Sponsorship Opportunities
National Conference 2018

October 26–28, 2018 • Phoenix, AZ

"If you will it, it is no dream; and if you do not will it, a dream it is and a dream it will stay."
– Theodor Herzl

What is Jewish National Fund?

Jewish National Fund gives all generations of Jews a unique voice in building a prosperous future for the land of Israel and its people.

JEWISH NATIONAL FUND is a registered 501 (c)(3) nonprofit organization and United Nations NGO (non-governmental organization) and gives all generations of Jews a unique voice in building a prosperous future for the land of Israel and its people. JNF is on the ground today and every day improving the quality of life for every Israeli, and our organization continues to receive four-star ratings (out of four) from Charity Navigator for demonstrating strong financial health and commitment to accountability and transparency. Our organization also has the largest database with over 2.5 million households.

When you give to JNF, 86 cents of your dollar goes to our partner programs. Your donations also help sustain JNF's projects in Israel, which include: Forestry and green innovations, water solutions, community building, disabilities and special needs, Zionist education and advocacy, research and development, and heritage sites. In addition, your contribution will also go toward our *One Billion Dollar Roadmap for the Next Decade* campaign, which will allow us to channel JNF's values for groundbreaking (literally, in many cases) new ventures.

To learn more about our work, please visit www.jnf.org.

Over the past 116 years, Jewish National Fund has evolved into a global environmental leader

- **260M+ Trees Planted**
- **250+ Reservoirs and Dams Built**
- **250,000+ Acres of Land Developed**
- **2,000+ Parks Created**
- **1,000+ Communities Supported through Infrastructure**

The key to JNF's success is its bold vision for the protection and enhancement of Israel's future. With 200+ active projects in the works at any given time, JNF is blazing trails, enhancing quality of life, sharing Israel's advancements with the world, and connecting the next generation to Israel like never before.

Jewish National Fund is Community Building

JNF enhances the quality of life for those in Israel by building new communities and bolstering existing ones, especially in Israel's North and South areas.

Population growth and regional economic development are the backbone of JNF's *Go North* and *Blueprint Negev* campaigns. With 80% of Israel's population residing in 20% of the land, building sustainable economies and infrastructure in the Northern and Southern regions is vital to the creation of lasting communities.

JNF is developing parks, playgrounds, and youth centers; partnering with like-minded organizations and municipalities to provide employment and education opportunities; promoting tourism; improving transportation; building reservoirs and agricultural infrastructure; bringing economic viability; and empowering residents to take pride in their communities.

A Sampling of the Community Building Initiatives & Projects Include:

- *Go North*
- *Blueprint Negev*
- Be'er Sheva River Park
- Sderot Indoor Recreation Center
- Project Wadi Attir

Jewish National Fund is Forestry & Green Innovations

JNF is an innovator in ecological development and a pioneer in forest creation...to date JNF has planted more than 260 million trees in Israel, covering more than 250,000 acres.

Today, JNF must face the challenge of balancing the phenomenal growth and development Israel has experienced in the last decade with the maintenance of an ecologically sound environment.

JNF has been increasingly responsive to the rapidly evolving needs of the country–agricultural infrastructure, fire prevention and safety, soil conservation, river restoration, and more.

A Sampling of the Forestry & Green Innovations Initiatives & Projects Include:

- Earth's Promise
- Firefighting & Fire Prevention
- Agricultural Infrastructure Development
- Combating Deforestation
- Harvey Hertz-JNF Ceremonial Tree Planting Center

Jewish National Fund is Water Renewal

For many years, JNF has been at the forefront of water management and conservation in Israel, by developing alternative water sources, advancing Israeli agriculture, and improving water quality.

JNF's work with water has increased Israel's water economy by over 15% through the treatment, recycling, and collection of both waste and runoff water, responsible aquifer drilling, and river rehabilitation. Over the past three decades JNF has helped build over 250 reservoirs, which has raised the amount of recycled water in Israel from 4% to over 85% today. Furthermore, over half of Israel's agricultural water comes from recycled and reused wastewater, and most of that water is supplied by JNF reservoirs.

