

SPONSORSHIP PACKAGE

JEWISH NATIONAL FUND OF QUEBEC  
AND ISRAEL MAGEN FUND OF CANADA

# NEGEV GALA 2025

*Rebuilding Israel Together*

HONOURING

PAUL HIRSCHSON

SUNDAY, MAY 25, 2025

LOCATION WILL BE SHARED UPON CONFIRMATION



# JNF QUEBEC

For decades the Jewish National Fund of Canada has cared for the land of Israel. This mission took the role of planting trees, building water reservoirs, preserving natural habitats, and building parks and bicycle trails.

Recently, the organization has evolved to take on more progressive projects that develop social infrastructure. We now serve vulnerable sectors such as youth-at-risk, victims of domestic abuse, special needs children, the disadvantaged and far more. JNF identifies critical needs and directs donor funds to the most impactful areas.

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





# NEGEV HONOREE PAUL HIRSCHSON

Paul Hirschson, originally from Johannesburg, is a distinguished diplomat with over two decades of experience in shaping Israel's international relations. After immigrating to Israel, he served in the military before transitioning to public service, which included a three-year assignment in England. Paul holds advanced degrees in accounting, law, and business, demonstrating his commitment to both personal and professional growth. As a dedicated father of three, he balances his career with a strong commitment to fostering cross-cultural dialogue worldwide.

Notably, Paul made history as Israel's first diplomat posted to the United Arab Emirates from 2005 to 2008. He also played a pivotal role during significant international events, including being the most interviewed non-military official during Operation Protective Edge in 2014. In 2016, he was appointed as Israel's first Ambassador to Guinea in 49 years, following the restoration of diplomatic relations. Most recently, he successfully negotiated the establishment of Quebec's Representative Bureau in Israel in 2024.

Paul has lived and worked in various countries, including Britain, the UAE, the USA, Senegal, and Canada, and has spent over 21 years in Israel and South Africa. He has cultivated strong professional relationships across the Middle East, Africa, Europe, and beyond, effectively managing multi-million-dollar deals and representing Israel's interests on the global stage.

Fluent in Hebrew, English, and French, Paul has a deep understanding of Muslim cultures, having experienced six Ramadans in Muslim countries. Throughout his career, he has held various diplomatic roles, including Ambassador to Senegal and Consul General to Quebec, showcasing his versatility and dedication to his country's foreign relations.



**2025 NEGEV GALA PROJECT**

# **ASHDOD REHABILITATION & THERAPY CENTRE**

**A New Center for State-of-the-Art Therapeutics,  
Rehabilitation, and Education**

This year's Negev project will support the development of the Ashdod Rehabilitation & Therapy Centre. The center will provide critical medical and rehabilitative care to trauma victims, children with disabilities, and pediatric cancer patients in southern Israel.

The center will feature rehabilitation clinics, a hydrotherapy pool, modern medical equipment, daycare, and educational spaces. Its goal is to offer high-quality care close to home, reducing the need for long travel times. Located near the Samson Assuta Ashdod University Hospital, it will serve hundreds of patients each month.

Southern Israel faces a severe shortage of rehabilitation services, exacerbated by the October 7 war. 30% of wounded patients and most of the war victims are from the south, stressing an already overwhelmed healthcare system. With only 11 rehabilitation centers in the south, compared to 43 in central Israel, wait times are often over a year. Children with disabilities and cancer patients must travel long distances for care. The Ashdod Rehabilitation & Therapy Centre will help address these challenges by providing timely, accessible treatment for those in need.



# 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
- Prominent recognition on promotional material as Presenting Sponsor
- Prominent recognition on screens at the main stage
- Prominent onsite banner
- Exclusive speaking opportunity during Negev Gala
- Logo visibility wherever logos are present (first tier)
- 2 Full page ad in online Tribute Book
- 3 tables of 10 (Gold seating)
- 12 VIP tickets to Tech Shuk (value of \$2160)

## GUARDIAN - \$100,000

- Logo on Invitation cover
- Recognition on promotional material as Presenting Sponsor
- Prominent onsite banner
- Exclusive speaking opportunity during Negev Gala
- Logo visibility wherever logos are present (first tier)
- Recognition on main stage screen
- Full page ad in online Tribute Book
- 3 tables of 10 (Gold seating)
- 10 VIP tickets to Tech Shuk (value of \$1800)

## BENEFACTOR - \$75,000

- Logo on cover of the Invitation
- Recognition on promotional material as Presenting Sponsor
- Recognition on screens at the main stage
- Logo visibility wherever logos are present (second tier)
- Full page ad in online Tribute Book
- 2 tables of 10 (Silver seating)
- 8 VIP tickets to Tech Shuk (value of \$1440)

## PIONEER - \$50,000

- Logo visibility wherever logos are present (second tier)
- Hyperlinked logo on website
- Social media announcement
- Full page ad in online Tribute Book
- 2 tables of 10 (Silver seating)
- 6 VIP tickets to Tech Shuk (value \$1080)

