

**Step 1: Intake**

Today's Date: \_\_\_\_\_ Submitted By: \_\_\_\_\_

Line 1  
 Event Name: \_\_\_\_\_ *34 character limit*

Line 2  
 Event Date: \_\_\_\_\_ Start time: \_\_\_\_\_ End time: \_\_\_\_\_ Add'l Dates \_\_\_\_\_

*Requestor requires set-up and/or breakdown time*  No  Yes ➔ *If yes, how long? Describe*

**\*REQUIRED\***

**Promotional  
Blurb**

*Max 125 words. Verbiage is subject to editing*  
 Be sure to include all interesting and provocative information, names of speakers, presenters or VIP in attendance, anything interesting!

Name/Email for Calendar: \_\_\_\_\_ Est. # of attendees? \_\_\_\_\_

Is your event being held at CBD?  Yes ↓  No ➔ *If not, where?* \_\_\_\_\_

Room Request:  Mercaz  Studio  Beit T'fillah  Board Rm  Social Hall  Kitchen  Beit Midrash

Set-Up Type:  "U"  Square  Seminar Style  Theater Style  See Attached

Who does the **office** call with event planning questions? \_\_\_\_\_

Advance sign-up/RSVP/registration?  No  Yes **RSVP Deadline:** *Deadline will be determined by office*

Requested RSVP Deadline: \_\_\_\_\_ *RSVP Email (if different than calendar email)*

**Meal Options**

Will you be offering food or beverage?  No  Yes  
 Beef  Chicken  Parve  
 Will there be a: gluten free option?  No  Yes  
 vegetarian option?  No  Yes

*Contact Barbara Biran (Biran@beth-david.org) to make arrangements for food*

**Pricing<sup>i</sup>**

EARLY BIRD<sup>ii</sup>  REGULAR

*Early Bird deadline is 14 days prior to final deadline.*

Tots (0-4) \_\_\_\_\_

Child (5-12) \_\_\_\_\_

Teen (13-17) \_\_\_\_\_

Adult (18 & Over) \_\_\_\_\_

*Non-Member Pricing Attached*

**Payment**

Charge Member Acct  
 Credit Card / Prepaid  
 Pay at Door:  Charge Mbr Acct  
 Cash  
 Square (*approval req*)

Line 15 **INCOME** Dept # \_\_\_\_\_ Line \_\_\_\_\_  
*REQUIRED REQUIRED if charging admission, or selling tickets*

Line 16 Will you be **charging** for alcohol?  No  Yes ➔ *If 'Yes,' you will need to obtain a liquor license for event*

I **only** require a calendar entry (no publicity); I have completed the:  **Publicity Details**

**Intakes are due the Monday of the week two weeks before your first deadline.**

Please email this form to [intake@beth-david.org](mailto:intake@beth-david.org). \*\* Confirmation of approval via reply email within 10 business days.

## Publicity Details

SEND TO: INTAKE@BETH-DAVID.ORG

### Event Planning

#### BULLETIN

Y  N Do you want this event included in the Shabbat Bulletin?\*

Please run

Friday,

Enter date  
here

Friday,

Enter date  
here

Friday,

Enter date  
here

Friday,

Enter date  
here

\* request is not a guarantee of placement

#### D'VAR

Y  N Do you want a full page flyer in D'var?

Y  N Do you need a flyer created?

Y  N Please run bulletin information as space allows (free)

Please run in the following D'var:

\_\_\_\_\_ Month

\_\_\_\_\_ Month

\_\_\_\_\_ Month

#### PUBLICITY SEGMENTS

Jewish Federation Calendar

Facebook

Jewish-Oriented Online Calendars

—Event will appear on calendars such as  
*Jweekly.com and Bayjew.org*

Non-Jewish Online Calendars

— Events will appear on calendars such as  
*sanjose.com and patch.com*

#### AUDIENCE

Household w/ Young Children under 5

Youth (7-12)

Young Adults (21 – 33)

Household w/ Young Children 5 - 12

Teens (13 – 17)

Adults (33 – 54)

Seniors (55+)

#### UPCOMING DEADLINES

	D'var Deadline	Intake Due
December	11/5	10/21
January	12/5	11/18
February	1/5	12/16
March	2/5	1/20

<sup>i</sup> This is **member** pricing. If you have different pricing for non-members,

<sup>ii</sup> Pricing will automatically increase 40% after Early Bird deadline as well as at-the-door pricing will include a 50% increase over Early Bird.