

FRIENDS OF JNF CANADA

SPONSORSHIP PACKAGE

MONTREAL

NEGEV GALA 2026

JUNE 2, 2026

**HONOURING
DR. DAN DECKELBAUM**

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 HONOUREE DR. DAN DECKELBAUM

Dr. Dan Deckelbaum is a Professor of Surgery and Critical Care Medicine at McGill University and a leading figure in global surgery and trauma systems strengthening. Trained in general surgery, trauma surgery, and critical care with a Master of Public Health, he has built an internationally recognized career dedicated to improving access to safe surgical and trauma care in low- and middle-income countries. As the founder and Co-Director of the Centre for Global Surgery at the McGill University Health Centre, he has led capacity-building initiatives across Africa, Asia, the Middle East, and Latin America, focusing on sustainable training and disaster preparedness. His work bridges clinical care, academic research, humanitarian response, and health systems development to address injury and surgical disease as major global health priorities, while remaining grounded in the lived experiences of patients and communities affected by trauma and crisis.

Dan's global health contributions span frontline disaster response, education, and policy-relevant work. He has deployed clinically in major humanitarian crises, including the Haiti and Nepal earthquakes and mass casualty events in East Africa, and has led the development and international implementation of the Trauma and Disaster Team Response Course to train local providers in scalable, context-appropriate care. Raised in Israel, he has also demonstrated a longstanding dedication to Israel and the region through academic collaborations, invited lectures, and engagement with global surgery and disaster preparedness initiatives. Throughout this work, he has maintained a steadfast focus on the human impact of trauma and disaster—ensuring that system-level solutions never lose sight of the individual patient, family, and provider. He has served as head team physician for the Montreal Canadiens, bringing expertise in trauma and critical care to elite sport. Through all this work, Dan advocates for access to quality healthcare regardless of background.



GUEST SPEAKER JONATHAN CONRICUS

Defense and Communications Expert

Jonathan Conricus is a senior fellow at the “Foundation for Defense of Democracies” and the owner of “Conricus Communications”. He recently retired as an IDF Lieutenant Colonel, after serving in the IDF for 24 years as a combat commander in Lebanon and the Gaza Strip, as a military diplomat, foreign relations expert and international spokesperson. He was the first IDF officer to be seconded to the UN HQ in New York where he provided strategic analysis for UN peacekeeping.

During the first three months of the war against Hamas, he represented the IDF in international media in hundreds of interviews across top-tier networks, often explaining complex situations on the ground, in addition to delivering dozens of updates on IDF social media accounts for millions of interested viewers around the world. Between 2017-2021, Jonathan served as the IDF’s International Spokesperson, responsible for the global public affairs, social media and public diplomacy of the IDF.

Jonathan can speak about and answer diverse questions on any of the following topics: Israel and its military history, threats and opportunities; Israeli society; the Iranian axis of evil, focusing on Hezbollah, Hamas, the Houthis and the Palestinian Islamic Jihad; Sunni extremism in the Middle East; counter-terrorism, Israel and the international media; UN peacekeeping forces, programs and bodies in the Middle East; Middle Eastern geopolitics.

Jonathan is a proud Zionist, a strong believer in the crucial bond between the State of Israel and the Diaspora, and has so far dedicated his whole professional life to represent and defend the good name of the State of Israel in the world. Jonathan is native in Hebrew, English and Swedish, and intermediate in German and Arabic.



2026 NEGEV GALA PROJECT

TRAUMA UNIT EXPANSION AT TZAFON MEDICAL CENTRE

Saving lives on Israel's northern front

Tzafon Medical Center, a critical lifeline near the Sea of Galilee. With 450 beds, it serves as a beacon of excellence and coexistence in Northern Israel. Since October 2023, sustained missile attacks from Lebanon and Iran have placed immense pressure on its infrastructure, including the trauma team that provided life-saving care following the devastating Majdal Shams strike. Over the past four years, **critical trauma admissions have increased fivefold**. However, the Trauma Unit currently operates in a tiny 84-square-meter space with only three beds—dangerously insufficient for mass casualty events.

TMC is launching an essential project to expand and renovate the Trauma Unit. Your support will help:

- **Increase capacity:** Expanding the trauma bay from 84 to 119 sq m.
- **Double resources:** Growing from 3 to 7 fully-equipped trauma beds.
- **Modernize care:** Adding advanced equipment and critical care infrastructure.

This expansion ensures that no life is lost due to a lack of space. Strengthening TMC's Trauma Unit bolsters the resilience of Northern Israel when every second counts.

SPONSORSHIP



All sponsors will receive recognition in pre-event and post-event digital communications via email and social media. Personal table sponsorships are eligible for a charitable donation receipt up to the maximum allowed by CRA (for sponsorships of \$10,000+).