A Sampling of the Water Renewal Initiatives & Projects Include:

- JNF Water Summits - held in 10 Cities Across the U.S.
- Recycled Water Reservoirs
- River Rehabilitation
- Rainwater Harvesting Program
- Constructed Wetlands

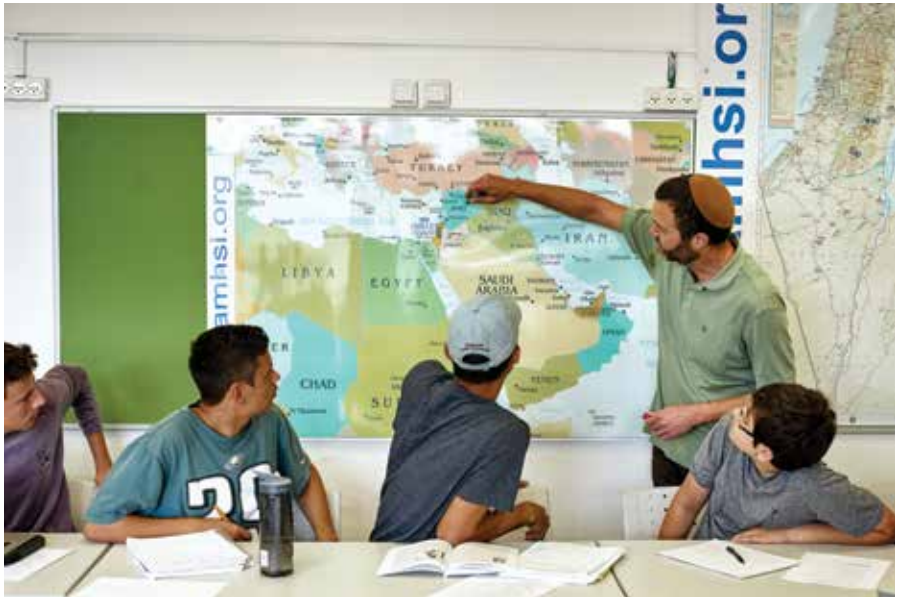
Jewish National Fund is Research & Development

JNF is cutting edge...From trees to solar power to salt water irrigation, JNF leads the way as world leader in both technological and environmental innovation.

Over 100 years after the establishment of the first agricultural research station in Israel, JNF's commitment to R&D remains as strong as ever. Working with academic and scientific institutions both in Israel and abroad, JNF funds research that turns salt water into sweet fruit, grows tomatoes and peppers without soil, and makes the desert bloom. In addition, JNF is committed to helping share these amazing innovations with the rest of the world.

A Sampling of the Research & Development Initiatives & Projects Include:

- Arava International Center for Agricultural Training (AICAT)
- Agricultural R&D Stations
- Solar Power Innovation
- Fish Farming
- Coral Reef Restoration
- Water Research & Technologies
- Renewable Energy



Jewish National Fund is Zionist Education & Advocacy

JNF is the single largest provider of Zionist engagement programs in the U.S. and offers a wide range of projects and advocacy programs to connect individuals to Israel, beginning in Elementary School and continuing through adulthood.

The JNF Israel Advocacy & Education Department engages, educates and energizes members of the community to form a deeper commitment to both the land and people of Israel.

A Sampling of the Zionist Education & Advocacy Initiatives & Projects Include:

- Alexander Muss High School in Israel (AMHSI-JNF)
- Alternative Break (AB)
- Green Horizons
- Caravan for Democracy
- College Summit at National Conference

Jewish National Fund is Heritage Sites

JNF is committed to the preservation of historical sites associated with Israel's rebirth and to ensuring that the stories associated with them are properly documented and retold for generations to come.

As part of this commitment, JNF identifies, restores, and protects hundreds of irreplaceable heritage buildings and sites associated with the country's fight for independence for both tourists and citizens to enjoy.

A Sampling of the Heritage Sites Initiatives & Projects Include:

- Atlit Immigration Center Museum
- Ayalon Institute Bullet Factory
- 9/11 Memorial
- Ammunition Hill
- Gush Etzion Visitor Center

Jewish National Fund is Disabilities & Special Needs

JNF is dedicated to ensuring that no member of Israeli society is left behind. Through a variety of initiatives, JNF provides cutting-edge rehabilitative services, special education, and medical care for people with special needs.

