Laugh It Up MILWAUKEE 2027

Saturday January 30 @ the JCC

Proceeds Benefit the Harry & Rose Samson Family Jewish Community Center & Milwaukee Pride

Co-Chairs: Robin & Steven Arenzon Family • Debra & Moshe Katz Family

The Laughter Returns. The Impact Continues.

For years, Laugh It Up Milwaukee brought our community together through unforgettable nights with some of comedy's biggest names – all while supporting local organizations making a difference across Milwaukee.

Now, after an eight-year hiatus, Laugh It Up Milwaukee is back!



On **Saturday, January 30, 2027**, acclaimed comedian **Modi** takes the stage as Laugh It Up Milwaukee returns to where it all began – the Daniel M. Soref Community Hall at the Harry & Rose Samson Family JCC. **Benefitting the JCC and Milwaukee Pride**, the evening marks an exciting new chapter for one of Milwaukee's most memorable community events.

While the stage may be filled with laughter, the purpose is much greater. More than a comedy event, Laugh It Up Milwaukee is a celebration of what is possible when organizations, businesses, and community members unite around a shared purpose. Together, we are creating spaces where people feel welcomed, valued, and connected while strengthening programs that build a more vibrant, inclusive Milwaukee.

Be in the Room Where Milwaukee Comes Together.

With Laugh It Up Milwaukee returning to where it all began, sponsors have a unique opportunity to help reintroduce this signature event to the community while aligning their organization with two respected nonprofits committed to the power of belonging.

Your sponsorship includes an unforgettable evening of comedy, hospitality, and connection. From a private pre-show reception to premier seating, the event offers a memorable opportunity to entertain clients, recognize employees, or celebrate alongside Milwaukee's business, civic, and philanthropic leaders.

Beyond the event itself, Laugh It Up Milwaukee provides meaningful visibility through coordinated marketing, public relations, digital communications, social media, and event recognition. **More importantly, your sponsorship demonstrates your organization's commitment to building a stronger, more inclusive Milwaukee** while supporting the vital work of the Harry & Rose Samson Family JCC and Milwaukee Pride.

For more information about sponsorship or support, contact:
Dee Dee Katchen | dkatchen@jccmilwaukee.org | 414-967-8269

Harry & Rose Samson Family
Jewish Community Center
6255 N. Santa Monica Blvd. | Milwaukee, WI 53217

The JCC is a partner in serving the community with the Milwaukee Jewish Federation
MILWAUKEE JEWISH FEDERATION

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Sponsorship Categories

Marquee Sponsor - $25,000

Take center stage and lead the way in helping Laugh It Up Milwaukee deliver an evening of laughter, connection, and meaningful support for two organizations committed to creating communities where everyone belongs

Event Experience

- **Exclusive VIP Meet & Greet** *A unique opportunity for a select number of your guests to meet the evening's star performer*
- **14 Premier Reserved Seats** *for you and your guests with drink tickets included*
- **Valet parking** *for you and your guests*
- **Private, pre-show reception** *Enjoy hors d'oeuvres, cocktails, and the company of your fellow community supporters.*
- **Event Signage** *Your logo prominently displayed throughout the show*
- **Full page ad** *in event program*

Promotional Benefits

- **Presenting Sponsor Recognition** *Your name goes just below the event title (Presented by...) in select promotional materials.*
- **Public Relations** *Brand alignment to the program and mission as part of the event's proactive press and media initiatives, which may also include specific callouts, during recorded and published media interviews, press opportunities, and public speaking engagements*
- **Print Advertising** *Your logo/name in all external print marketing.*
- **Email Campaign** *Your logo/name on invitations and promotions emailed to over 10,000 contacts*
- **Social Media** *Regular posting of Laugh It Up and our valued sponsors on the social media outlets managed by the JCC, Milwaukee Pride, and other invested partners.*

Headlining Sponsor - $10,000

- **Exclusive VIP Meet & Greet** *A unique opportunity for a select number of your guests to meet the evening's star performer*
- **10 Premier Reserved Seats** *for you and your guests with drink tickets included*
- **Valet parking** *for you and your guests*
- **Private, pre-show reception** *Enjoy hors d'oeuvres, cocktails, and the company of your fellow community supporters.*
- **Event Signage** *Your logo prominently displayed throughout the show*
- **Full page ad** *in event program*

Spotlight Sponsor - $5,000

- **6 Premier Reserved Seats** *for you and your guests with drink tickets included*
- **Private, pre-show reception** *Enjoy hors d'oeuvres, cocktails, and the company of your fellow community supporters.*
- **Event Signage** *Your name listed on signage at venue*
- **Half-page ad** *in event program*

