

SPONSORSHIP PACKAGE

FRIENDS OF JNF CANADA

NEGEV GALA 2025

Honouring Ian Sherman FCPA, FCA, ICD.D

Ottawa, October 30, 2025

Funds from this event will support the rebuilding of Kibbutz Holit and other communities within the Gaza envelope



The Honouree

IAN SHERMAN

A nationally respected Chartered Professional Accountant, Ian Sherman led EY's Ottawa Tax Practice with distinction, helping to grow the firm's profile, reputation, and influence across both the private and public sectors. His career has been marked by a series of high honours, including his appointment as a Fellow of CPA Ontario, the CPA Canada Award for Excellence in Income Tax, and being named Business Person of the Year by the Ottawa Chamber of Commerce. Following decades of leadership, Ian was awarded the Order of Ottawa, a distinction acknowledging his exceptional and enduring contributions to Ottawa.

Ian's impact extends far beyond his professional achievements, and his involvement spans a wide range of organizations and initiatives. A tireless volunteer, generous supporter, and mentor, he has dedicated himself to strengthening community life through leadership and service. Ian holds the rare distinction of having chaired the Boards of both the Jewish Federation of Ottawa and the Soloway Jewish Community Centre. He currently serves on the Board of CIJA (Centre for Israel and Jewish Affairs). Ian was the recipient of the Gilbert Greenberg Distinguished Leadership Award, the Ottawa Jewish Community's highest honour, and the Ottawa Jewish Community's Freiman Family Young Leadership Award. He has devoted countless hours to strengthening ties with Israel, serving as a steadfast advocate both within the Jewish community and in the broader public sphere.

Beyond the Jewish community, Ian has helped shape key civic and charitable institutions. He served as Chair of the Ottawa Board of Trade and has held leadership roles with United Way East Ontario, the Ottawa Senators Foundation, and the Ottawa-Gatineau Youth Foundation. He currently serves as Vice Chair of The Ottawa Cancer Foundation and as a Director on the Board of the Ottawa Sports and Entertainment Group (OSEG) Foundation.

A devoted family man and proud Zaidy, Ian leads by example, generous with his time and values. A role model in business, finance, and public service, and a tireless champion of civic responsibility, Ian continues to inspire those around him.



In Support of

REBUILDING ISRAELI LIVES WITHIN THE GAZA ENVELOPE



The 2025 Negev Gala will support the rebuilding of life in Israeli communities within the Gaza envelope, supporting the courageous return and renewal of these communities that refuse to be broken by the devastation caused on October 7th, 2023.

The first proceeds from this Gala will breathe new life into Kibbutz Holit by transforming their youth centre and creating a vibrant community garden—symbols of hope, resilience, and the unbreakable spirit of those who call the Gaza envelope home. These aren't just buildings and gardens; they're the foundation for a new chapter. After months of displacement and separation, Kibbutz Holit's members are preparing for their triumphant return in 2026, and your support will ensure they come home to spaces that nurture connection, growth, and healing. The renovated youth centre will become the beating heart of their community once again, while the adjoining garden will bloom as a living testament to renewal and continuity.

Beyond Kibbutz Holit, funds from this Gala will ripple throughout other communities within the Gaza envelope, addressing critical needs across multiple kibbutzim. These funds do not just rebuild structures—they rebuild lives, restore hope, and ensure that these resilient citizens emerge stronger than ever.

Guest Speaker

ERIN MOLAN

Erin Molan rose to prominence as a trailblazing television and radio presenter, becoming one of the first women to anchor a major sports show in Australia before hosting the prime-time program "Erin" on Sky News. However, it was her response to the October 7, 2023 Hamas massacre that truly defined her character and cemented her place as a global voice for justice.

When terrorists killed 1,200 innocent people and kidnapped 251 others into Gaza, Erin didn't hesitate to speak truth to power, highlighting the plight of the hostages and defending Israel's war in Gaza. "This is a war not just against Jews but against the West," she declared to her audience. "This is a moment where we choose what side we're on, and if we get it wrong, the consequences will be catastrophic."

Erin's unwavering moral clarity has resonated deeply in Israel, where she has become a beloved figure—people approach her on the street simply to thank her for her support. Unfortunately, her principled stance has come at an extraordinary personal cost. Erin has endured death threats against herself and her six-year-old daughter, faced intense public criticism, and ultimately lost her position at Sky News Australia—a sacrifice many believe was directly connected to her pro-Israel advocacy.

As a Catholic woman who chose to stand with the Jewish people when it mattered most, Erin Molan embodies the courage and moral leadership our world desperately needs. In an era marked by rising antisemitism and hate, Erin stands out as a leading voice championing the rights and dignity of the Jewish people. Her presence at our Negev Gala will remind us that support for Israel transcends religious and political boundaries, that there must be voices of clarity and compassion, and that sometimes doing what's right requires great personal sacrifice.



