

Jewish Baseball Player Artwork Raffle Program

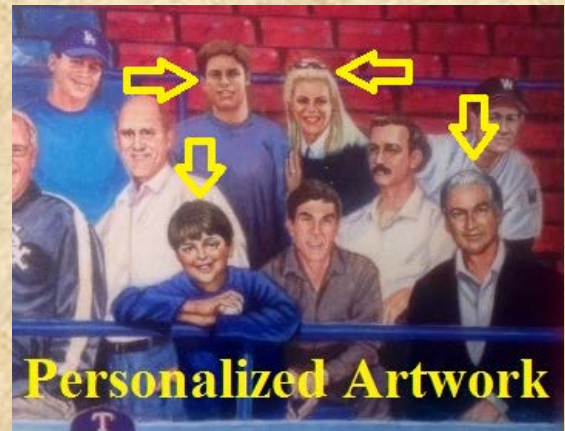
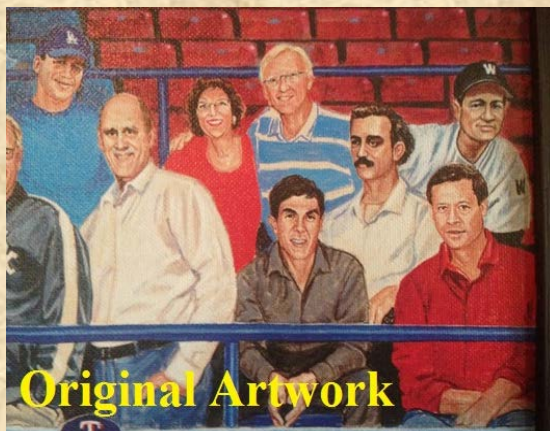
We offer 3 separate and distinct packages for your raffle. One package caters to the raffle for the elite crowd buying higher priced tickets or raffles where a large number of tickets can be sold even at a lesser price. The other two packages are less expensive alternatives for the general public or raffles where less tickets will be sold. All 3 can be used in your live raffle, or used in an online raffle.

Step 1: Choose From Any or All of the Three Artwork Packages

- 1) Framed Giclée: Includes all Facsimile Signatures and a Personal Call of Congratulations from One of the Ballplayers. You keep all ticket sales above \$400**



- 2) Framed Canvas Giclée With **Winner's Image Hand Painted In** By Our Original Artist: Includes all Facsimile Signatures and a Personal Call of Congratulations from One of the Ballplayers. You keep all ticket sales above \$1,000



- 3) **Originally Hand Signed Artwork.** You keep all ticket sales above \$5,000** (Valued at Over \$6,500)



This Package Includes All of the Following:

Grand Prize Winner Package

- Print #(next available)/100 of the Limited Edition Jewish Baseball Player Work of Art, Originally Autographed by 26 Living Current & Former Jewish Players (not including Crowd Personalities), including Hall of Famer Sandy Koufax, 2011 NL MVP Ryan Braun, 1953 AL MVP Al Rosen, 1980 Cy Young Winner Steve Stone, as well as All Stars Shawn Green, Ian Kinsler, Kevin Youkilis, and others. The Artwork is Licensed & Authenticated by MLB. This 1 of a kind item is extremely rare and valued at \$6,500 for the artwork alone.
- **Membership in the Jewish Baseball Player (“JBP”) Executive Club.** Membership limited only to purchasers of Artwork and Ballplayers/Personalities. Membership entitles one to complimentary yearly invite to JBP Club reunion/Meet & Greet of purchasers and various Ballplayers/Personalities.
- Raffle winner will receive a **personal phone call** of congratulations and to talk baseball from the **first Designated Hitter in the history of Major League Baseball, former NY Yankee and Chicago White Sox, Ron Blomberg.**
- Jews in Baseball, the **book**, detailing the players in the Artwork, history of Jews in baseball, and the stories behind the project.
- Jews in Baseball, the **DVD**, detailing the players in the Artwork, history of Jews in baseball, and the stories behind the project, including numerous interviews with the Players and Personalities featured.
- **Phone interview** with creator of project, Greg Harris.

9 Consolation Prizes Including:

- Autographed 8 x 10 photo of one of the players featured in the Artwork, and phone interview with creator of project, Greg Harris
- Autographed photo of 1st DH Ever in MLB History, New York Yankee Ron Blomberg, and phone interview with creator of project, Greg Harris
- Jews in Baseball, the DVD, detailing the players in the Artwork, history of Jews in baseball, and the stories behind the project, including numerous interviews with the Players and Personalities featured. (5 Winners of this Prize)
- A miniature reproduction of the Artwork, signed by one of the players featured. (2 Winners of this Prize)

Step 2: Choose to Raffle Package on Consignment, or Purchase Outright and Save**

Any of our packages can be obtained on consignment with no obligation. However, if you are confident that sufficient raffle tickets will be sold, then you can purchase it outright in advance and save.

