

Treasured Melodies: Preserving an Eastern European Musical Heritage

Temple Beth Israel of Waltham invites local businesses and organizations to sponsor an extraordinary concert in memory of **Morris Hollender**, community leader and Holocaust survivor, on what would have been his 100th birthday.

Past concerts with Hankus Netsky at Temple Beth Israel have attracted a capacity crowd, as well as online followers. This concert will be live and streamed online.



Renowned musician and ethnomusicologist

HANKUS NETSKY

performs a concert honoring
the life and music of Morris Hollender
on his 100th birthday, featuring



**JESSICA KATE
MEYER**



**EDEN
MACADAM-SOMER**



**ITAY
DAYAN**

SUNDAY, APRIL 27, 2025 at 3:00 pm

Temple Beth Israel, 25 Harvard Street, Waltham, MA

* For more information about Morris Hollender and Hankus Netsky, please turn to the back of this brochure.



Temple Beth Israel
Community | Tradition | Inclusion

Treasured Melodies: Preserving an Eastern European Musical Heritage

Concert Sponsorship Opportunities

Sponsorship Level	Maestro* \$1,800	Virtuoso** \$1,500	Ensemble \$1,000	Harmony \$500
Full Page Premium Location Program Book Ad	Back Cover	Inside Front or Back Cover as available		
Interior Page Program Book Ad	Half Page		Half Page	Quarter Page
Recognition at your sponsorship level with all digital promotions after sponsorship is secured	✓	✓		
Recognition at your sponsorship level with your logo on concert website	✓	✓	✓	✓
Link to your website from concert website	✓	✓	✓	✓
Reserved Seating Concert Tickets and invitation to post-concert reception with VIPs and performers	8	6	4	2
Acknowledgment as sponsor during concert	✓	✓	✓	✓

* Maestro level sponsorship exclusive to one sponsor

** Virtuoso level sponsorship exclusive to two sponsors

Please contact Edie Rosenberg at concert@tbiwaltham.org or (781) 366-3534 to arrange your sponsorship. Sponsorship is secured only once payment is received. Send your check payable to Temple Beth Israel, 25 Harvard Street, Waltham, MA 02453.

Treasured Melodies: Preserving an Eastern European Musical Heritage

Concert Program Book Advertisements

Full Page (3.25" w x 7.5" h)	\$250
Half Page (3.25" w x 3.75" h)	\$150
Quarter Page (1.625" w x 3.75" h)	\$75

Sponsors may provide ad copy in either digital or hardcopy format.

- Digital: We accept high-resolution PNG, JPG or PDF files. Please ensure all images are at least 300 dpi for optimal print quality.
- Hardcopy: Please provide clean, high-quality originals. We will make every effort to reproduce hardcopy materials accurately, but digital submissions are preferred for best results.

Please send print-ready ad materials to concert@tbiwaltham.org by April 1, 2025. Otherwise, we will substitute with a message thanking you for the sponsorship. Link from landing page to your website is provided only once you specify the web address (url). Temple Beth Israel reserves the right to decline sponsorship offers.

Ticket Information

- \$54 per person / VIP Seating
- \$36 per person / General Admission
- \$36 per person / Streaming Online
- \$18 per person / Students (student ID required)

Purchase tickets online at tbiwaltham.org/concert or contact the Temple office at 781-894-5146, or send your check to Temple Beth Israel, 25 Harvard Street, Waltham, MA 02453.



Preserving the Legacy



Morris Hollender's story and music are a testament to perseverance, resilience, and a positive spirit. Born in Czechoslovakia in 1925, after surviving Auschwitz he came to Waltham where he served as Temple Beth Israel's Torah reader and lay cantor for many decades while also sharing stories, jokes, folk-wisdom, and songs. Prior to his death in 2014, Hankus Netsky worked with Morris Hollender to collect the melodies he brought with him from his childhood. These will be among the beautiful music featured at the concert.



Hankus Netsky, a noted multi-instrumentalist, composer, and scholar of Jewish music, founded the Klezmer Conservatory Band, and is a major figure in the contemporary resurgence of traditional Jewish music, collaborating with notable figures like Itzhak Perlman, Theodore Bikel, Joel Grey, and Robin Williams. Hankus developed a close relationship with Morris Hollender, extensively cataloging and recording his vast musical repertoire, ensuring its preservation for future generations.

Eden MacAdam-Somer has showcased her talents internationally, including performances in Afghanistan and China, and collaborates with various ensembles while maintaining a vibrant solo career. A Houston native, she refined her craft at prestigious music schools before joining Netsky in both performance and educational endeavors.

Rabbi Jessica Kate Meyer received her ordination at Hebrew College in 2014 and has 10 years of pulpit experience, first at Romemu in New York and then at The Kitchen in San Francisco. She currently serves as director of the Musicant Cohen Center for Performing Arts at Hebrew College.

Clarinetist **Itay Dayan** is considered one of today's most promising voices in klezmer music.



Temple Beth Israel, 25 Harvard Street, Waltham, MA
781 .894.5146 | tbiwaltham.org