Moderator

CASEY BABB

Casey Babb is the Director of the Promised Land Project at the Macdonald Laurier Institute, an International Fellow at the Institute for National Security Studies in Tel Aviv, and a Research Fellow with the Max and Tessie Zelikovitz Centre for Jewish Studies in Ottawa. He has been researching, writing, and speaking about antisemitism and Israeli national security for nearly twenty years. His work has been featured in numerous publications, including The Free Press, The Hill, The Spectator, The Globe and Mail, The Times of Israel, Newsweek, The National Post, The Jerusalem Post, The Hub, The Cipher Brief, and many others. Considered a leading expert in his field, his commentary has been sought out by some of the world's largest news outlets, including CNN, the CBC, the BBC, FOX News, CTV News, Global News, The Sun, NewsNation, and countless others. He holds a PhD in International Affairs from the Norman Paterson School of International Affairs at Carleton University in Ottawa.



FRIENDS OF JNF CANADA
NEGEV GALA
HONOURING
IAN SHERMAN

Sponsorship Opportunities

Gifts \$7,500+ will be recognized on a plaque at the project site in Israel in addition to specific benefits listed by giving level.

PLATINUM | \$100,000

Logo on cover of the Tribute Book
2 tables of 10

Full page colour ad in Tribute Book
(back cover)

Prominent recognition in print and digital media,
signage and advertising

Two spots on a Friends of JNF Canada Mission to Israel
(land only)

GOLD | \$50,000

Logo on cover of the Tribute Book
2 tables of 10

Full page colour ad in Tribute Book
(inside back cover)

Prominent recognition in print and digital media,
signage and advertising

NEXT-GEN SILVER | \$36,000

2 tables of 10:

1 table for sponsor and one table for
Next Gen participants

Full page colour ad with special border in Tribute Book

Prominent recognition in print and digital media,
signage and advertising

SPEAKER | \$25,000

1 table of 10

Full page colour ad with special border in Tribute Book

Prominent recognition in print and digital media,
signage and advertising

COCKTAIL RECEPTION | \$18,000

1 table of 10

Full page ad in Tribute Book

Prominent recognition in print and digital media,
signage and advertising

DESSERT RECEPTION | \$18,000

1 table of 10

Full page ad in Tribute Book

Prominent recognition in print and digital media,
signage and advertising

WHISKY BAR | \$18,000

1 table of 10

Full page ad in Tribute Book

Prominent recognition in print and digital media,
signage and advertising

KIBBUTZ HOLIT | \$12,500

1 table of 10

Half page ad in Tribute Book

Recognition in print and digital media,
signage and advertising

TABLE SPONSOR | \$7,500

1 table of 10

Quarter page ad in Tribute Book

Recognition in print and digital media,
signage and advertising

Personal Donations

Name _____ Email _____

Address _____

City _____ Province _____ Postal Code _____

Telephone (Home) _____ (Bus.) _____ (Cell) _____

PERSONAL SUPPORTERS

(Gifts \$7,500+ will be recognized on a plaque at the project site in Israel)

- | | |
|--|---|
| <input type="checkbox"/> PLATINUM - \$100,000 | <input type="checkbox"/> KIBBUTZ HOLIT - \$12,500 |
| <input type="checkbox"/> GOLD - \$50,000 | <input type="checkbox"/> TABLE SPONSOR - \$7,500 |
| <input type="checkbox"/> NEXT-GEN SILVER - \$36,000 | <input type="checkbox"/> KIBBUTZ RE'IM - \$5,000 |
| <input type="checkbox"/> SPEAKER - \$25,000 | <input type="checkbox"/> KIBBUTZ KISSUFIM - \$3,600 |
| <input type="checkbox"/> COCKTAIL RECEPTION - \$18,000 | <input type="checkbox"/> SDEROT - \$1,800 |
| <input type="checkbox"/> DESSERT RECEPTION - \$18,000 | <input type="checkbox"/> RUBY - \$1,000 |
| <input type="checkbox"/> WHISKY BAR - \$18,000 | <input type="checkbox"/> SAPPHIRE - \$500 |

INDIVIDUAL TICKET: \$475

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

Payable to: Friends of JNF Canada

A charitable receipt for the maximum allowable amount will be issue.

Payment Enclosed* Please Charge My: Visa Mastercard

Name on Credit Card _____

Credit Card # _____

Expiry Date _____ CVV _____

TOTAL & PAYMENT DETAILS

Personal supporter level:

\$ _____

Total:

\$ _____

**PLEASE CONFIRM YOUR PARTICIPATION
BY SEPTEMBER 26, 2025**

**Mail or email completed form with payment to:
Friends of JNF Canada
2583 Carling Ave, Box M094
Ottawa, ON K2B 7H7**

Corporate Sponsorship

Business Name _____ Email _____

Address _____

City _____ Province _____ Postal Code _____

Telephone (Home) _____ (Bus.) _____ (Cell) _____

SPONSORSHIPS

(Gifts \$7,500+ will be recognized on a plaque at the project site in Israel)

- PLATINUM - \$100,000**
- GOLD - \$50,000**
- NEXT-GEN SILVER- \$36,000**
- SPEAKER - \$25,000**
- COCKTAIL RECEPTION - \$18,000**
- DESSERT RECEPTION - \$18,000**
- WHISKY BAR - \$18,000**
- KIBBUTZ HOLIT - \$12,500**
- TABLE SPONSOR - \$7,500**

ADVERTISING

Friends, family, and associates often wish to pay tribute to the honouree in the Tribute Book. This book is distributed to the Gala attendees and serves as a special keepsake.

