



Friends of JNF Canada

# TECH SHUK

March 23rd, 2026

A night of tech, vision, and opportunity



# What Is Tech Shuk?

Tech Shuk, meaning “market” in Hebrew, is the ultimate destination for innovation. This event showcases the best and brightest entrepreneurs and start-ups, providing an exciting platform for networking and fundraising. Through a competitive selection process, the top start-ups are chosen to present their ideas and concepts to a panel of esteemed judges, known as “Lions.” This is an opportunity of a lifetime for start-ups with the potential to achieve life-changing results!

## The VIP Reception

Unlock endless possibilities at the VIP Reception - the ultimate networking event for entrepreneurs, sponsors, investors, and start-ups. Join an intimate and exclusive gathering of industry leaders as you connect with potential partners and investors. Don't miss out on the chance to make your next big connection at the VIP Reception.



## THE DEMO PIT

Experience the future of innovation at the Demo Pit! Start-ups, entrepreneurs, and corporate sponsors will showcase their cutting-edge products, services, and ideas to a captive audience of investors, industry leaders, and hundreds of attendees. Network with other companies and venture capitalists while exploring the latest trends and technologies. Don't miss your chance to be a part of the Demo Pit and discover the next big thing!



## THE LION'S DEN COMPETITION

Step into the Lion's Den for the ultimate prize! Like the hit TV shows Dragon's Den and Shark Tank, five of the most exciting start-ups will be selected to pitch their ideas live to our prestigious Lions. The winner will receive a mentorship package with professional services, media exposure, and investment potential. The audience will also have the opportunity to vote and be the deciding factor in crowning the winning start-up.





## The Project

# Smart Classroom - Child and Family Rehab Home in Tzfat

### Areas of Impact:

- Healthcare
- Community Building
- Education

## Helping families cope with serious illness

### The double burden for children & families will illness

In northern Israel, families of children undergoing serious treatments carry a double burden. First, they are coping with the exhausting emotional journey of serious illness while living under the shadow of escalation, displacement, and uncertainty.

Second, for a child battling cancer - hospitalized an average of 100 days per year - the long journey to treatment can become unmanageable. Many families are left drained, and some are even forced to stop treatment due to the travel burden.

Now, a new home will be created for the families of children undergoing long-term treatments, to stay with their loved ones in a supported environment. Read more about the home on pg 2.

### A classroom that does more than just teach

A major challenge faced by sick children and their families is preserving **a sense of normalcy and familiar routine**. Children with cancer miss many school days, creating an educational gap that not only affects their grades but also their sense of belonging, confidence, and connection to school, friends and teachers.

A new smart classroom will be built within the family apartment building, and will enable continued learning that is innovative, accessible, and most importantly, stable. The classroom will integrate smart boards, digital learning aids, and interactive tools that will allow educators to meet the personal needs of each child, contributing to continued education & school connection while children undergo long-term treatments.



### Location

Tzfat, serving families from the Galilee, Golan Heights, and northern communities.



# Smart Classroom - Child and Family Rehab Home in Tzfat

## The Child & Family Rehab Home in Tzfat

Following on the successful model of other similar “Ronald McDonald” homes, **The Child & Family Rehabilitation Home** will be a place where families can remain together during serious treatments. They will also receive support from the wonderful care team, who are trained to provide all family members with support during this uncertain and unimaginably difficult chapter. This kind of support for families – outside of the critical life-saving medical treatments their child is undergoing – can be overlooked by hospital facilities that are already at capacity. Programs that support parents and families play an essential role in the family’s overall wellbeing during and after treatments.

**“ When I wake up, my brother is next door. He comes to my room to play with me, and help me with some school work.**

*- Ori, 13 years old, undergoing treatment for leukemia*

**It’s the worst period of my life. But here, it’s like someone takes your hands and goes through it with you. I can breathe.**

*- Vysylina, mother of child with cancer and resident of family apartment*

## About Rachashei Lev

Established in 1989, Rachashei Lev has provided essential support to patients and their families, often where the national healthcare system cannot. Specializing in support for pediatric cancer and other childhood illnesses, Rachashei Lev currently provides housing & accommodation for families in long-term treatment. They support the procurement of rare medications & treatments that are not covered by insurance, and offer year-round programming for families navigating the devastating diagnoses of childhood cancer and other serious illnesses.







# TITLE SPONSOR

\$25,000



- 8 Tickets to Tech Shuk VIP Cocktail Reception
- 2-minute speaking opportunity during live competition
- Stand-alone personalized banner with the company's logo
- E-blast Announcement introducing the company as Title Sponsor
- Premium Booth Location at Demo Pit along with Company logo on signage to increase visibility
- Predominant logo visibility wherever logos are present
- Option to post a web link to Tech Shuk event on your website to profile your charitable support
- 4 VIP tickets at the Friends of JNF Quebec Negev Gala\*

\*Pending confirmation of Negev gala in 2026

# GOLD SPONSOR

\$15,000

- 6 Tickets to Tech Shuk VIP Cocktail Reception
- Stand-alone personalized banner with the company's logo
- E-blast Announcement of Sponsorship
- Prime Booth Location at Demo Pit along with Company logo on signage to increase visibility
- First-Tier logo visibility wherever logos are present
- Option to post a web link to Tech Shuk event on your website to profile your charitable support
- 2 VIP tickets at the Friends of JNF Quebec Negev Gala\*

\*Pending confirmation of Negev gala in 2026

# SILVER SPONSOR

\$10,000

- 4 Tickets to Tech Shuk VIP Cocktail Reception
- E-blast Announcement of Sponsorship
- Premium Booth Location at Demo Pit along with Company logo on signage to increase visibility

- Second Tier logo visibility wherever logos are present
- Option to post a web link to Tech Shuk event on your website to profile your charitable support

# BRONZE SPONSOR

\$6,500

- 2 Tickets to Tech Shuk VIP Cocktail Reception
- Booth at Event Trade Show

- Third Tier logo visibility wherever logos are present
- Option to post a web link to Tech Shuk event on your website to profile your charitable support

# CONTACT US

**MICHAEL MIRE**

2026 TECH SHUK CHAIR

**MOE LIEBMAN**

PRESIDENT

FRIENDS OF JNF CANADA EASTERN REGION

**KAREN AFLALO**

EXECUTIVE DIRECTOR

FRIENDS OF JNF CANADA EASTERN REGION

**FOR SPONSORSHIP OPPORTUNITIES**

[EAST@FRIENDSOFJNFCA.ORG](mailto:EAST@FRIENDSOFJNFCA.ORG)

