRIBUTOR INFORMATION

Business Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

Thank you! Your Donation is Tax Deductible to the extent allowable by law. BSS TAX ID 95-1551433

Beth Shir Shalom \* 1827 California Ave \* Santa Monica, CA 90403 \*

TEL 310-453-3361 \* FAX 310-453-6827 \* [BethShirShalom.org](http://BethShirShalom.org)