

SPONSORSHIP PACKAGE

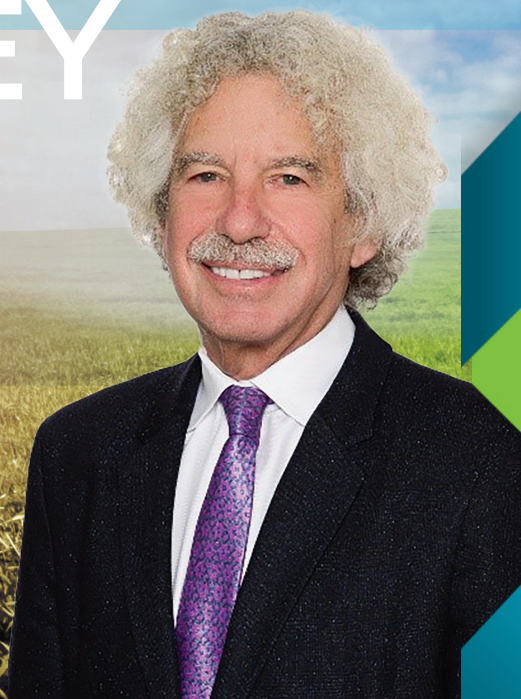
JEWISH NATIONAL FUND  
OF TORONTO  
75TH ANNUAL

# NEGEV DINNER

HONOURING  
HARLEY  
MINTZ

In support of

CLIMATE  
SOLUTIONS  
PRIZE



# JNF TORONTO

The Jewish National Fund is the largest environmental NGO in the Middle East and is the world's central address for building Israel and enhancing the quality of life of all who live there.

JNF's commitment to climate change began when it planted its first tree in 1901. With an organizational mission rooted in afforestation, preserving natural habitats, and safeguarding Israel's water supply, JNF's impact today is only surpassed by its support of transformational social infrastructure programs and projects impacting Israelis throughout the country. This includes victims of domestic abuse, at-risk youth, children with special needs, new immigrants, and individuals living below the poverty line, among others.

**JNF is Building the Foundations for Israel's Future.**





Negev  
Honouree

# Harley Mintz



Recognizable by his Einstein-like locks, Harley is better known for his 50 years of experience advising on succession, estate, financial and tax planning matters. Harley thinks big, strategically; put those traits together, you have the makings of a successful business leader and strategic advisor.

A Fellow of the Chartered Accountants of Ontario, Managing Partner of Mintz & Partners LLP, (a company he merged with Deloitte LLP), becoming a Partner and Vice-Chair of Deloitte Canada, Harley has earned an impressive collection of titles and professional designations. Harley stayed with Deloitte post-retirement as a Senior Business Advisor. Concurrently, he formed Minkids Group, a family office dealing with real estate investments and private equity investments in Canadian and international private companies.

Harley has been instrumental in the development of innovative strategies that help transform businesses and prioritize the philanthropic objectives of some of Canada's most prominent families. He has recently become an advisor to Continuum Legacy Partners Inc., specializing in estate and tax planning, including insurance, for ultra-high net worth families.

One of Harley's most notable impacts was in 2015, where he raised more than \$725,000 for the Princess Margaret Cancer Foundation, leading the campaign #NoHairSelfie by shaving off his trademark locks. He has also chaired and/or served on the boards of the Jewish National Fund of Canada, Baycrest Centre Foundation, Starlight Children's Foundation, Canadian Friends of Hebrew University, Holy Blossom Temple Foundation and Reena Foundation among other charities.



## 2023 Negev Dinner Project

# Climate Solutions Prize

This year's Negev Dinner will fund the Climate Solutions Prize, powered by JNF Canada and key partners in Israel, Start-Up Central, Peres Centre for Peace and Innovation, and KKL-JNF. Climate Solutions Prize is an unparalleled prize competition that galvanizes Israel, the start-up nation, to curb the climate crisis. It awards the best and brightest non-profit researchers and/or organizations in Israel to develop breakthrough climate solutions.

The prize of \$1 million USD will be granted to a maximum of four researchers, annually, in recognition of their work on promising solutions to our climate crisis. Proposals will be evaluated by a world-class judging panel and the recipient will be announced during a live ceremony in Israel, which will be broadcast worldwide. The inaugural prize awarded in 2022 went to three university-based researchers.

Many prizes have resulted in major impact developments in the world of science, helping researchers find new and innovative solutions that have helped change the world. The Climate Solutions Prize plans to take this approach and harness the brightest minds to help stop the climate crisis.

Notably, the Climate Solutions Prize also aims to inspire younger generations in Israel and worldwide to be a source of solutions having the power to help repair the world (Tikkun Olam).