A Sampling of Disabilities & Special Needs Programs & Initiatives:

At **ALEH Negev-Nahalat Eran**, a world class rehabilitative village located in the heart of the Negev, JNF empowers residents and outpatients to develop a greater degree of independence and become productive members of Israeli society. ALEH Negev has set a new benchmark in the fields of special education and rehabilitative services and is being closely studied by experts from around the world.

The **Israel Defense Forces (IDF)** goes beyond ensuring the security of Israel; it provides those who serve with valuable professional and social life skills. Serving in the IDF is an is an integral part of life for young Israelis and is why Jewish National Fund works with Special in Uniform to give youth with disabilities the opportunity to integrate into the IDF.

Hiking is a national pastime in Israel and unites all who participate. Jewish National Fund understands the vital role that hiking plays in Israelis' lives, and the immeasurable impact making nature accessible has, not just on the individual with a special need but on their family and the community as well. In partnership with **LOTEM**, we offer field trips, accessible hikes, and creative workshops in nature for people of all ages with physical, mental, and emotional disabilities.

Jewish National Fund provides therapeutic horseback riding at the **Red Mountain Therapeutic Riding Center** located at Kibbutz Grofit in the Arava Valley. The center offers weekly horseback riding therapy to nearly 200 children and adults with physical and mental disabilities as well as emotional and behavioral issues.

Why Partner with Jewish National Fund?

- Align your brand with a leading philanthropic organization
- Demonstrate your commitment to the incredible work being done by JNF for the land and people of Israel
- Increase your brand exposure through integration across JNF Marketing Platforms—including, website, e-blasts, mailings, social media, and on-site event presence
- Leverage the JNF National Conference to engage directly with passionate and powerful community leaders
- Build Brand Awareness & Affinity throughout the JNF Network

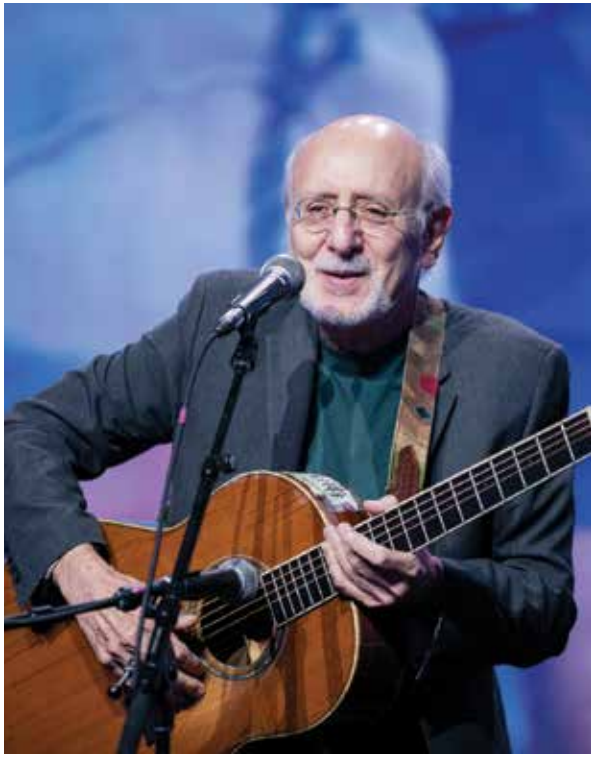
Jewish National Fund
National Conference
Partnership Opportunities

Jewish National Fund National Conference Overview

JNF's National Conference is a powerful and inspiring three-day weekend that showcases JNF's visionary work for the land and people of Israel and addresses key issues through engaging panels and discussions.

The Conference brings together passionate and committed leaders and philanthropists who are paving the way to ensure a healthy and secure Jewish homeland.

In 2018, the National Conference will be held in Phoenix, Arizona.



1. חזון כללי לעיר באר-יעקב
2. פרויקטים ויעדים מתוכננים
3. טיארק ונחל באר-יעקב
4. הקשר החזק בין באר-יעקב

Reach & Engagement

Attendee Demographics

- 1,000+ Powerful Industry Leaders & Philanthropists
- 65% of Attendees are Major Donors
- Geographically diverse participants from across the United States and Israel

Marketing Touchpoints

- Website – 300,000+ Page Views per Month
- Social Media – 90,000+ Engaged Followers
- Pre-Registration Mailing – 50,000+ Households
- Official Invitation – 10,000+ Households
- Post-Event Coverage in JNF's National Magazine *B'Yachad* – Sent to 800,000+ Households