- FULL PAGE (7.75" x 10.25") - \$3,600**
- HALF PAGE (7.75" x 5") - \$1,800**
- QUARTER PAGE (3.7" x 5") - \$1000**
- BUSINESS CARD (3.7" x 2.375") - \$500**

wording for electronic ad files (PDF or JPEG) are to accompany this purchase

*Cheques Payable to: Friends of JNF Canada

Payment Enclosed* Please Charge My: Visa Mastercard

Name on Credit Card _____

Credit Card # _____

Expiry Date _____ CVV _____

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

TOTAL & PAYMENT DETAILS

Sponsorship: \$ _____

Ad: \$ _____

Total: \$ _____

**PLEASE CONFIRM YOUR PARTICIPATION
BY SEPTEMBER 26, 2025**

**Mail or email completed form with payment to:
Friends of JNF Canada
2583 Carling Ave, Box M094
Ottawa, ON K2B 7H7**

Negev Gala Leadership

RON PREHOGAN, GALA CHAIR

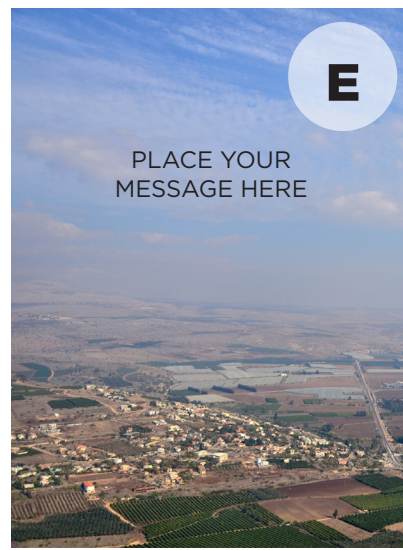
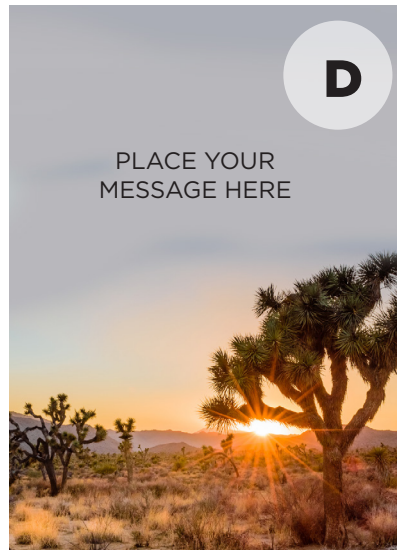
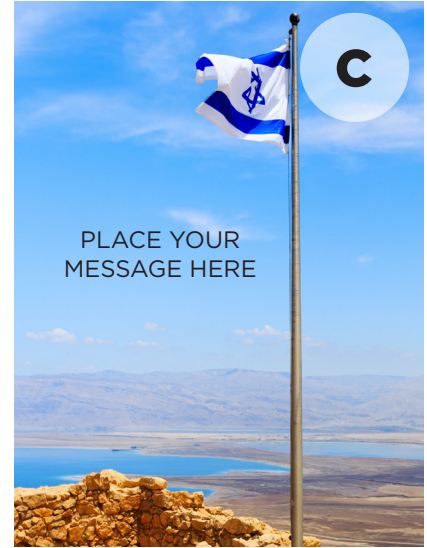
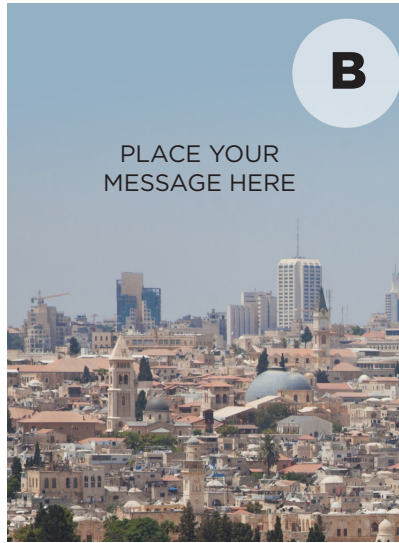
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SALEM MACDONALD, GALA VICE CHAIR

AARON SMITH, OTTAWA BOARD

IAN SHERMAN, HONOUREE

Vertical Options

FULL PAGE AND QUARTER SIZE ADS



Horizontal Options

HALF PAGE AND BUSINESS CARD SIZE ADS

