

SPONSORSHIP PACKAGE

FRIENDS OF JNF CANADA

NEGEV 2025

Honouring Heroes of October 7th

Toronto, November 9th 2025

FRIENDS
OF
JNF
CANADA

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We, *the Friends of JNF Canada*, proudly carry forward the legacy of JNF Canada and 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's Jewish community and Israel. We are guided by a shared sense of responsibility and hope for our homeland so deeply rooted in our collective identity.

We will support charitable activities through projects that help the vulnerable, enhance environmental sustainability, and support the mental and physical health of Israelis in need. Rooted in determination and compassion, we remain dedicated to building a stronger, more hopeful future for Israel together.



NEGEV 2025 PROJECT

Child and Family Recovery Home

**A home where children can heal and families can
stay together, close to the hospital**

In the hills of Tzfat, a city known for its spirituality and serenity, a new home will soon provide comfort and care for children battling cancer and children with disabilities. It will be a place where families can remain together during long and difficult treatments, close to the medical support they need.

For families in northern Israel, the challenge is immense. Coping with serious illness is already overwhelming, but the added strain of living under constant threat, displacement, and instability makes it even harder. A child with cancer may spend more than 100 days a year in hospital. Long, exhausting travel to treatment drains families of their strength and, too often, forces them to miss vital care.

The new home will change this reality. Located just steps from Ziv Medical Centre, it will provide private suites for families to stay together, along with playrooms, activity spaces, and areas for recreation. A gym and fitness room will help restore strength, while a rooftop terrace and therapeutic garden will offer quiet and renewal. Kitchens and dining spaces will give families the chance to share meals and moments of normal life.

Every element is designed to support both children and their families through the hardest times. This is more than a building—it is a home filled with comfort, dignity, and hope. With your generosity, you can help make healing together possible.



NEGEV GALA 2025

Committee

Susan Fenwick, Chair
Jon Geist
Abe Glowinsky
Elliott Goldman
Dr. Irving Gottesman
Howard Lichtman

Dr. Howard Price
Karen Radomski
Winston Siegel
Hannah Springer
Adam Szweras
Dr. Joe Trager

Leadership Team

Susan Fenwick
Jon Geist
Abe Glowinsky
Elliott Goldman
Dr. Irving Gottesman
Pearl Gryfe
Howard Lichtman

Dr. Howard Price
Karen Radomski
Ron Schwarz
Karen Seidman
Winston Siegel
Hannah Springer
Adam Szweras

Dr. Joe Trager

Toronto Team

President
Abe Glowinsky

Executive Director
Jeff Springer

Sr. Major Gifts Officer
Elana Carr

Program Director
Tracie Eliasoph

Friends of JNF Canada

President
Irving Weisdorf

Chief Executive Officer
Lance Davis

SPONSORSHIP

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

PRESENTING - \$100,000

- Prominent logo on cover of the Program Book and full-page ad
- Prominent recognition as Presenting Sponsor on promotional material and website
- Prominent recognition on screens at the main stage
- 3 tables of 10 (premier location)
- 20 tickets to VIP Pre-Reception
- Speaking opportunity at the event

PIONEER - \$50,000

- Recognition on promotional material and website
- Recognition on screens at the main stage
- 2 tables of 10 (prime location)
- 15 tickets to VIP Pre-Reception
- Full-page ad in the Program Book

GOVERNOR - \$25,000

- Recognition on promotional material and website
- Recognition on screens at the main stage
- 1 table of 10 (well placed)
- 8 tickets to VIP Pre-reception
- Full-page ad in the Program Book
- Recognition on the website

SPONSOR - \$10,000

- 1 table of 10
- 4 tickets to VIP Pre-Reception
- Quarter-page ad in Program Book
- Recognition on the website
- Recognition on screens at the main stage
- Recognition on screens at the main stage

BENEFACTOR - \$72,000

- Logo on the cover of the Program Book and full-page ad
- Prominent recognition on promotional material and website
- Prominent recognition on screens at the main stage
- 3 tables of 10 (premier location)
- 20 tickets to VIP Pre-Reception

BUILDER - \$36,000

- Recognition on promotional material and website
- Recognition on screens at the main stage
- 1 table of 10 (prime location)
- 10 tickets to VIP Pre-reception
- Full-page ad in the Program Book

CHAI - \$18,000

- Recognition on screens at the main stage
- 1 table of 10 (well-placed)
- 6 tickets to VIP Pre-Reception
- Half-page ad in Program Book
- Recognition on the website

FRIEND - \$7,500

- 6 tickets
- Recognition on the website
- Recognition on plaque at the project site in Israel

DONATIONS

SHALOM | \$4,000

PARTNER | \$2,000

ASSOCIATE | \$1,200

HONOUR ROLL | \$750

SUPPORTER | \$360

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

ADVERTISING & PERSONAL TRIBUTES

FULL PAGE COLOUR

(5" x 7.75") - **\$2,000**

HALF PAGE COLOUR

(5" x 3.75") - **\$1,250**

QUARTER PAGE COLOUR

(3.75" x 2.38") - **\$750**

FULL PAGE B&W

(5" x 7.75") - **\$1,100**

HALF PAGE B&W

(5" x 3.75") - **\$700**

QUARTER PAGE B&W

(3.75" x 2.38") - **\$425**

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.

For more information on sponsorships please contact
Jeff Springer at jspringer@friendsofjnfca.org • 1.800.806.8237 ext. 126

For advertising, please contact
Andrea Moncarz at amoncarz@friendsofjnfca.org • 1.800.806.8237 ext. 120