



**Lt. Col. (Ret.)  
Jonathan Conricus**

Jonathan Conricus is a senior fellow at FDD focused on the Middle East. He served in the Israel Defense Forces (IDF) for 24 years as a combat commander in Lebanon and the Gaza Strip. He also served as a military diplomat, foreign relations expert, and international spokesperson. He recently retired as lieutenant colonel.

Jonathan was the first Israeli officer to be seconded to the United Nations (UN), during which he provided military and strategic analysis for UN peacekeeping forces. He has directed social media and public diplomacy efforts and has extensive on- and off-camera experience from his years as a spokesperson.

**JNF Edmonton  
70 years of building  
Israel through the  
Negev Gala**

JNF Edmonton held its first Negev Gala in 1954. Throughout the years, the community has gathered for this important event with the aim of supporting worthwhile projects in Israel.

This year, more than any other in recent memory, the need to gather in solidarity with the people of Israel is even more urgent. The brutal and tragic attack on October 7, 2023, reminds us that Israel's very existence continues to be threatened.

Please join us at the 2024 Negev Gala. B'Yachad we will reconfirm our ongoing support for the people and nation of Israel. Our campaign will assist Kibbutz Kissufim and its residents to rebuild, recover and ensure its future vibrancy.



**In support of the  
Social Club in Kibbutz Kissufim**

Adjacent to Gaza, Kibbutz Kissufim suffered terribly from the attack of October 7 - Lives were lost, hostages were taken, residents were harmed in unimaginable ways, and the kibbutz infrastructure was significantly damaged.

Funds raised for the 2024 JNF Edmonton Negev Gala will support the reconstruction of the Social Club at Kibbutz Kissufim. Considered the "heart" of the community, this main gathering place will be specially fortified to protect kibbutz members during emergencies. The social club will foster socialization among residents and allow them to find comfort and joy as they recover from the significant hardships they have endured.

JEWISH NATIONAL FUND OF EDMONTON

# NEGEV GALA

**B'Yachad: Together for Israel**

*An Evening of Community & Solidarity*

**Thursday, June 6, 2024**

Featuring Keynote Speaker

**Lt. Col. (Ret.)  
Jonathan Conricus**

Recognition Awards:  
Solly Singer and  
Tal Toubiana



Program: 7:30 PM Dessert Reception to follow

In support of the re-building in Kibbutz Kissufim

Details to follow upon registration

# DONATION OPPORTUNITIES

All donations will be matched 25%, donations above \$6000 will be recognized at the project site in Israel

## EVENT SPONSORS

### VIP RECEPTION | \$18,000

- Recognition from the podium, in print, digital media, and signage
- 12 Tickets

### DESSERT RECEPTION | \$15,000

- Recognition from the podium, in print, digital media, and signage
- 10 Tickets

### SPEAKER | \$12,000

- Recognition from the podium, in print, digital media, and signage
- 8 Tickets

### PRODUCTION | \$7500

- Recognition from the podium, in print, digital media, and signage
- 6 Tickets

All donors will receive a tax receipt for the maximum allowable by the CRA

## DONATIONS/TICKETS

- |   |  |                                      |   |
|---|--|--------------------------------------|---|
| • <b>Double Chai \$3,600</b><br>(4 tickets) | • <b>Hatikvah \$1,000</b><br>(2 tickets) | • <b>Chesed \$360</b><br>(2 tickets) | • <b>Young Adult \$54</b><br>25-39 yrs (1 ticket) |
| • <b>Mitzvah \$2,500</b><br>(2 tickets)     | • <b>Simcha \$720</b><br>(2 tickets)     | • <b>Israel \$180</b><br>(2 tickets) | • <b>Student \$36</b><br>(1 ticket)               |
| • <b>L'Chaim \$1,800</b><br>(2 tickets)     | • <b>Shalom \$540</b><br>(2 tickets)     | • <b>Eitz \$90</b><br>(1 ticket)     |   |

Donations above \$1,000 include tickets to the VIP reception meet and greet

### Order Form

Corporate\* (no tax receipt)     Personal\* (tax receipt - maximum allowable)