TRUSTEE - \$250,000

- Prominent logo on cover of the Invitation
- Prominent recognition on promotional material as Presenting Sponsor
- Prominent recognition on screens at the main stage
- Prominent onsite banner
- Logo on website
- Social media announcement
- Exclusive speaking opportunity during Negev Gala
- Logo visibility wherever logos are present (first tier)
- 2 Full page ad in online Tribute Book
- 3 tables of 10 (Gold seating)
- 12 VIP tickets to Tech Shuk (value of \$3,000)

GUARDIAN - \$100,000

- Logo on Invitation cover
- Recognition on promotional material as Presenting Sponsor
- Prominent onsite banner
- Social media announcement
- Logo on website
- Exclusive speaking opportunity during Negev Gala
- Logo visibility wherever logos are present (first tier)
- Recognition on main stage screen
- Full page ad in online Tribute Book
- 3 tables of 10 (Gold seating)
- 10 VIP tickets to Tech Shuk (value of \$2,500)

BENEFACTOR - \$75,000

- Logo on cover of the Invitation
- Recognition on promotional material
- Recognition on screens at the main stage
- Logo visibility wherever logos are present (second tier)
- Social media announcement
- Logo on website
- Full page ad in online Tribute Book
- 2 tables of 10 (Silver seating)
- 8 VIP tickets to Tech Shuk (value of \$2,000)

PIONEER - \$50,000

- Logo visibility wherever logos are present (second tier)
- Logo on website
- Social media announcement
- Full page ad in online Tribute Book
- 2 tables of 10 (Silver seating)
- 6 VIP tickets to Tech Shuk (value \$1,500)

BUILDER - \$36,000

- Logo visibility wherever logos are present (third tier)
- Logo on website
- Social media announcement
- Full page ad in online Tribute Book
- 1 table of 10 (Bronze seating)
- 6 VIP tickets to Tech Shuk (value \$1,500)

GOVERNOR - \$25,000

- Logo visibility wherever logos are present (fourth tier)
- Logo on website
- Social media announcement
- Full page ad in online Tribute Book
- 1 table of 10 (Bronze seating)
- 4 VIP tickets to Tech Shuk (value \$1,000)

CHAI - \$18,000

- Logo visibility wherever logos are present (fourth tier)
- Logo on website
- Social media announcement
- Half page ad in online Tribute Book
- 1 table of 10 (Bronze seating)
- 2 VIP tickets to Tech Shuk (value \$500)

SPONSOR - \$10,000

- 1 table of 10 (Bronze seating)

CONTRIBUTIONS

FRIENDS - \$7,500

(Recognition at the project site)

SHALOM - \$3,600

PARTNER - \$1,800

Personal Donations

Name _____

Email _____

Address _____

City _____ Province _____ Postal Code _____

Telephone (Home) _____ (work) _____

(Cell) _____

TICKETS

General Tickets Number of tickets _____ x \$650

PERSONAL SUPPORTERS

(all donations over \$7,500 will include a recognition plaque)

TRUSTEE - \$250,000

GUARDIAN - \$100,000

BENEFACTOR - \$75,000

PIONEER - \$50,000

BUILDER - \$36,000

GOVERNOR - \$25,000

CHAI - \$18,000

SPONSOR - \$10,000

FRIENDS - \$7,500

SHALOM - \$3,600

PARTNER - \$1,800

Please list name(s) in the Tribute Book as follows:

Please seat us with: _____

Dietary restrictions: _____

TOTAL & PAYMENT DETAILS

Tickets: \$ _____

Sponsorship level: \$ _____

Total: \$ _____

Cheque enclosed **Payable to: Friends of JNF Canada**

Please Charge My: Visa Mastercard

Name on Credit Card _____

Credit Card # _____

Expiry Date _____ CVV _____



Mail completed form with payment to:
5160 Decarie Blvd, suite 740 Montreal, Quebec H3X 2H9

Charity registration number: # 762236461 RR 0001

Corporate Sponsorship

Name _____

Email _____

Address _____

City _____ Province _____ Postal Code _____

Telephone (Home) _____ (work) _____

(Cell) _____

TICKETS

General Tickets Number of tickets _____ x \$650

PERSONAL SUPPORTERS

(all donations over \$7,500 will include a recognition plaque)

- TRUSTEE - \$250,000**
- GUARDIAN - \$100,000**
- BENEFACTOR - \$75,000**
- PIONEER - \$50,000**
- BUILDER - \$36,000**
- GOVERNOR - \$25,000**
- CHAI - \$18,000**
- SPONSOR - \$10,000**
- FRIENDS - \$7,500**
- SHALOM - \$3,600**
- PARTNER - \$1,800**

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Charity registration number: # 762236461 RR 0001

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