# 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, Tribute Book and Supplementary Book
- Prominent recognition on promotional material as Presenting Sponsor
- 20 tickets to the Leadership Reception
- Prominent recognition on screens at the main stage
- 3 tables of 10 (two adjacent to head table, one well placed)
- Full page colour ad in Tribute Book

## GUARDIAN - \$100,000

- Logo on Invitation cover, Tribute Book and Supplementary Book
- Recognition on promotional material as Presenting Sponsor
- Recognition on main stage screens
- 15 tickets to the Leadership Reception
- 3 tables of 10 (one adjacent to head table or front row, two well placed)
- Full page colour ad in Tribute Book

## PIONEER - \$50,000

- 1 table of 10 (prime location)
- 8 tickets to the Leadership Reception
- Full page colour ad in Tribute Book

## GOVERNOR - \$25,000

- 1 table of 10 (well placed)
- 4 tickets to the Leadership Reception
- Full page colour ad in Tribute Book

**All sponsors over \$6,000 will be recognized at the Peres Centre in Israel.**

## BENEFACTOR - \$75,000

- Logo on cover of the Invitation, Tribute Book and Supplementary Book
- Recognition on promotional material as Presenting Sponsor
- Recognition on screens at the main stage
- 10 tickets to the Leadership Reception
- 2 tables of 10 (one prime location, one well placed)
- Full page colour ad in Tribute Book

## BUILDER - \$36,000

- 1 table of 10 (well placed)
- 6 tickets to the Leadership Reception
- Full page colour ad in Tribute Book

## CHAI - \$18,000

- 1 table of 10
- 2 tickets to the Leadership Reception
- Half page colour ad in Tribute Book

## SPONSOR - \$10,000

- 1 table of 10
- 1/4 Page colour ad in Tribute Book

# DONATIONS

(Full tax receipt)

**FRIEND**

**\$7,500**

(Recognition at Peres  
Centre in Israel)

**SHALOM**

**\$4,000**

**PARTNER**

**\$2,000**

**ASSOCIATE**

**\$1,200**

**HONOUR ROLL**

**\$750**

**SUPPORTER**

**\$400**

## Advertising & Personal Tributes

Friends, family, and associates often wish to pay tribute to honourees in the Tribute Book. This book is distributed to dinner attendees and serves as an wonderful keepsake.

### COLOUR

**FULL PAGE | \$4,000**  
(7.75" x 10.25")

**HALF PAGE | \$2,200**  
(7.75" x 5")

**1/4 PAGE | \$1,500**  
(3.7" x 5")

### BLACK+WHITE

**FULL PAGE | \$2,200**  
(7" x 10.25")

**HALF PAGE | \$1,400**  
(7.75" x 5")

**1/4 PAGE | \$850**  
(3.7" x 5")

For more information on ads and donations,  
contact Toby York



416-638-7200 ext 123



negev@jnf.ca

# Negev Honouree

Harley Mintz

## Negev Chairs

Ronald Appleby    Karen Simpson Radomski    Karen Werger

## Negev Leadership Team

Stephen Altbaum  
Cheryl Appleby-Jackson  
Karen Basian  
David Blinick  
Allan Cheskes  
Nathan Disenhouse  
Paul Engel  
Robert Furman  
Joan Garson  
Abe Glowinsky  
Evan Green  
Bonnie Jackson

Michael B. Kamien  
Dan Mader  
Dorit Mevorach  
Donald Mintz  
Jay Mintz  
Rebecca Mintz  
Steven Mintz  
Faye Minuk  
Judy Nyman  
Lesley B. Offman  
Dr. Howard L. Price  
Rachel Ryman

Dr. Mark J. Sager  
Ronald Schwarz  
Richard Shapero  
Kortney Shapiro  
Winston Siegel  
Stanley Spencer  
Arthur D. Stern  
Dr. Joe Trager  
Jerry Werger  
Frank A. Wilson  
Lauren Wise

## Negev Tribute Committee

Tobie Bekhor  
Jeremy Cole  
Michael Diamond  
Wendy Eisen  
David Engel  
The Hon. Linda Frum  
Harry Goldgut  
Michael Gross  
George Grossman  
John Hutson

Warren C. Kimel  
Adir Koschitzky  
Lorn Kutner  
Risa Mintz  
Micki Mizrahi  
Neil Nisker  
Carlo Rao  
Judd Rapoport  
Dani Reiss

Jeff Rosenthal  
Mark Segal  
Allan Silber  
Bryan Tannenbaum  
Jamie Torpey  
Steven Warsh  
Richard Waugh  
Lorne Wolfson  
Carole H. Zucker

## JNF Toronto

**President**  
Abe Glowinsky  
**Immediate Past President**  
Winston Siegel  
**JNF Future Chairs**  
Kortney Shapiro  
Brittany Sud

**Executive Director**  
Jeff Springer  
**Campaign Director**  
Rosie Sosnowicz  
**Senior Major Gifts Officer**  
Elana Carr  
**Program Director**  
Melanie Kushner

## JNF Canada

**President**  
Nathan Disenhouse

**Chief Executive Officer**  
Lance Davis





**JNF  
CANADA**



416-638-7200



negev@jnf.ca



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