



# 2011 JCC MACCABI GAMES PHILADELPHIA, PA AUGUST 14-19



The JCC Maccabi Games are an international Olympic-style sporting event held every summer in North America. Over 5,000 Jewish athletes from around the world participate in this week long extravaganza that combines the love of sports with community service and Jewish

heritage. Over 100,000 teens have benefitted from the JCC Maccabi Games since 1982. **IN SUMMER, 2011 THE JCC MACCABI GAMES ARE COMING TO PHILADELPHIA FROM AUGUST 14-19!**

With Philadelphia as proud Host City for the 2011 Games, the Kaiserman JCC has enlisted the efforts of Eric Shipon and The Shipon Group to embark on the largest outreach the Philadelphia Jewish community has ever been a part of. To prepare and provide this remarkable experience, the JCC is conducting a \$1 Million Maccabi Campaign to support the JCC Maccabi Games activities.

The Maccabi Games provide a unique combination of sports, cultural and social activities, which begin with Opening Ceremonies, and the March of the Jewish Athletes, to the 1972 Munich Olympians Tribute, to the festivities, swearing in, singing of Hatikvah, lighting the Maccabi Torch to the Games and activities themselves! Incorporated into the Games are "Days of Caring and Sharing," where all athletes and coaches work with community charitable organizations such as Variety Club, Special Olympics, area soup kitchens, the homeless and more, all in the interest of community, teamwork, integrity and pride.

**WE NEED THE JEWISH COMMUNITY TO SUPPORT THE GAMES! YOU WILL NEVER BE SO REWARDED AND FULFILLED.**



## Company History

The Shipon Group specializes in sponsorship creation, strategic alliances, endorsements, sales, marketing, and management for major entertainment, cultural and sporting events, venues, team and touring properties. From plan, to sale, to implementation and recap, The Shipon Group will both create and manage sponsorship sales and development for its clients.

President Eric Shipon, often recognized as one of the most innovative, respected and creative forces in this niche industry of "Sponsorship," has been developing his relationship-driven rolodex, which includes local, national and international clients since 1991.

## Contact Information

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