CENTRAL ARAVA REGIONAL COUNCIL

JEWISH
NATIONAL
FUND
Your Voice in Israel

Sababa Society
Sababa Society

Former Speakers & Influencers

Danny Danon
Israel's Ambassador to the United Nations

Scott Shay
Chairman of the Board, Signature Bank

Bret Stephens
Deputy Editorial Page Editor, Wall Street Journal

Bruce Feiler
New York Times Columnist; Bestselling Author of *Walking the Bible* and *Abraham*

Jessica Abo
Reporter & Social Entrepreneur

Florine Mark
President & CEO, The Weight Watchers Group

Stacy Schusterman
Co-Chair, Charles and Lynn Schusterman Family Foundation

Dr. Frank I. Luntz
President, Luntz Global LLC

Ambassador Ron Prosor
Permanent Representative of the State of Israel to the United Nations

Charles Fox
Grammy and Emmy Award Winning Hall of Fame Songwriter

Avigdor Liberman
Israel's Minister of Foreign Affairs

Michael Oren
Former Israeli Ambassador to the United States

National Conference Presenting Sponsor **$75,000**

KEY ART

- Company logo included on all creative designed to promote the conference

PUBLIC RELATIONS

- Mention in all press releases leading up to the event recognizing sponsorship

DIGITAL

- Logo inclusion on the event landing page on the official Jewish National Fund website
- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund's Facebook Page - 90,000+ Engaged Followers

PRINT

- Prominent Logo Inclusion on all printed marketing materials - flyer and postcard invitation
- One (1) full-page ad in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

SIGNAGE

- Prominent logo inclusion on Sponsor Thank You Boards strategically placed in high traffic areas throughout conference footprint during the entire weekend
- Prominent logo inclusion on conference signage strategically placed throughout conference footprint - i.e. on-site registration/check-in, partner expo, etc.

GIFTING

- Opportunity to provide branded item in gift bag given to all Conference attendees

JNF PODCAST

- Guest spot on Jewish National Fund's bi-weekly podcast IsraelCast - 12,500 downloads

VIP HOSPITALITY

- Four (4) registrations to attend the full Conference weekend
- One (1) Table of 10 at the Sunday Night Gala

Sunday Night Gala Presenting Sponsor **$50,000**

A celebratory dinner that culminates three days of riveting and inspiring content for JNF's 1,000+ National Conference attendees, as well as local donors and dignitaries.

DIGITAL

- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund's Facebook Page - 90,000+ Engaged Followers

PRINT

- Prominent logo inclusion on all printed marketing materials
- One (1) half-page ad in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

SIGNAGE

- Prominent logo inclusion on Sponsor Thank You Boards strategically placed in high traffic areas throughout conference footprint during the entire weekend

ON-SITE BRAND INTEGRATION AT SUNDAY NIGHT GALA

- Prominent logo inclusion on all signage strategically placed at the Sunday Night Gala
- Opportunity for company representative to briefly address Major Donor Reception attendees
- Verbal recognition/thank you delivered at Sunday Night Gala

VIP HOSPITALITY

- Four (4) Invitations to Sunday Night Gala

SOLD OUT

Major Donor Reception Presenting Sponsor $25,000

A cocktail reception with entertainment to honor the Major Donor Societies of Jewish National Fund.

DIGITAL

- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund's Facebook Page - 90,000+ Engaged Followers

PRINT

- Prominent logo inclusion on all printed marketing materials
- Prominent logo inclusion on all printed marketing materials promoting the Major Donor Reception - formal invitation, etc.
- One (1) half-page ad in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

SIGNAGE

- Prominent logo inclusion on Sponsor Thank You Boards strategically placed in high traffic areas throughout conference footprint during the entire weekend

ON-SITE BRAND INTEGRATION AT MAJOR DONOR RECEPTION

- Prominent logo inclusion on all signage strategically placed at the Major Donor Reception
- Verbal recognition/thank you delivered during Major Donor Reception
- Opportunity for company representative to briefly address Major Donor Reception attendees

VIP HOSPITALITY

- Two (2) tickets to Major Donor Reception

Opening Plenary Presenting Sponsor **$25,000**

This event is the opening to JNF's National Conference, and is attended by over 1,000 conference participants.