Showcase Sponsor - $3,000

- **4 Premier Reserved Seats** *for you and your guests with drink tickets included*
- **Private, pre-show reception** *Enjoy hors d'oeuvres, cocktails, and the company of your fellow community supporters.*
- **Event Signage** *Your name listed on signage at venue*
- **Quarter-page ad** *in event program*

Promotional Benefits for All Sponsorship Levels

- **Public Relations** *Brand alignment to the program and mission as part of the event's proactive press and media initiatives*
- **Print Advertising** *Your logo or name in all external print marketing*
- **Email Campaign** *Your logo/name on invitations and promotions emailed to over 10,000 contacts*
- **Social Media** *Regular posting of Laugh It Up and our valued sponsors on the social media outlets managed by the JCC, Milwaukee Pride, and other invested partners*



Sponsorship commitments must be received by October 5, 2026, to access all promotional benefits listed above.

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2027 Comedian



Modi Rosenfeld (known professionally as Modi) is an Israeli-American stand-up comedian and actor known for his sharp wit, Jewish humor, and performances across comedy clubs worldwide. Voted one of the top 10 comedians in New York City by *The Hollywood Reporter*, Modi is one of the comedy circuit's most sought-after performers. Born in Tel Aviv, Israel, Modi emigrated with his family to the United States at the age of seven and was raised on Long Island. After graduating from Boston University, he worked as an investment banker until his first open-mic night made him realize that stand-up was his true calling. Equipped with a sharp wit and a knack for reading an audience, Modi has become a fixture in New York's vibrant comedy scene, often drawing on his experiences as a gay, observant Modern Orthodox Jew, as well as life with his husband, Leo. Modi headlines around the country and across the globe and is a hit with fans of all backgrounds and beliefs. To learn more, visit modilive.com

Harry & Rose Samson Family
Jewish Community Center

Harry & Rose Samson Family Jewish Community Center

Creating spaces. Building opportunities. Inspiring Jewish moments for diverse communities.

Harry & Rose Samson Family Jewish Community Center (JCC) is a nonprofit social services agency serving the entire community across five unique locations throughout Wisconsin. The JCC creates spaces and opportunities for people of all backgrounds, abilities and faiths to experience values-focused, high-quality wellness, education and community programs. By supporting Laugh It Up Milwaukee, you invest in JCC programs that make a meaningful difference across our community – including the **Jewish Community Pantry** at 29th & Center, which provides food and essential resources to individuals and families facing food insecurity; **Road to Rainbow**, which removes barriers so Milwaukee-area youth can experience the joy, belonging, and growth of summer camp at the Albert & Ann Deshur JCC Rainbow Day Camp; innovative **inclusion programs** for children and adults living with disabilities; and **scholarships** that make high-quality early childhood, after school, and camping experiences accessible to more families. To learn more, visit jccmilwaukee.org

2027 Beneficiary Partner

Milwaukee Pride is the non-profit organization that produces PrideFest, a three-day lakefront festival held in June each year at Henry Maier Festival Park (Summerfest grounds). As Wisconsin's largest LGBTQ+ celebration, PrideFest highlights Milwaukee's commitment to diversity, love, and acceptance, with a lively lineup of performances, art, food, and entertainment. The festival not only serves as a fun and inclusive gathering but also provides an important platform for advocacy, education, and awareness for the LGBTQ+ community. Rooted in early local gatherings like the 1974 Gay People's Union Ball and the first official marches in the late 1980s, the festival has grown into a cornerstone cultural event drawing over 45,000 annual attendees. To learn more, visit pridefest.com

For more information about sponsorship or support, contact:
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Sponsorship Commitment

Thank you for your support of Laugh It Up Milwaukee 2027

Laugh It Up Milwaukee is more than an unforgettable evening of comedy – it is an investment in a stronger, more connected Milwaukee. Your sponsorship helps bring this beloved event back to our community while supporting the important work of the Harry & Rose Samson Family JCC and Pride Milwaukee to foster inclusion, build relationships, and create opportunities for everyone to belong.

_____ Marquee Sponsor $25,000
_____ Headlining Sponsor $10,000
_____ Spotlight Sponsor $5,000
_____ Showcase Sponsor $3,000

Your donation, less $35 per person, is tax deductible.

Company _____

Contact Name_____

Address _____

City/State/Zip _____

Phone_____ Email _____

Commitments:

- **Contact Dee Dee Katchen | dkatchen@jccmilwaukee.org | 414-967-8269**
- **Make check payable to:**
  Jewish Community Center
  6255 N. Santa Monica Blvd.
  Milwaukee, WI 53217

Commitments must be received by October 5, 2026, to receive all benefits of sponsorship.
Payment is due by Friday, January 22, 2027.

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