**Event Initiation Form**

**Required for All Beth David Events & Calendar Entries**

**SEND TO: intake@beth-david.org**



**Step 1: Intake**

*Be sure to include all interesting and provocative information, names of speakers, presenters or VIP in attendce, anything interesting!*

|  |  |  |  |
| --- | --- | --- | --- |
| Line 1 Todays Date: |  | Submitted By: |  |
| Line 1 Event Name: |  |  *34 character limit* |
| Line 2 Event Date: |  | Start time: |  | End time: |  | *Add’l Dates* |  |
|  |  |
| Line 6 *Requestor requires**set-up and/or breakdown time* | [ ]  No [ ]  Yes **🡆**  | *If yes, how long? Describe* |  |
| ***\*REQUIRED\****Line 7 **Promotional Blurb** *Max 125 words. Verbiage is* *subject to editing* |  |
| Line 8 Name/Email for Calendar: |  | Est. # of attendees? |  |
|  Is your event being held at CBD?  |  [ ]  Yes 🡇 [ ]  No **🡆** | *If not, where?* |  |
| Line Room Request: | [ ]  Mercaz [ ]  Studio [ ]  Beit T’fillah [ ]  Board Rm [ ]  Social Hall [ ]  Kitchen [ ]  Beit Midrash |
| Line 11Set-Up Type: | [ ]  “U” [ ]  Square [ ]  Seminar Style [ ]  Theater Style [ ]  See Attached  |
| Line 12 *Who does the* ***office*** *call**with event planning questions?* |  |
| Line 13 Advance sign-up/RSVP/registration? | [ ]  No [ ]  Yes | RSVP Deadline: | ***Deadline will be determined by office*** |
| Line 14 Requested RSVP Deadline: |  |  |  |
|  |  | *RSVP Email (if different than calendar email)* |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Meal Options** |  | **Pricing[[1]](#endnote-1)** |  | **Payment** |
| Will you be offering food or beverage? |  [ ] No [ ]  Yes  | [ ]  EARLY BIRD[[2]](#endnote-2) [ ]  REGULAR *Early Bird deadline is 14 days prior to final deadline.* |  | [ ]  Charge Member Acct |
|  | [ ] Beef [ ] Chicken [ ] Parve | *Tots (0-4)* |  |  | [ ]  Credit Card / Prepaid |
| Will there be a: | gluten free option? [ ] No [ ]  Yes  | *Child (5-12)* |  |  | Pay at Door: | [ ]  Charge Mbr Acct |
|  | vegetarian option? [ ]  No [ ]  Yes  | *Teen (13-17)* |  |  |  | [ ]  Cash |
| *Contact Barbara Biran (**Biran@beth-david.org**) to make arrangements for food* | *Adult (18 & Over)* |  |  |  | [ ]  Square (*approval req*) |
|  |  |  |  |  | *Non-Member Pricing Attached* [ ]  |  |
| 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 havecompletedthe: [ ]  ***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**. \*\* 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-Oriented0nline 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 |  |

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1. This is ***member*** pricing. If you have different pricing for non-members, [↑](#endnote-ref-1)
2. Pricing will automatically increase 40% after Early Bird deadline as well as at-the-door pricing will include a 50% increase over Early Bird. [↑](#endnote-ref-2)