DIGITAL

- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund's Facebook Page - 90,000+ Engaged Followers

PRINT

- Prominent logo inclusion on all printed marketing materials
- One (1) half-page ad in the National Conference Program Booklet
- Logo inclusion next to Plenary Session in the National Conference Program Booklet
- Featured in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ Households

SIGNAGE

- Prominent logo inclusion on on-site signage for the Opening Plenary Session
- Prominent logo inclusion on Sponsor Thank You Boards strategically placed in high traffic areas throughout conference footprint during the entire weekend.

ON-SITE BRAND INTEGRATION

- Verbal recognition/thank you delivered during Opening Plenary Session

VIP HOSPITALITY

- Two (2) tickets to Major Donor Reception

Plenary Session Sponsor $10,000
(Multiple Opportunities Available)

This event is the opening to JNF's National Conference, and is attended by over 1,000 conference participants.

DIGITAL

- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund's Facebook Page - 90,000+ Engaged Followers

PRINT

- Prominent logo inclusion on all printed marketing materials
- Logo inclusion next to respective Plenary Session in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

SIGNAGE

- Prominent logo inclusion on on-site signage for the respective Plenary Session
- Prominent Logo inclusion on Sponsor Thank You Boards strategically placed in high traffic areas throughout conference footprint during the entire weekend

ON-SITE BRAND INTEGRATION

- Verbal recognition/thank you delivered during Opening Plenary Session

Concurrent Session Sponsor **$5,000**

(Multiple Opportunities Available)

PRINT

- Prominent logo inclusion on all printed marketing materials
- Logo inclusion next to respective Plenary Session in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

SIGNAGE

- Prominent logo inclusion on on-site signage for the respective concurrent session
- Prominent Logo inclusion on Sponsor Thank You Boards strategically placed in high traffic areas throughout conference footprint during the entire weekend

ON-SITE BRAND INTEGRATION

- Verbal recognition/thank you delivered during respective session

SOLD OUT

College Summit Sponsor $18,000

JNF's College Summit at National Conference brings together hundreds of college students from across the U.S. to learn about the positive work being done in Israel and the skills needed to bring that content to life on campus.

DIGITAL

- Logo inclusion on the online registration landing page on the official Jewish National Fund website
- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund's Facebook Page - 90,000+ Engaged Followers

PRINT

- Prominent logo inclusion on all printed marketing materials
- Prominent logo inclusion on all printed marketing materials - flyers, pre-registration mailing, formal invitation, etc.
- Logo inclusion next to respective College Summit Events in the National Conference Program Booklet
- Exclusive feature in the National Conference Program Booklet recognizing sponsorship
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

SIGNAGE

- Prominent logo inclusion on all general conference signage strategically placed throughout conference footprint pertaining to the college summit program
- Prominent logo inclusion on Sponsor Thank You Boards strategically placed in high traffic areas throughout conference footprint during the entire weekend

ON-SITE BRAND INTEGRATION

- Opportunity for company representative to address College Summit Attendees
- Company logo featured on large multimedia screens before all College Summit Speaker Sessions
- Verbal recognition/thank you delivered during all College Summit Speaker Sessions

JNFuture (Young Professional Division) Sponsor **$18,000**

JNFuture is a community of young professionals and supporters of Jewish National Fund, ages 22-40, who share a commitment and passion for Israel. Over 200 JNFuture members attend National Conference each year.

DIGITAL

- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund's Facebook Page - 90,000+ Engaged Followers

PRINT

- Prominent Logo Inclusion on all printed marketing materials
- One (1) Half-Page Ad in the National Conference Program Booklet
- Logo Inclusion next to respective JNFuture events in the National Conference Program Booklet
- Featured in post-event coverage in Jewish National Fund's National Magazine, B'Yachad, sent to 800,000+ Households

SIGNAGE

- Prominent Logo inclusion on all on-site signage pertaining to the JNFuture programming
- Prominent Logo inclusion on Sponsor Thank You Boards strategically placed in high traffic areas throughout conference during the entire weekend

JNFUTURE PARTY

- Prominent logo inclusion on all marketing materials for the JNFuture Party on Saturday night

ON-SITE BRAND INTEGRATION

- Opportunity for Company representative to address JNFuture Attendees
- Verbal recognition/thank you to be delivered during JNFuture specific programming