Item	Consignment Cost Paid After Raffle	** Upfront Purchase
Framed Giclée	\$450	\$400
Personalized Canvas Giclée	\$1,000	N/A
Original Hand Signed Artwork Package	\$5,500	\$5,000

Step 3: Set the Appropriate Raffle Ticket Price

Choosing The Right Raffle Ticket Price

If you selected the Original Hand Signed Artwork for your raffle, you will need either a higher priced ticket, or a larger pool of raffle ticket purchasers (the latter being a great fit with schools, camps, etc. with plenty of ticket sellers). The appropriate price point for these raffle tickets really depends on your audience, as well as the number of people selling the raffle tickets. Some organizations sell 100 tickets at \$100 each, which generates \$10,000. Other organizations pick a lower price point of \$25 or \$100/5 tickets. Selling 400 tickets also brings in \$10,000. Either method will earn \$5,000 for your organization.

On the other hand, if you choose the Giclée or Personalized Giclée, tickets could be sold for as little as \$10 each depending on your audience.

REGARDLESS OF YOUR CHOSEN PACKAGE, IT IS HIGHLY RECOMMENDED THAT YOUR VOLUNTEERS/MEMBERS BE REQUIRED TO SELL A CERTAIN NUMBER OF TICKETS TO GUARANTEE YOUR ORGANIZATION WILL EARN SUFFICIENT FUNDS. Even at a low price point such \$18 each, large numbers can be generated. (One Jewish Youth Movement had 400 members selling them for \$18 each. Each member was required to sell just 2 tickets, which brought in \$14,400. This allowed them to offer a second Grand Prize package, increasing the chances to win and ultimately ticket sales. See Step 4 Below).

Step 4: Choose to Have Multiple Prizes, Raffles, or an Added Gift

Multiple Prizes

As shown in the example above, you may have a large selling base and large potential pool of purchasers so that you could generate well above the minimums easily. One sound method of increasing your sales is to offer 2 Grand Prizes to increase the chances of winning. You can offer two or more prizes with any of the packages you choose.

Multiple Raffles

You may find that your audience could support one less expensive raffle, of \$10/ticket for example, for the Framed Giclée, valued at \$600, and another raffle of \$100 per ticket for the Originally Hand Signed Artwork. You may run two raffles simultaneously.

The Gift Program - One For the Raffle Winner, A Second For a Great Gift

Some organizations are interested in gifting one of the pieces of artwork to an honoree, a retiring or outgoing board member of their organization, or keeping a piece to display permanently in its building. It is often difficult to get members to contribute sufficient funds voluntarily for the gift. The solution is to have them contribute with their money going towards the gift **AND** a raffle ticket for a chance to win the Artwork. An example of this program is an organization with 400 members that asks each for \$25. That generates \$10,000, which gets the organization 2 Grand Prize packages; one for the raffle winner and one for the gift. Of course, any extra funds can be kept by the organization.

Other General Info

- You can choose to run the raffle with the drawing at your event, or even online with no event planned. If you choose to raffle a package at an event, it is highly recommended that you sell tickets in advance of the event.
- We will help promote your raffle by preparing an email that you can blast to your community and we will market to our contacts in your area.
- You can also choose to display the artwork in advance, or at your event location to encourage raffle participation. Once people see the artwork in person, they will be sure to buy a raffle ticket. (The cost of framing, shipping and insurance will be due (\$190 for original, \$100 for Giclée, which is credited towards amount owed on Giclée)).
- If your organization cannot sell a sufficient amount of raffle tickets, you can still participate by combining in a raffle with one of our other participant organizations and keeping a percentage of all tickets sold.
- By choosing to place one of these pieces in your raffle, we will also give you an Organization Code number for you to pass along to your community via email or whatever means you like, with your contacts able to forward as well. If anyone wants to simply purchase an original piece and not take the chances with a raffle for the package, we will donate \$500 per piece to your organization. If they buy either of the Giclées, they will be sold for the minimum bid amount and you will earn the appropriate portion stated above. Be sure to instruct your contacts to input your organization code when purchasing to ensure it is tracked to you.

For More Information, visit us at www.JewishBaseballPlayer.com or

**Contact Marty Shankle at 832-374-8336 or
Marty@JewishBaseballPlayer.com**

In the meantime, feel free to view a short video about this incredible project at <http://www.youtube.com/watch?v=TnBFmjuBXu0>