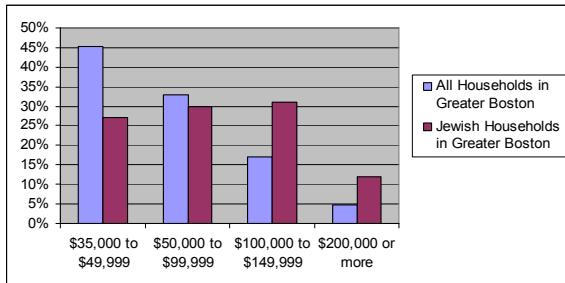


WINTER LIGHTS GALA OVERVIEW

HONORING MYRA AND ROBERT SNYDER
SUNDAY, DECEMBER 7, 2008 • 10 KISLEV 5769
AT TEMPLE SHIR TIKVA, WAYLAND

DEMOGRAPHICS OF THE METROWEST JEWISH COMMUNITY



2005 Boston Community Survey for Combined Jewish Philanthropies

Jewish households in Greater Boston are represented disproportionately in the upper income brackets.

In addition, there are about 57,000 Jews living in Metrowest, and Metrowest has the fastest-growing Jewish population in Massachusetts.



MWJDS GALA: SMART USE OF YOUR MARKETING DOLLAR

The Jewish community in Metrowest pays attention to the gala and who sponsors it.

Marketing benefits:

- Inclusion in gala program book (400 hardcopies with estimated readership of 1200)
- Recognition on the gala website (goal: ~1,500 hits over 5 months)
- Auction sponsors of \$500+ featured on premium location on auction section of the gala website with ability to click through to company website

New!

How MWJDS will drive traffic to your company's listing on the gala website:

- Link to gala website on the MWJDS website (~12,000 hits annually)
- Press releases with link to local papers (2 times in 3 papers over 2 months)
- Mailed newsletters with link to 5000+ Metrowest homes (1x)
- Emailed newsletters with link to 1000+ Metrowest families (3x over 3 months)
- Flyers with link distributed throughout Metrowest

SUMMARY OF METROWEST JEWISH DAY SCHOOL (MWJDS)

MWJDS is a private elementary school in Framingham committed to excellence in both general and Jewish studies. The school welcomes and respects diverse Jewish traditions, as well as learning styles. Launched in 2003, MWJDS has 60 students and is the only Jewish day school between Route 128 and Worcester. MWJDS is a magnet for families west of Boston, attracting future residents to the area.

The Winter Lights Gala is one of the premier events on the Metrowest Jewish calendar. The event honors leaders in the Jewish community and features world-class performances. In 2008, Michael Allosso will present a musical cabaret and tribute to Broadway.

MetroWest Jewish Day School: *Education for Life*

29 Upper Joclyn Avenue, Framingham, MA 01701 . P: 508.620.5554 . F: 508.620.0945 . W: www.mwjds.org

