



CHABAD
FRISCO

2020

FRISCO COMMUNITY CHANUKAH CELEBRATION

SUNDAY, DECEMBER 13, 2020

Chabad of Frisco | www.chabadfrisco.org/Chanukah



THE EVENT

Every year since 2014, Chabad of Frisco organizes a community wide Chanukah celebration and Public Menorah Lighting. The event brings together the entire Frisco community to celebrate the message of Chanukah together. Jews and non-Jews alike join in learning about and celebrating the Holiday.

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

- Drive in Concert and Menorah Lighting featuring Yoel Sharabi
- Traditional Chanukah foods
- Free gifts and entertainment for children
- Festive music with a live Jewish singer
- Honoring Health Heroes
- Greetings from community leaders
- The lighting of the giant Menorah with music and celebration

THE PROGRAM

BIG PLANS FOR 2020

This year, we are making it our goal to expand and improve the celebration to an event our city has never seen! Motivated by the ever changing circumstances due to Covid, we want to host a socially distant outdoor lawn concert featuring a Jewish singer to create a cultural musical arts experience for all the citizens of Frisco, as part of our Chanukah celebration. It would cost a total of \$15,000 to cover the expenses of this next huge step.



FEATURING: YOEL SHARABI

Yoel Sharabi has captivated his audiences with his wide repertoire and his dynamic style. He is a master of Modern Israeli, Classic Yemenite, and popular Chassidic melodies. Yoel delivers his songs in a variety of languages and styles. His charisma brings an excitement to his music that is hard to contain.

In concert halls and on stages throughout the world,

HONORING MEDICAL HEROES

This year we plan to honor eight Medical 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 our communities throughout this trying year. Never ceasing to show up to work in the most high risk moments of this past year, they were there when no one else could be, and for that we salute them,



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 Macabbes 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.



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WHO WE ARE

Chabad of Frisco is a local nonprofit 501c3, that was started in 2014 by Rabbi Mendy and Mushkie Kesselman.

Chabad of Frisco is dedicated to bringing Jewish experiences and education to the Frisco and surrounding communities.

Chabad of Frisco is a warm community dedicated to providing for the spiritual and physical needs of everyone regardless of background or affiliation.



Cheney Frisco Mayor Jeff Cheney lights the first candle on the giant menorah in Simpson Plaza last year.

COURTESY OF ASHLEIGH ORCHID PHOTOGRAPHY

Chabad Frisco to honor shooting victims in Chanukah celebration

LIZ MCGATHEY
limgathey@starlocalmedia.com

Chabad of Frisco will celebrate its fifth annual Public Menorah Lighting and Chanukah celebration starting at 4:30 p.m. Dec. 2 in Simpson Plaza across from the City Hall, 6101 Frisco Square Blvd.

Rabbi Mendy Kesselman said the community-wide event has been a hit since Day 1 and has grown every year since.

"Interestingly enough, the first year that we did it, we got much more people than we thought we would get," he said. "It's become a

way up the community calendar as something people are looking forward to every year."

The main event of the evening includes lighting the massive, 8-foot menorah and a few words from Frisco Mayor Jeff Cheney. This year, Kesselman will make a special dedication to the 11 victims of the mass shooting at Tree of Life synagogue in Pittsburgh on Oct. 27.

"We'll mention their names and dedicate the lighting and public display of Jewish pride in their honor and in their memory," he said. "More than focusing on the tragedy, (we will be) encouraging everybody

IN THE MEDIA

The Community Chanukah Event has been covered by multiple media outlets every year - being featured on the front page of local papers and on TV news stations. We project to receive even more media coverage this year as we grow in size and numbers. Thousands of people will be met with the uplifting message of Chanukah this year. We would love if you would be a part of that too.



STAR LOCAL MEDIA

The Dallas Morning News

Sponsorship Opportunities

Event Sponsor | \$10,000

- A Menorah Gift
- Honored to light 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



Maccabee Sponsor | \$5,000

- A Menorah Gift
- 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





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.



To Become a Sponsor

Visit

www.ChabadFrisco.Org/Chanukah

Thank You

Rabbi Mendy Kesselman

214.460.7773 | Rabbi@ChabadFrisco.org

Mrs. Mushkie Kesselman

214.274.0752 | MushkieKesselman@gmail.com