

SPONSORSHIP PACKAGE

FRIENDS OF JNF CANADA

HAMILTON —

NEGEV DINNER 2026

PROJECTING FAITH & LIGHT ACROSS
ISRAEL'S SOUTHERN BORDER

MONDAY, JUNE 22, 2026

HONOURING

RABBI DANIEL
AND TOVA GREEN

In support of a synagogue cultural
centre rising on the border
honouring the heroes who fell

FRIENDS
OF
JNF
CANADA



FRIENDS OF JNF CANADA

Friends of JNF Canada is a registered Canadian charity, carrying forward the legacy of generous Canadian donors, continuing decades of support for the people of Israel.

At this profound time in Israel's history, we are building on the enduring connection between Canada and Israel, a country so deeply rooted in the collective Jewish identity.

With a strong understanding of Israel's charitable needs, we support projects that improve the lives of vulnerable communities, support the mental and physical health of Israelis, and enhance environmental sustainability. We are dedicated to supporting resilience and renewal for a brighter Israel, together.





NEGEV 2026 PROJECT

The Learning Centre in the Shlomit Synagogue

This year's Negev project will support the **Learning Centre within the new synagogue cultural centre in Moshav Shlomit**, along Israel's southern border.

On October 7, 2023, the residents of Shlomit, like so many across Israel, awoke to unimaginable terror. Members of the community's volunteer security team were called to defend a neighbouring kibbutz under attack. In a fierce and heroic battle, four brave men, Aviad, Reuven, Bechor, and Oriël z"l, were killed while saving hundreds of lives. Not one civilian was killed, but four mothers became widows. Fifteen children lost their fathers. Their courage and sacrifice will forever be etched into the soul of the community.

Today, the people of Moshav Shlomit are rebuilding with strength, faith, and determination. At the heart of that renewal is the construction of a new synagogue cultural centre built in their memory. Positioned on Israel's southern frontier, along the Egyptian border and just kilometres from Gaza, this new complex rises as a beacon of hope in the Negev landscape, standing as a symbol of resilience, faith, and courage. The complex will be a gathering place for young families to celebrate Jewish life and milestones.

The Learning Centre within the synagogue will be a vibrant hub of study and community life and will stand as a living tribute to those who gave their lives protecting others.

ESTEEMED SPEAKER

AMBASSADOR DAVID FRIEDMAN



As the United States Ambassador to Israel from March 2017 until January 2021, Ambassador David Friedman successfully guided unprecedented diplomatic advancements in the US - Israel relationship, including moving the United States Embassy to Jerusalem and recognizing Israeli sovereignty over the Golan Heights. He was nominated for the Nobel Prize in 2021 for his involvement in the Abraham Accords.

Prior to joining the State Department, Ambassador Friedman practiced law, specializing in complex financial restructuring and litigation, and played a leading role in some of the largest business bankruptcies in history. Since leaving government service, he has worked in the private sector as a senior advisor to a large private equity fund.

Ambassador Friedman is the founder of **The Friedman Centre for Peace Through Strength** which works to build upon his achievements in strengthening the US-Israel relationship. He has been recognized by the Jerusalem Post on many occasions as one of the 50 most influential Jews in the world and was also named one of the 20 Most Impactful Persons of the Past Decade by the Jewish Telegraphic Agency.

Ambassador Friedman was honored by President Trump with the National Security Medal in September 2020, and by the United States Joint Chiefs of Staff with the Meritorious Civilian Service Medal in April 2019. He has received numerous other honors, recognitions and awards, including honorary doctorates from Yeshiva University in New York and Ariel University in the Shomron.

Ambassador Friedman is a best-selling author, having published two books, his memoir, *Sledgehammer: How Breaking with the Past Brought Peace to the Middle East*, and *One Jewish State: The Last Best Hope to Resolve the Israeli-Palestinian Conflict*, as well as co-producer for the film *Route 60: The Biblical Highway*.

