

SPONSORSHIP PACKAGE

JEWISH NATIONAL FUND OF QUEBEC
AND ISRAEL MAGEN FUND OF CANADA

NEGEV GALA 2025

Rebuilding Israel Together

HONOURING

PAUL HIRSCHSON

MONDAY, MAY 26, 2025

THE WINDSOR
MONTREAL

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 Tax Receipts issued according to CRA guidelines

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:

Please seat us with: _____

Dietary restrictions: _____

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

TOTAL & PAYMENT DETAILS

Tickets: \$ _____

Sponsorship level: \$ _____

Total: \$ _____

*Cheques Payable to: Israel Magen Fund of Canada

Payment Enclosed* 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
Negev Gala 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

General Tickets Number of tickets _____ x \$650

SPONSORSHIPS

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

TRUSTEE - \$250,000

GUARDIAN - \$100,000

BENEFACTOR - \$75,000

PIONEER - \$50,000

Please seat us with: _____

BUILDER - \$36,000

GOVERNOR - \$25,000

Dietary restrictions: _____

CHAI - \$18,000

SPONSOR - \$10,000

TOTAL & PAYMENT DETAILS

FRIENDS - \$7,500

Tickets: \$ _____

SHALOM - \$3,600

Sponsorship level: \$ _____

PARTNER - \$1,800

Total: \$ _____

*Cheques Payable to: Jewish National Fund of Canada

Payment Enclosed* 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**

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