



Thank you for your interest in bringing Sheldon Low to your community. Sheldon has quickly become a huge hit with communities throughout the country. He's an incredible package of menchiness, talent, and Judaic knowledge. His special ability to engage teen and youth audiences is balanced by his broad appeal to all ages. He is available for inspirational, musically interactive Shabbat Services, religious school concerts and family concerts. As an Artist in Residence for a full weekend, Sheldon is able to spend time with all generations in your synagogue community from preschoolers to teens to older adults.

You can learn more about Sheldon by checking out Sheldon's debut CD, 'On One Foot' and new children's CD "Its all Challah to Me," on www.sheldonlow.com. You can also see a few quotes below from some of the clients Sheldon has worked with.

I look forward to connecting with you soon -

L'shalom,
Elisa
314.991.0909
elisa@jewishworldproductions.com
www.jewishworldproductions.com

Sheldon Low

Sheldon Low is the newest face in Jewish music performing rock concerts and leading Artist-in-Residency weekends in Jewish communities throughout the United States. Low has an undeniable appeal to youth and family audiences, not only as a musician, singer/songwriter, and entertainer, but most importantly, as a Jewish educator and role model.

On the road, Sheldon Low brings a wealth of Judaic knowledge to the communities he visits with extensive experience as a Jewish educator and musician working as a religious school and preschool songleader, youth choir director, youth group songleader, group guitar teacher, Hebrew and B'nai Mitzvah tutor, and Cantorial soloist.

For the last three summers, Low was a huge hit with teens as he appeared on stage with Jewish rock musician, Rick Recht, during Recht's national summer tour playing at dozens of Jewish summer camps. Low was also recently featured as a head songleader and headliner performing in concert at the 2006 BBYO International Convention. Low is known for regularly featuring local musicians, choirs, and soloists on stage with the band during his concerts, artist-in-residencies, and religious services. Low is Artist in Residence at Barnert Temple in Franklin Lakes, New Jersey.

Low's debut album, *On One Foot*, on Independent label, Jewish Rock Records, was released in June '06 and includes special guest vocalists and musicians featuring Rick Recht, Beth Schaeffer, and a choir of BBYO and NFTY teens. Sheldon's song, *Heveinu*, has already become a major hit for teens across the US. In October 2007, Sheldon's new children's album *'It's All Challah to Me'* was released and is one of the top selling Jewish kids albums in the US.



Sheldon Low is a kind, sensitive soul and his music reflects his inner being. All of his songs are lessons of menshkeit in and of themselves. - *Rabbi Holly Levin Cohn, Congregation Ahavath Chesed, Jacksonville, FL*

What is most special about Sheldon is that as a teacher, he is engaging but not threatening, as a performer he encourages participation as much as he entertains, and he brings a careful depth and consciousness to every interaction he has with adults and children alike. -*Barb Gelb, Director of Education, Temple Israel, Memphis*

Thank you for arranging the weekend here at Chizuk with Sheldon. In addition to being a passionate, talented and engaging singer, Sheldon is a real mensch who connected with every age group this weekend. Everyone was so impressed by everything he did--we are so lucky to have had him visit us. - *Alex Weinberg, Chizuk Amoona, Baltimore, MD*

Working With Jewish World Productions

Jewish World Productions is a full-service booking, marketing, and promotions agency committed to providing successful and positive experiences for organizations producing engagements with Jewish artists. We intend to create long-lasting relationships by providing a turn-key service ensuring a simple, fun, and rewarding experience for organizations.

Marketing and Promotional Support

We help organizations create tremendously successful concerts and services.

Publicity Package

We provide an extensive publicity package to organizations for all artist engagements.

Logistical Arrangements

We arrange all logistics for organizations including flight, hotel, ground transportation and sound & lighting requirements.

Music Teaching Package

We provide a full package of CDs and sheet music for each artist to help organizations prepare participants in order to maximize the onstage interaction and community impact of every event.

Fundraising

We help organizations create successful fundraising opportunities for engagements.

Budget

When we write the contract for your concert, we will provide you with a firm quote that will not change, so you can budget appropriately for your concert.

Booking Policy

Booking for concerts is provided on a 'first come - first serve basis.' Please let us know when you are ready to book your date. We'll fax you a contract and when we receive your signed faxed contract, the date is considered 'booked.'

Fundraising Opportunities

Please ask us about other successful fundraiser ideas that are frequently used in conjunction with Sheldon Low events.

* **Sponsorship Programs/Meet And Greet** - A common and very successful approach for attracting high level sponsorship is to honor and reward sponsors for contributing at a higher levels with a Meet & Greet Event with Sheldon Low. The Meet and Greet is a wonderful, unique, and intimate treat truly honoring the generosity of sponsors. The event typically includes informal mingling with Sheldon, a special acoustic performance and a group gathering where Sheldon thanks the sponsors, shares special stories and holds a fun question-and-answer session. We are happy to provide more details and pricing for this unique experience.

* **Preconcert album sales** - This has been an extremely successful fundraiser! Frequently synagogues will buy a bulk supply of Sheldon Low albums at wholesale prices and sell them to congregants for retail at \$15. In addition to the substantial profits generated from CD sales, this is the best possible advertisement for the concert - the music is the most convincing way to bring people to Sheldon Low events. Usually youth groupers are an extremely convincing CD Sales Team - when they like the music, you know it's got to be good! There is no minimum purchase - order as many times as you would like. We provide customized materials to make this easy to successfully implement. For more information on CD/DVD presales, please contact rachel@stlouisliveagency.com

* **Admission Price** - Admission price is always a great way to offset concert expenses and generate income for a fundraiser. There are all kinds of admission prices. Here are some examples. Sometimes kids are free and adults are charged a higher ticket price. Sometimes kids are charged less (\$3-5) and adults (\$5-20). Sometimes there is a uniform ticket price i.e. (\$3-10 per person). Often a 'family package' price is offered in conjunction with any of the pricing listed above.

Publicity Package

- Large color posters custom printed for your event
- Professional 8x11 custom flyer for you event
- Songleader kit with sheet music, lyric sheets to teach Sheldon Low songs
- 5 complimentary copies of Sheldon Low CDs for organizers and contests
- A press kit for local secular and Jewish press including a CDRom with band pictures/logos, biographic info and quotes - a ready-made article!
- An exclusive free audio download of Sheldon's music which you can email to share the news of your event with the community.



www.jewishworldproductions.com