

# PEACE IN ISRAEL WEEK SPONSORSHIP PACKAGES



**Hillel**  
San Diego

# Hillel San Diego

## WHAT IS PEACE IN ISRAEL WEEK?



Peace in Israel Week is Hillel of San Diego's **largest and most impactful week** of engagement each year, reaching over 3,000 students and community members, Jewish and non-Jewish, through immersive experiences centered on Israel education, culture, wellness, and community. This **internationally recognized and award-winning** initiative has become a cornerstone of our campus presence, recognized for its innovation and ability to bring students and allies together in meaningful ways. At a time when Jewish students are seeking connection, understanding, and visible support, **your sponsorship ensures these powerful moments continue** by strengthening Jewish pride, fostering cross-community relationships, and empowering the next generation to engage thoughtfully and confidently with Israel – all at no cost to students.

# SCHEDULE OF EVENTS

**MON**  
**5/11**

**SABABA FAIR | 12:00 PM- 4:00 PM**

The Sababa Fair kicks off the week by engaging hundreds of students on Library Walk through interactive tabling, culture, and conversation. Sponsors gain meaningful face-to-face engagement with students and faculty, both Jewish and non-Jewish, while supporting a welcoming, high-energy entry point into Jewish life and Israel education on campus.

**TUES**  
**5/12**

**SUN GOD CARNIVAL | 5:00 PM- 10:00 PM**

New to this year's event lineup, this campus-wide celebration will draw thousands of students! Sponsorship places your organization at the center of an evening filled with food, rides, games, and community—creating joyful, affirming experiences that reach Jewish and non-Jewish students alike.

**WEDS**  
**5/13**

**ART THERAPY | TBD**

Experience art with a purpose! This thoughtful, wellness-focused program will connect over 100 students to Israel through creativity and reflection. In partnership with the San Diego-HaNegev initiative, art therapy provides a supportive space for storytelling, emotional expression, and resilience. This program is geared towards reflection and connections during times of heightened stress and uncertainty.

**THURS**  
**5/14**

**SHUK | 6:00 PM- 9:00 PM**

Join us for an immersive cultural marketplace celebrating Israeli and Diasporic Jewish life! The Shuk brings together food, music, and hands-on experiences that foster curiosity, pride, and connection. Sponsors help bring Jewish culture to life in a vibrant, inclusive setting that draws wide student participation with nearly 2,000 participants last year!

**FRI**  
**5/15**

**ISRAEL SHABBAT | 6:00 PM- 9:00 PM**

To celebrate the culmination of an exciting week, this Israel Shabbat welcomes nearly 100 students into a warm, inclusive space for rest, reflection, and community. Sponsorship supports a meaningful end-of-week gathering where students connect through tradition, shared meals, and conversation, often serving as a powerful anchor of belonging during the academic year.



**NAMING OPPORTUNITIES**

\$50,000 • PRESENTING SPONSOR

\$10,000 • SUN GOD CARNIVAL SPONSOR

\$5,400 • ISRAEL SHABBAT SPONSOR

**SIGNAGE OPPORTUNITIES**

\$3,600 • BOOTH SPONSORSHIPS

\$2,500 • ART THERAPY EVENT SPONSOR

\$360 • SABABA FAIR TABLE SPONSOR








INTERESTED? EMAIL STEPHANIE LAHAT AT [SLAHAT@HILLELSD.ORG](mailto:SLAHAT@HILLELSD.ORG)





**\$50,000 • PRESENTING SPONSOR**

## **INCLUDES**

-  Opportunity to name Peace in Israel Week after you or your company
-  Invitation to attend Art Therapy Event
-  Shuk Booth Sponsorship
-  Signage recognition at the Sun God Carnival
-  Table at the Sababa Fair on Library Walk
-  Invitation to attend Israel Shabbat
-  Name or logo included in all email, website, and social media promotions



## **YOUR IMPACT**

As our Presenting Sponsor, you make Peace in Israel Week possible by supporting a comprehensive, campus-wide effort that focuses not only on student engagement, but also on educating the broader community about Israel! Peace in Israel Week – named after YOU – is Hillel of San Diego’s biggest outreach and engagement endeavor of non-Jewish students and community members, reaching over 3,000 people. Your sponsorship makes that possible!



# \$10,000 • SUN GOD **CARNIVAL** SPONSOR

## INCLUDES

-  Name or logo on all Peace in Israel Week Sun God Carnival materials
-  Prominent signage at the Sun God Carnival

## YOUR IMPACT

This sponsorship promotes Jewish joy, community pride, and positive engagement with Israel across campus. It allows students, both Jewish and non-Jewish, a space to come together at this high-attendance, high-visibility event.





# \$5,400 • ISRAEL SHABBAT SPONSOR

## INCLUDES

-  This level sponsors Israel Shabbat at the Beverly and Joseph Glickman Hillel Building on Friday, May 15, with this year's Shabbat event named after YOU!
-  Invitation to join 100+ students for Shabbat
-  Recognition during Shabbat and in all promotional materials

## YOUR IMPACT

This naming opportunity sponsorship creates a meaningful Shabbat experience where students can celebrate Jewish life, strengthen community, and reflect on Israel through tradition, learning, and togetherness. Sponsors are invited to join our students in this celebration that serves as the culmination of an incredible week!





# Hillel San Diego

## \$3,600 • BOOTH SPONSORSHIPS

### INCLUDES

- ☪ Name or logo displayed on a booth of your choice at the Peace in **Israel Week Shuk**  
*Booths represent Jewish communities in the diaspora, and will serve the food of that community*
- ☪ **AND** name or logo displayed on a booth of your choice at the Peace in Israel Week **Sun God Carnival**
- ☪ And, recognition in select event promotional materials

### YOUR IMPACT

This sponsorship opportunity gives you exposure at the week's two biggest events! These fun and engaging community initiatives offer exposure to thousands of students on campus and serve as an access point to Israeli culture, food, and joy!



## \$2,500 • SHA'AR HANEGEV **ART THERAPY** SPONSOR

### INCLUDES

- 🌟 Name or logo included in related promotional materials
- 🌟 Exclusive recognition at the Art Therapy event
- 🌟 Invite to attend Art Therapy event where students, in partnership with Beit Melecha in Sha'ar HaNegev, create artwork to display at the Shuk event the following day!

### YOUR IMPACT

Your sponsorship supports student wellness by providing a healing space for reflection, creativity, and emotional processing, especially important during times of heightened stress and global uncertainty. Nearly 100 students are expected to participate in the event, enjoying an experience that is both intimate and immersive, all while strengthening our connection to our sister city in the Negev.



## \$360 • SABABA FAIR TABLE

### INCLUDES

- ☼ Name or logo on the Sababa Fair Promotional Flyer  
*Take the opportunity to get your name or organization directly in front of students and be on campus with us!*
- ☼ Table at the Sababa Fair on Library Walk (17 available)

### YOUR IMPACT

This is YOUR chance to get yourself or your organization on campus and in front of students! Your support helps create a welcoming, accessible entry point for students and allies to learn and engage around Israel.



# INTERESTED?

MAKE YOUR IMPACT TODAY

EMAIL STEPHANIE LAHAT  
[SLAHAT@HILLELSD.ORG](mailto:SLAHAT@HILLELSD.ORG)



**Hillel**  
**San Diego**

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