## BUILDER - \$36,000

- Logo visibility wherever logos are present (third tier)
- Hyperlinked logo on website
- Social media announcement
- Full page ad in online Tribute Book
- 1 table of 10 (Bronze seating)
- 6 VIP tickets to Tech Shuk (value \$1080)

## GOVERNOR - \$25,000

- Logo visibility wherever logos are present (fourth tier)
- Hyperlinked logo on website
- Social media announcement
- Full page ad in online Tribute Book
- 1 table of 10 (Bronze seating)
- 4 VIP tickets to Tech Shuk (value \$720)

## CHAI - \$18,000

- Logo visibility wherever logos are present (fourth tier)
- Hyperlinked logo on website
- Social media announcement
- Half page ad in online Tribute Book
- 1 table of 10 (Bronze seating)
- 2 VIP tickets to Tech Shuk (value \$360)

## SPONSOR - \$10,000

- 1 table of 10 (Bronze seating)

# CONTRIBUTIONS

## FRIENDS - \$7,500

(Recognition at the project site)

## SHALOM - \$3,600

## PARTNER - \$1,800

# PERSONAL DONATIONS

Name \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone (Home) \_\_\_\_\_ (work) \_\_\_\_\_

(Cell) \_\_\_\_\_

**TICKETS** The maximum allowable charitable tax receipt will be issued by Israel Magen Fund of Canada.

**General Tickets** Number of tickets \_\_\_\_\_ x \$650

## PERSONAL SUPPORTERS

(all donations over \$7,500 will include a recognition plaque)

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

**TRUSTEE - \$250,000**

**GUARDIAN - \$100,000**

**BENEFACTOR - \$75,000**

**PIONEER - \$50,000**

**BUILDER - \$36,000**

**GOVERNOR - \$25,000**

**CHAI - \$18,000**

**SPONSOR - \$10,000**

**FRIENDS - \$7,500**

**SHALOM - \$3,600**

**PARTNER - \$1,800**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please seat us with: \_\_\_\_\_

\_\_\_\_\_

Dietary restrictions: \_\_\_\_\_

\_\_\_\_\_

## TOTAL & PAYMENT DETAILS

Tickets: \$ \_\_\_\_\_

Sponsorship level: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

Cheque enclosed **Payable to: Israel Magen Fund of Canada**

Please Charge My:  Visa  Mastercard

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiry Date \_\_\_\_\_ CVV \_\_\_\_\_

**PLEASE CONFIRM YOUR PARTICIPATION BY MAY 1ST, 2025.**



**ISRAEL MAGEN FUND**  
OF CANADA

Mail completed form w/payment to  
41 Alvin Ave, Toronto, ON M4T 2A7

**Charity registration number: # 84564 1299 RR0001**

# CORPORATE SPONSORSHIP

Name \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone (Home) \_\_\_\_\_ (work) \_\_\_\_\_

(Cell) \_\_\_\_\_

**TICKETS** Tickets purchased through a corporation are not eligible for a charitable tax receipt.

**General Tickets** Number of tickets \_\_\_\_\_ x \$650

## SPONSORSHIPS

**TRUSTEE - \$250,000**

**GUARDIAN - \$100,000**

**BENEFACTOR - \$75,000**

**PIONEER - \$50,000**

**BUILDER - \$36,000**

**GOVERNOR - \$25,000**

**CHAI - \$18,000**

**SPONSOR - \$10,000**

**FRIENDS - \$7,500**

**SHALOM - \$3,600**

**PARTNER - \$1,800**

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please seat us with: \_\_\_\_\_

\_\_\_\_\_

Dietary restrictions: \_\_\_\_\_

\_\_\_\_\_

## TOTAL & PAYMENT DETAILS

Tickets: \$ \_\_\_\_\_

Sponsorship level: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

Cheque enclosed **Payable to: Jewish National Fund of Canada**

Please Charge My:  Visa  Mastercard

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiry Date \_\_\_\_\_ CVV \_\_\_\_\_

**PLEASE CONFIRM YOUR PARTICIPATION BY MAY 1ST, 2025.**



Mail completed form w/payment to  
5160 Decarie Blvd, suite 740 Montreal, Quebec H3X 2H9



# LEADERSHIP

## Présidente du Gala - Gala Chair

Galit Suissa

## Équipe de direction exécutive - Executive Leadership

Renna Bassal  
Shirley Benaroch  
Etty Bienstock  
Robert Bohbot  
Cheryl Brownstein  
Elaine Dubrovsky  
Joanne Elkaim  
Judi Fish

Roslyn Joseph  
Barbara Maldoff  
Ron Nessim  
Stephanie Oboler  
Lenny Rothschild  
Evelyn Schachter  
Wendy Spatzner  
David Tordjman

## FNJ Québec - JNF Quebec

**Président**  
**President**

Moe Liebman

**Directrice Exécutive**  
**Executive Director**

Karen Aflalo

## FNJ Canada - JNF Canada

**Président National**  
**National President**

Nathan Disenhouse

**Directeur Général**  
**Chief Executive Officer**

Lance Davis

## Israel Magen Fund of Canada

**Directeur**  
**Director**

Harold Heilbut

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