#### Major Donors

- |   |   |  |   |  |
|---|---|--|---|--|
| <b>Pioneer</b><br><input type="checkbox"/> \$50,000 | <b>Builder</b><br><input type="checkbox"/> \$36,000 | <b>Governor</b><br><input type="checkbox"/> \$25,000 | <b>Sponsor</b><br><input type="checkbox"/> \$10,000 | <b>Friend</b><br><input type="checkbox"/> \$6000 |
|---|---|--|---|--|

#### Event Sponsorships

- |   |   |   |  |
|---|---|---|--|
| <b>VIP Reception</b><br><input type="checkbox"/> \$18,000 | <b>Dessert</b><br><input type="checkbox"/> \$15,000 | <b>Speaker</b><br><input type="checkbox"/> \$12,000 | <b>Production</b><br><input type="checkbox"/> \$7500 |
|---|---|---|--|

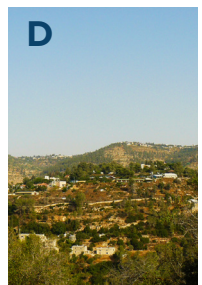
#### Donation/Tickets

- |  |   |   |   |
|--|---|---|---|
| <b>Double Chai</b><br><input type="checkbox"/> \$3,600 | <b>Hatikvah</b><br><input type="checkbox"/> \$1,000 | <b>Chesed</b><br><input type="checkbox"/> \$360 | <b>Young Adult</b><br><input type="checkbox"/> \$54 |
| <b>Mitzvah</b><br><input type="checkbox"/> \$2500      | <b>Simcha</b><br><input type="checkbox"/> \$720     | <b>Israel</b><br><input type="checkbox"/> \$180 | <b>Student</b><br><input type="checkbox"/> \$36     |
| <b>L'Chaim</b><br><input type="checkbox"/> \$1,800     | <b>Shalom</b><br><input type="checkbox"/> \$540     | <b>Eitz</b><br><input type="checkbox"/> \$90    | <b>Other</b><br><input type="checkbox"/> \$ _____   |

### Advertising Rates

Please select your message type:  Corporate  Personal

- BACK COVER**  
(8.5" x 11") **\$3,600** - 4 Tickets
- INSIDE FRONT COVER**
- INSIDE BACK COVER**  
(8.5" x 11") **\$3,000** - 4 Tickets
- FULL PAGE**  
(7.75" x 10.25") **\$1,800** - 2 Tickets
- HALF PAGE**  
(7.75" x 5") **\$1,000** - 2 Tickets
- QUARTER PAGE**  
(3.7" x 5") **\$500** - No Tickets



Please indicate your letter selection for the advertisement image: \_\_\_\_\_

(All ads are in Full Colour, for more options contact the office)

This book is distributed to all attendees and serves as an excellent keepsake. Wording for tributes and/or advertisers' electronic files (PDF or JPEG) are to accompany this purchase.

### Payment

Name \_\_\_\_\_ Email \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Telephone (Home) \_\_\_\_\_ (Bus.) \_\_\_\_\_ (Cell) \_\_\_\_\_  
 Total Amount: \$ \_\_\_\_\_  Payment Enclosed\*\* Please Charge My:  Visa  Mastercard  
 CC # \_\_\_\_\_ Expiry Date \_\_\_\_\_ CVV \_\_\_\_\_  
 Name on Credit Card \_\_\_\_\_

\*\*Cheques Payable to: Jewish National Fund of Canada

### Tribute Book Listing:

Please list our name(s) in the tribute book as follows: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Please indicate  Food Allergies: \_\_\_\_\_

Mail or Email this form to: [edm@jnf.ca](mailto:edm@jnf.ca) | JNF Edmonton 10220 156 St NW Suite 100, Edmonton, AB T5P 2R1

PLEASE CONFIRM YOUR PARTICIPATION BY MAY 19, 2024  
 ALL SUBMISSIONS MUST BE ACCOMPANIED BY FORM AND PAYMENT

\*Charitable Donation Receipts: Corporate and organizational contributions qualify as a business expense and are generally not eligible for charitable donation receipts. All individual sponsorships, tributes and donations are eligible for a charitable donation receipt up to the maximum allowed by CRA.

[edmonton@jnf.ca](mailto:edmonton@jnf.ca) 780.481.7881 [jnfedmonton.ca](http://jnfedmonton.ca)

Scan here for online payment and instant tax receipt