He and his wife Tammy have been married for 44 years and are blessed with beautiful children and grandchildren.

NEGEV DINNER 2026

**DEDICATED IN LOVING MEMORY OF
RABBI MORDECHAI AND SYLVIA GREEN Z"l**

DINNER CO-CHAIRS

Benjy & Georgina Katz

LEADERSHIP TEAM

Luba Apel
Norman & Judy Bennett
Joanna Blackmore
Oliver Borr
Mitchell Cohen
Lorraine Cohen
Joel & Nicole Feldman
Bronte Golda
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Cemmie & Aliza Green
Gershon & Marjorie Green
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Neil & Linda Silvert
Gary & Donna Waxman
Jason & Stefanie Waxman
Michael & Pteri Waxman
Eric Weisz
Sasha Weisz

RABBINICAL HONOURARY COMMITTEE

Rabbi Yaakov & Shira Morel Rabbi Aaron & Leslie Selevan Rabbi Chanan & Goldie Weiser
Rabbi Chanoch & Shaina Rosenfeld Rabbi Barak & Tzipporah Tsaidi Rabbi Zalman & Perla Zaltzman

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SPONSORSHIP

All sponsors will receive recognition in pre-event and post-event digital communications via email and social media.

PRESENTING | \$100,000

- Friends of JNF Canada Touring Day in Israel including site visit to Holit Community Resilience Park
- Prominent logo on cover of the Tribute Book
- Prominent recognition as Presenting Sponsor on promotional material and website
- Prominent recognition on screens at the main stage
- 3 tables of 10 (prime location)
- 30 tickets to VIP Pre-Reception with Ambassador David Friedman

BENEFACTOR | \$72,000

- Logo on cover of the Tribute Book
- Prominent recognition on promotional material and website
- Prominent recognition on screens at the main stage
- 3 tables of 10 (prime location)
- 15 tickets to VIP Pre-Reception with Ambassador David Friedman

PIONEER | \$50,000

- Recognition on promotional material and website
- Recognition on screens at the main stage
- 3 tables of 10 (prime location)
- 10 tickets to VIP Pre-Reception with Ambassador David Friedman

BUILDER | \$36,000

- Recognition on promotional material and website
- Recognition on screens at the main stage
- 2 tables of 10 (well-placed)
- 8 tickets to VIP Pre-Reception with Ambassador David Friedman

GOVERNOR | \$25,000

- Recognition on screens at the main stage
- 2 tables of 10
- 6 tickets to VIP Pre-Reception with Ambassador David Friedman

CHAI | \$18,000

- Recognition on screens at the main stage
- 1 table of 10
- 4 tickets to VIP Pre-Reception with Ambassador David Friedman

SPONSOR | \$10,000

- Recognition on screens at the main stage
- 1 table of 10
- 2 tickets to VIP Pre-Reception with Ambassador David Friedman

DONATIONS

JERUSALEM | \$7,500

(Includes recognition plaque at the project site)

TEL AVIV | \$5,000

HAIFA | \$2,500

SEA OF GALILEE | \$1,800

EILAT | \$1,000

All donations of \$360+ will be recognized in the Tribute Book

ADVERTISING & PERSONAL TRIBUTES

INSIDE COVER

(8.5" x 11") - **\$3,500**

Eligible To Purchase 4 Reduced Price Tickets

HALF PAGE

(7.75" x 5") - **\$1,500**

Eligible To Purchase 2 Reduced Price Tickets

BUSINESS CARD

(3.7" x 2.375") - **\$350**

FULL PAGE

(7.75" x 10.25") - **\$2,500**

Eligible To Purchase 3 Reduced Price Tickets

QUARTER PAGE

(3.7" x 5") - **\$800**

Eligible To Purchase 1 Reduced Price Tickets

Corporate sponsorships and advertisements will not receive a tax receipt as it can be claimed as a business expense.

Personal sponsorships and advertisements will be receipted for the maximum amount according to CRA guidelines.