

JNF Calgary 2023 Negev Gala

***The Magic, Mystery,  
and Chaos of Israel***

Join us for a unique multi-media experience that tells the story of Israel like you've never heard before. Featuring our host, comedian and author **Joel Chasnoff** and live music by **Israeli Artists Project**.

**Thursday, May 18, 2023**

7:30-8:30pm

Kosher dessert reception to follow



For sponsorship & advertising opportunities please contact:

 [jnf.ca/calgary](http://jnf.ca/calgary)

 [calgary@jnf.ca](mailto:calgary@jnf.ca)

 403-255-0297

## **JNF Calgary 2023 Negev Gala**

**“The Magic, Mystery and Chaos of Israel”**

Celebrating Israel’s 75<sup>th</sup> Birthday

Thursday, May 18, 2023

**SPONSORSHIP AND ADVERTISING  
OPPORTUNITIES**

## Sponsorship and Advertising

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The Calgary regional office of Jewish National Fund of Canada will host their annual Negev Gala fundraiser on May 18. We will be celebrating the 75<sup>th</sup> birthday of Israel with an entertaining multi-media stage show. This event raises funds for social-service infrastructure projects in Israel, and it is JNF Calgary's most important fundraiser of the year.

This year's Negev Gala is raising funds for the **Or Yehuda Family Care Centre**. Or Yehuda is like many small cities in Israel - it has a large population of immigrants who face the difficult task of starting a new life, learning a new language & customs, finding good work, and settling their children. A large group of volunteers run community projects at two levels:

1. A club for at-risk youth, who are referred by municipal welfare to get after-school support.
2. The 'Chesed Yavneh' project, which offers professional assistance for families who need emotional support, financial management, education and training.

All of these services are provided in a spacious building donated by the municipality that needs full renovation to make it not only suitable but comfortable, dignified and inspiring for the families who come through its doors seeking support.

A donation of \$55,000 will be recognized with naming of the full facility. Other donations over \$6000 will be collectively recognized with a plaque on-site.

We chose this project as a reflection of the evening's program - a quirky take on over a century of immigration to the Jewish homeland. Our host, comedian and author Joel Chasnoff will share his take on being an immigrant to Israel, with all the ups, downs, and twists that come with that experience.

The program includes music by **The Israeli Artists Project**, a non-profit organization that promotes and presents Israeli theater, music and art, creating a home and stage for talented New York City-based Israeli artists. They connect Israeli and North American Jewish communities through Israeli culture.

Please inquire about Sponsorships or Advertisements in the commemorative Program Book either by phone at 403-255-0295 ext.1, or by email, [calgary@jnf.ca](mailto:calgary@jnf.ca).

Questions about this event may be directed to Elliott J. Steinberg, Executive Director, JNF Calgary (Southern Alberta), 403-255-0297 or [elliott.steinberg@jnf.ca](mailto:elliott.steinberg@jnf.ca).

# Sponsorship and Advertising

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## SPONSORSHIPS

### Diamond Sponsor (\$36,000)

- Company logo/name on all promotional material, website and social media
- Complimentary entry for 8 people with reserved seating
- Two page colour ad in Program Book
- Verbal and print recognition in the video presentation

### Platinum Sponsor (\$25,000)

- Company logo/name on website & social media
- Complimentary entry for 8 people with reserved seating
- One page colour ad in Program Book
- Thank you message in video format, during presentation (optional)
- Verbal and print recognition in the video presentation

### Gold Sponsor (\$20,000)

- Company logo/name on website & social media
- Complimentary entry for 4 people with reserved seating
- One page colour ad in Program Book
- Verbal and print recognition in the presentation

### Silver Sponsor (\$15,000)

- Company logo/name on website & social media
- Complimentary entry for 4 people with reserved seating
- One page colour ad in Program Book insert
- Print recognition in the presentation

### Bronze Sponsor (\$10,000)

- Complimentary entry for 4 people with reserved seating
- One page colour ad in Program Book
- Print recognition in the presentation

### Audio/Visual Sponsor (\$8,500)

- Complimentary entry for 2 people with reserved seating
- Half page colour ad in Program Book

### Entertainment Sponsor (\$7,000)

- Complimentary entry for 2 people with reserved seating
- Half page colour ad in Program Book

### Dessert Sponsor (\$6,500)

- Complimentary entry for 2 people with reserved seating
- Half page colour ad in Program Book

## Sponsorship and Advertising

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### ADVERTISING

#### Back Cover (\$2,500)

5.5" x 8" + 1/8" bleed

Two tickets may be purchased at cost

#### Inside Front Cover (\$2,000)

5.5" x 8" + 1/8" bleed

Two tickets may be purchased at cost

#### Inside Back Cover (\$2,000)

5.5" x 8" + 1/8" bleed

Two tickets may be purchased at cost

#### Full Page (\$1,800)

5.125" x 7.63"

Premium ad placement

One ticket may be purchased at cost

#### Large (\$900)

5.125" x 5"

One ticket may be purchased at cost

#### Medium (\$600)

5.125" x 2.4"

#### Small (\$400)

2.46" x 2.6"

Sponsorships will have the value of included tickets subtracted from the donation amount for tax receipt and business receipt purposes, as per CRA regulations.