

**J LIVE**  
 AT THE **GORDON**  
**MARCH 27, 2025**

**RECOGNIZING...**

**Myrna Cardin**

JCC Bezael Leadership Awardee



**FEATURING...**

**Drummer Max Weinberg on His 'Jukebox' Tour**

Max has spent 43 years touring the world with Bruce Springsteen and the E Street Band and was the bandleader for Conan O'Brien's late night talk show for 17 years.



**Event Chairs:**

**Laura & Jason Rubenstein and Tammy & Fred Heyman**

**Celebrating the JCC and its Impact in the Community**

Throughout the year, more than 60,000 individuals visit the JCC and the Gordon Center. They come as members or guests to enjoy our sports and wellness facilities, to participate in the Stoler Early Childhood Center, J Camps, or our other enrichment experiences. Many also come as patrons of the Gordon Center to see dynamic live music, dance, and family performances or to attend community events.

J Live at the Gordon is one of the JCC's signature annual events featuring an evening of fun and entertainment while also increasing awareness about the JCC's unique ability to effectively serve Jews across the religious spectrum as well as the broader community. Your support of J Live enables the JCC to raise funds for need-based scholarships that ensure individuals and families can participate in JCC programs such as preschool, inclusion programming, J Camps, JCC Maccabi and Membership. **Each year the JCC provides more than \$330,000 in need-based financial assistance that provides support to as many as 700 families.**

**OUR 2025 BEZALEL AWARDEE...**

We are thrilled to present **Myrna Cardin** with the 2025 JCC Bezael Leadership Award. In addition to being a lifelong JCC member, Myrna served as Board Chair from 1993 to 1995. Other leadership roles included past president of the Baltimore Jewish Council, the Associated's Baltimore Jewish Life Lead Team and the Baltimore Hebrew Institute Advisory Committee at Towson University. Myrna is also a past board member of Jewish Community Services and ACHARAI (now Na'aleh). In the general community Myrna was Chair of the Board of Visitors for Towson and served on the boards of the Baltimore Leadership School for Young Women and the University of Maryland Baltimore Foundation. She also served as a member of the Advisory Board of Congressional Families' Action for Cancer Awareness. Myrna is passionate about working with others to make our Baltimore community a better place for all.

**J LIVE IS MORE THAN A CONCERT—IT IS A PARTY YOU DON'T WANT TO MISS!**

Our J Live guests will enjoy a dynamic and interactive performance by **Drummer Max Weinberg** and his talented band who will perform their Jukebox Tour—taking audience requests from a revolving list of about 300 songs from the '60s and '70s.

**THE JCC AT A GLANCE**

**60,000**  
 unique people engaged in 2024

**17,929**  
 members representing  
**7,000**  
 households

**650**  
 staff members

**70%**  
 Gordon Center patrons are Baltimore County residents

Gordon Center 2024 season sold  
**26,693**  
 tickets to 76 shows

Please consider a sponsorship in honor of Myrna Cardin and in support of the JCC and need-based scholarships for children, individuals, and families to participate in JCC programs!

**DIFFERENT SPONSORSHIP LEVELS ON THE BACK**





J Live supports the \$330,000 in annual, need-based financial assistance so children and families can participate in programs at the J. This support helps ensure that **NO ONE IS TURNED AWAY BECAUSE OF AN INABILITY TO PAY.**

## Levels of SPONSORSHIP

	Super Star	Rock Legend	Pop Star	Executive Producer	Agent	Fierce Fan	Music Lover	Roadie
	\$30,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Named key sponsor	●	●						
Podium Recognition	●	●	●	●				
Listing on J Live Invitation (if committed by December 15, 2024)	●	●	●	●	●	●		
Meet & Greet with Max Weinberg	●	●	●	●	●	●	●	●
Top placement on J Live webpage and FB event page	●	●	●	●	●	●		
Prominent mention on J Live webpage and FB event page							●	●
Complimentary Grand Patron pre-show dinner and tickets (Includes open bar) (value is \$250/ticket)	10 tickets	8 tickets	6 tickets	5 tickets	4 tickets	3 tickets	2 tickets	2 tickets
Complimentary tickets (does not include dinner)	10 tickets	8 tickets	7 tickets	6 tickets	5 tickets	4 tickets	4 tickets	
Premier seating (rows A-G)	●	●	●	●	●	●	●	
Top placement for Corporate or individual name on Gordon Center screen before J Live performance	●	●						
Listing of Corporate or individual name on Gordon Center lobby screen before J Live performance	●	●	●	●	●	●	●	●
Sponsor Feature on JCC FB event	●	●	●	●				
Back stage pass, includes photo with Max	●	●	●	●	●			

All sponsorships can be customized to fit your philanthropic and marketing goals. For more information about JLive at the Gordon sponsorships, please contact [Esther Hyatt Greenberg, Chief Advancement Officer at 410-559-3545 | egreenberg@jcc.org](mailto:Esther.Hyatt.Greenberg@jcc.org)