VIP HOSPITALITY

- Two (2) Registrations to attend the full conference weekend (ages 22-40)

Registration Sponsor **$10,000**
(Multiple Opportunities Available)

- Logo/name included on registration signage at the registration desk - throughout entirety of conference (Fri, Sat, Sunday) registration located in prominent location at National Conference
- Logo/name included on registration listing in the printed program - each day of conference has a registration listing with inclusion of sponsorship (Fri, Sat, Sunday)
- Logo/name included on general sponsorship listing on all conference materials

Social Media Sponsor **$20,000**

- Logo/name included on landing page of wifi registration page on mobile device throughout the conference
- Logo/name included on on-site signage promoting use of social media, at our mobile charging station and social media feeds.
- Logo/name included on general sponsorship listing on all conference materials
- Logo/name included on registration listing in the printed program – each day of conference has a registration listing with inclusion of sponsorship (Friday, Saturday, Sunday)

DIGITAL

- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund's Facebook Page – 90,000+ Engaged Followers

Women for Israel Luncheon Sponsor **$5,000**

PRE-CONFERENCE OPPORTUNITY (Multiple Opportunities Available)

A luncheon which takes place prior to National Conference for members of Jewish National Fund's Women for Israel, a dynamic group of female philanthropists who share a passion for building a prosperous future for the land and people of Israel.

PRINT

- Prominent logo inclusion on all printed marketing materials for the luncheon
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

SIGNAGE

- Prominent logo inclusion on signage during the luncheon

ALLOCATION OF FUNDS

- **40%** Community Building
- **10%** Forestry & Green Innovations
- **5%** Disabilities & Special Needs
- **25%** Zionist Education & Advocacy
- **5%** Water Solutions
- **5%** Research and Development
- **10%** Heritage Sites

Treasurer's Report

As National Treasurer of Jewish National Fund, I am pleased to offer you this report of the organization's finances and fiscal activity for the past year. You contribute to this nonprofit to build and develop the land of Israel as your forefathers did. I am proud to say that JNF fulfills the mission put before us and makes a tangible difference in the lives of the people of Israel.

Always, but especially in these trying economic times, nonprofit organizations must demonstrate that they have adequate controls and safeguards when handling funds. We are very proud to be placed at the top of the ladder in this regard, having earned a fifth consecutive 4-star rating from Charity Navigator for sound fiscal management, accountability, and transparency. Additionally, JNF has also been rated a top charity by Charity Watch, and meets the 20 rigorous standards of the Better Business Bureau (BBB) Wise Giving Alliance. We work hard here at JNF to meet the very high standards our donors deserve, and we are gratified to be recognized by such reputable and important players in the field.

JNF is able to meet these standards because we never lose sight of what the money we're raising is for. Our funds are donor-directed, and visitors to Israel can actually see the end result of their contributions. It takes a lot of work to meet such strict standards time and again – especially those set by multiple charity watchdogs. Yet, we continue to meet these expectations, which helps set people's minds at rest.

We also take great pride in our agility and ability to stay current in today's technologically advancing world, and our online presence is second to none in Jewish philanthropy. Online contributions during fiscal year 2016 exceeded $5 million.

Additionally, we collect about $1 million in corporate sponsorships per year. We have been honored to receive sponsorships from top financial institutions and Fortune 500 companies in the U.S., including telecommunication firms, legal and accounting firms, and public/private foundations. Sponsors are included in everything from our events and website to donor e-mails, B'Yachad newsletter, and the National Conference. As a result, we reach millions of people.

At Jewish National Fund, we're proud of our success, because it means a strong, successful Israel. That's why our ten-year *One Billion Dollar Roadmap for the Next Decade* campaign was launched nearly five years ago: an investment in the future of the land and people of Israel. The Billion Dollar Roadmap is visionary and ambitious, but time and again JNF has proven its expertise—it's in our DNA.

As an educated donor, it is always important to know as much as you can about the organizations to which you give money and to know those organizations are lean so that your money goes to the mission and not to the man. I am proud to be associated with just such an organization—Jewish National Fund.

Andrew P. Klein, Treasurer

Your Voice in Israel

jnf.org · 800.JNF.0099

For more information on becoming a sponsor
of JNF's National Conference, please contact:

Deb Rochford • (480) 447-8100 x980 • drochford@jnf.org