

# RISING TIDE NETWORK GLOBAL GATHERING SPONSORSHIP GUIDE 2022

NAASEH V'NISHMAH:  
CONNECT  
CREATE  
CROSS-POLLINATE

MAY 9-10, 2022  
VIRTUAL



RISING TIDE

OPEN WATERS MIKVEH NETWORK



# ABOUT RISING TIDE

## WHAT IS THE “OPEN MIKVEH” MOVEMENT?

The ritual of immersion in a mikveh is one of Judaism’s oldest practices. However, until recently, this powerful experience was effectively off-limits to a majority of Jews. The open mikveh movement is committed to making mikveh accessible to Jews of all denominations, ages, genders, sexual orientations, and abilities.

The Rising Tide Network was founded in 2017 to foster this vision of mikveh and open the doors to the mikveh for everybody in the Jewish world.

The mikva’ot (plural of mikveh) affiliated with the Rising Tide Network take a welcoming and inclusive approach to ritual immersion and encourage the full diversity of the Jewish community to discover and embrace this spiritual practice unlike any other.



## WHAT IS THE GATHERING?

The Gathering is attended by members and supporters from all over the world. For two days, participants will study, connect with colleagues, share best practices, collaborate on shared, Network-wide initiatives, and gain skills for achieving their mikveh goals.

# WHY SPONSOR?

## **MAKE AN IMPACT**

As a sponsor of the 2022 Rising Tide Gathering, you will help make it possible for Jews across the country and around the world to experience meaningful ritual immersion, no matter who they are or where they live.

## **GAIN VISIBILITY**

Through your sponsorship package, your organization will be promoted not only to our participants at the Gathering, but to an international audience through our social media channels leading up to the event.

## **CONNECT WITH A DIVERSE AUDIENCE**

The Rising Tide Network spans six countries and represents more than 30+ diverse Jewish communities across the world with emerging or established mikva'ot. Event participants hold a wide range of roles like clergy, executive directors, administrators, facility managers, ritual facilitators, educators, communications and fundraising professionals, students, consultants, facilitators, and volunteers of all ages, religious denominations, and demographics. As a sponsor, you will have opportunities for deep engagement with these audiences, planting seeds for future collaboration.



# ABOUT SPONSORSHIP



Rising Tide's parent organization, Mayyim Hayyim, is a 501(c)3 non-profit organization. Your sponsorship qualifies for a tax deduction.



Attendees will represent dozens communities in 20 states. Their work ultimately reaches thousands of people in their local communities.



Many members are in the building process and actively seeking new vendor relationships, and members with existing sites are always looking for the best deals.

# SPONSORSHIP LEVELS

## TIDAL WAVE - \$1,000

- Large logo, name, and link featured on event page
- Logo, name, and link featured in all event-related emails
- Custom ad (image or video) featured in digital event program book
- Featured exhibitor table in virtual exhibit hall during live networking session
- 15-minute live video on Rising Tide social media accounts
- Customizable, dedicated e-newsletter featuring your organization
- Opening remarks for an event session

## STREAM - \$612

- Large logo, name, and link featured on event page
- Custom ad (image) featured in digital event program book
- Logo, name, and link featured in all event-related emails
- Exhibitor table in virtual exhibit hall during live networking session
- 3-minute pre-recorded video spotlight on Rising Tide social media

## RIPPPLE - \$360

- Medium logo, name, and link featured on event page
- Medium logo, name, and link featured in digital event program book
- Name and link featured in all event-related emails
- Attend a live networking session with all participants



# SPONSORSHIP FORM

Fill out the form on the following pages to purchase a sponsorship for Rising Tide's 2022 Virtual Annual Gathering, Na'aseh V'Nishmah. You may submit the form by email or mail, or complete the form online.

If you want to learn more, or have questions about sponsorship, please contact Lucy Marshall, Director of Rising Tide:  
lucym@mayyimhayyim.org or  
617-244-1836, ext. 214.

Email to: [risingtide@mayyimhayyim.org](mailto:risingtide@mayyimhayyim.org)  
Mail to: 1838 Washington St., Newton, MA, 02466  
Or register online at:  
[www.risingtideopenwaters.org/gathering2022](http://www.risingtideopenwaters.org/gathering2022)



# SPONSORSHIP FORM

## CONTACT INFORMATION

Company: \_\_\_\_\_

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

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

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

\_\_\_\_\_

## SPONSORSHIP LEVEL

TIDAL WAVE - \$1,000

STREAM - \$612

RIPPLE - \$360

## PAYMENT

A check made payable to Mayyim Hayyim is enclosed

I would like to pay by credit card, please call me

I will pay online at [www.risingtideopenwaters.org](http://www.risingtideopenwaters.org)

Please send me an invoice by mail / email

Rising Tide is an initiative of Mayyim Hayyim

Mayyim Hayyim is a registered non-profit, 501(c)(3) organization, EIN# 31-1753931

1838 Washington Street, Newton, MA 02466

[mayyimhayyim.org](http://mayyimhayyim.org) | [risingtideopenwaters.org](http://risingtideopenwaters.org) | 617-244-1836