

Become A Sponsor!

Jewish National Fund National Conference in Israel

More Information:

Yoel Rosby, Partners & Projects Coordinator

grosby@jnf.org / 02.563.5636 x675

In U.S. / 212.879.9305 x675



NATIONAL CONFERENCE ISRAEL 2020

JEWISH NATIONAL FUND

Pre-
Conference
Trips
Available

October 25–29, 2020



JEWISH
NATIONAL
FUND
USA

Your Voice in Israel

2020 National Conference Sponsorship Opportunities



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. Your donations also help sustain JNF's projects in Israel, which include: Forestry & Green Innovations, Water Solutions, Community Building, Disabilities & Special Needs, Zionist Education & Advocacy, Research & Development, and Heritage Sites. 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 jnf.org

Jewish National Fund National Conference Overview

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

In a never before gathering of young and old, first time visitors and veteran Israeli travelers, the Jewish National Fund National Conference taking place in Israel October 25-29, 2020 will create the memory of a lifetime. As no one knows Israel like JNF, no one can show you Israel like JNF. From the inside out, Israel in all its beauty and innovation will be experienced as more than 1,000+ people - students, collegians, young professionals, influencers, long time donors and more - will traverse the country and explore the majesty and the partnership between the land and people of Israel and Jewish National Fund.

Attendee Demographics

- 1,000+ Powerful Industry Leaders, Philanthropists, and College Students
- 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
- Logo inclusion on promotional emails to database, reaching over 750,000 donors



Past Speakers



Marlee Matlin
Academy Award-
Winning Actress
and *New York Times*
Bestselling Author



Daniel Silva
Award-winning,
#1 *New York Times*
Bestselling Author



**Dr. Deborah
Lipstadt**
Dorot Professor
of Holocaust Studies,
Emory University



Ron Dermer
Israel's Ambassador
to the U.S.



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*



Bari Weiss
Writer and Editor,
New York Times
Op-Ed Page



Jessica Abo
Reporter & Social
Entrepreneur



Florine Mark
President & CEO,
The Weight Watchers
Group



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



**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



Michael Oren
Former Israeli
Ambassador to the
United States

Preliminary Itinerary

Please inquire about specific sponsorship opportunities.

- Optional Shabbat Dinner - Friday October 23 - Available for Purchase

Sunday, October 25, 2020

- Shuttles from hotels in Herzliya to Expo TLV (Leave every 30 minutes from each hotel)
- Afternoon - JNF in Israel Exhibition
- Opening Dinner with live performances, followed by Welcome Program, highlighting the vision and work of Jewish National Fund
- Opening Plenary
- Buses return to hotels in Herzliya

Monday, October 26, 2020

- Breakfast at hotels
- Buses depart north for multiple thematic tracks (selected in advance by participants)
- Buses to arrive at Atlit Detention Camp in late afternoon/early evening
- Tours and dinner at Atlit Detention Camp, followed by Evening Program celebrating aliyah
- Buses return to hotels in Herzliya

Tuesday, October 27, 2020

- Breakfast at hotels
- Transportation to Ammunition Hill in Jerusalem
- Plenary Program with guest speakers, followed by tours and lunch at Ammunition Hill
- Afternoon programming and dinner together with respective regions
- Buses return to hotels in Herzliya

Wednesday, October 28, 2020

- Breakfast at hotels
- Flights south to Ramon Airport in the Arava Region
- Multiple thematic tracks throughout Arava Region
- Later afternoon/early evening buses arrive at Timna Park
- Dinner at Shrine of Hathor, followed by Evening Program and presentation at mines
- Flights return to Tel Aviv
- Buses return to hotels in Herzliya

Thursday, October 29, 2020

- Breakfast at hotels
- Buses depart south toward Be'er Sheva
- Multiple thematic tracks throughout Be'er Sheva and the surrounding area
- Afternoon buses arrive at Be'er Sheva Amphitheater
- Closing program including performances from local singers and dancers, followed by dinner
- Buses depart for airport and Herzliya

Schedule subject to change.

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
- Logo inclusion on promotional emails to database, reaching over 750,000 donors

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 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



Opening Plenary & Dinner 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
- Logo inclusion on promotional emails to database, reaching over 750,000 donors

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

- Four (4) registrations to attend the full Conference



Plenary Production Sponsor \$20,000

(Multiple Opportunities Available)

Locations: Atlit Detention Camp, Ammunition Hill, Timna Park, and Be'er Sheva Amphitheater

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
- Logo inclusion on promotional emails to database, reaching over 750,000 donors

PRINT

- Prominent logo inclusion on all printed marketing materials
- Logo inclusion next to Production 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 Production
- 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 Production

VIP HOSPITALITY

- Two (2) registrations to attend the full Conference



Thematic Track Sponsor \$5,000

(Multiple Opportunities Available)

DIGITAL

- Logo inclusion on promotional emails to database, reaching over 750,000 donors

PRINT

- Prominent logo inclusion on all printed marketing materials
- Logo inclusion next to respective track 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 Track



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
- Logo inclusion on promotional emails to database, reaching over 750,000 donors

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
- Logo/name included on registration listing in the printed program
- Logo/name included on general sponsorship listing on all conference materials
- Logo inclusion on promotional emails to database, reaching over 750,000 donors

VIP HOSPITALITY

- One (1) registrations to attend the full Conference weekend

Social Media Sponsor \$20,000

- Logo/name included on on-site signage promoting use of social media
- Logo/name included on general sponsorship listing on all conference materials

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
- Logo inclusion on promotional emails to database, reaching over 750,000 donors

VIP HOSPITALITY

- Three (3) registrations to attend the full Conference weekend, including the Sunday Night Gala



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 the current 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 seventh consecutive 4-star rating from Charity Navigator for sound fiscal management, accountability, and transparency. Additionally, JNF 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. During the 2018 fiscal year, online contributions reached close to \$6 million.

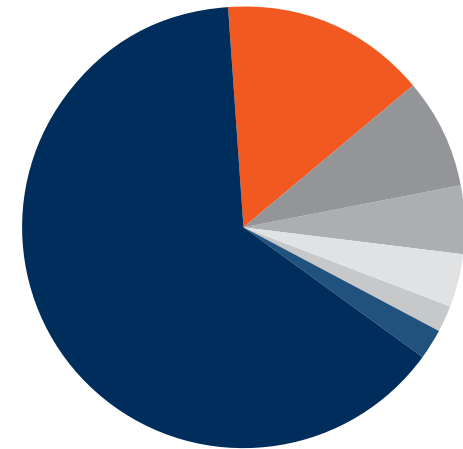
Additionally, we collect about \$1 million in corporate sponsorships per year. We have been honored to receive sponsorships from top financial institutions and Fortune 500 companies in the U.S., including telecommunication firms, legal and accounting firms, and public/private foundations. Sponsors are 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 *One Billion Dollar Roadmap for the Next Decade* campaign was launched nearly five years ago as an investment in the future of the land and people of Israel. The *One Billion Dollar Roadmap for the Next Decade* 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.

Michael Blank, Interim Treasurer

ALLOCATION OF FUNDS



- 64% Community Building
- 15% Zionist Education & Advocacy, Leadership Development
- 8% Disabilities & Special Needs
- 5% Water Solutions
- 4% Forestry & Green Innovations
- 2% Research & Development
- 2% Heritage Sites



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