

Become A Sponsor!

Jewish National Fund National Conference in Israel
With a Pre-Conference Trip to Morocco

October 10-14, 2021

More Information:

Yoel Rosby, Partners & Projects Coordinator

yroby@jnf.org

US 212.879.9305 X998

IL 02.563.5638

Glen Schwartz

Executive Director,

National Major Donor Relations

gschwartz@jnf.org

561-447-9733 x880



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Your Voice in Israel

2021 National Conference Sponsorship Opportunities



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Your Voice in Israel



We are unique, we are strategic, we are visionary,
and we have been that way since 1901. Join us.

Unparalleled in the Jewish philanthropic world, Jewish National Fund-USA's strategic vision has been, and always will be, to ensure a strong, secure, and prosperous future for the land and people of Israel. Everything we do—every project, initiative, and campaign we take on—is integral to our vision of building and connecting to our land. We plant trees, build houses and parks, source water solutions, buy fire truck and fire stations, and improve the lives of people with special needs. We boost tourism, support Aliyah, promote Zionist education and engagement, build medical centers and trauma centers, fund agricultural and culinary research, and run an American semester abroad high school in Israel. We do all these things because each project, each program, each partnership, is consistent with our strategic vision—population growth in the north and south, connecting the next generation to Israel, infrastructure development, ecology, forestation, heritage preservation, and more—all for the land and people of Israel.

Sponsorship Benefits

Jewish National Fund-USA is the leading philanthropic organization that connects American Jewry to the land and people of Israel. Increase your exposure to the right demographic by partnering with Jewish National Fund-USA. You will:

Reach 3 million potential clients and customers.

Align your brand with a philanthropic movement that the community has trusted since 1901.

Convey your support for the land and people of Israel.



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Your Voice in Israel

Jewish National Fund National Conference Overview

JNF-USA's National Conference showcases JNF's visionary work for the land and people of Israel.

In a never before gathering of young and old, first time visitors and veteran Israeli travelers, the Jewish National Fund-USA National Conference taking place in Israel October 10-14, 2021 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 2,000 people - students, 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-USA.

Attendee Demographics

- 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

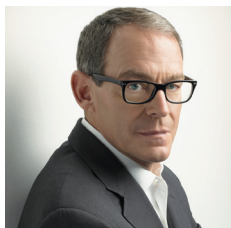
- Website – 300,000+ Page Views per Month
- Social Media – 90,000+ Engaged Followers
- Pre-Registration Mailing – 50,000+ Households
- Post-Event Coverage in JNF's National Magazine B'Yachad – Sent to 800,000+ Households
- Logo inclusion on monthly promotional emails to database, reaching over 750,000 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
Journalist



Bari Weiss
Journalist & Author



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



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Your Voice in Israel

Preliminary Itinerary

PRE-CONFERENCE OPPORTUNITIES

Wednesday, October 6, 2021- Day trip available

Thursday October 7, 2021 - Day trip available

Friday, October 8, 2021

Shabbat Dinner at Hotel in Tel Aviv

Saturday, October 9, 2021

Breakfast · Explore Tel Aviv · Havdallah Service

NATIONAL CONFERENCE PROGRAM

Sunday, October 10, 2021

Optional Programming Available

Opening Program at Hotel in Tel Aviv

Opening Dinner at Hotel in Tel Aviv

Monday, October 11, 2021 – North

Everyone will have the opportunity to select from one of the following tracks:

*Business Development , Disabilities , Go North East , Historical Sites ,
Water, Young Leadership*

Dedication of the Galilee Culinary Institute by Jewish National Fund-USA

Dinner at Atlit Detention Camp

**Multiple sponsorship opportunities available for these programs*

Tuesday, October 12, 2021 – NEGEV

Everyone will have the opportunity to select from one of the following tracks:

*Arad/Wadi Atir , Disabilities , Gaza Envelope , Historical Sites , Nefesh B'nefesh/
Makom , Water*

Masada Torah Dedication

Dinner at a Hotel at The Dead Sea

Wednesday, October 13, 2021 – Be'er Sheva

Tour Be'er Sheva

Lunch and Program at Amphitheater

Dinner on Own in Tel Aviv

Thursday, October 14, 2021 – Jerusalem

Plant a Tree

Lunch and program at Ammunition Hill

Closing Ceremony at The Kotel

L'hitraot

National Conference Lead Sponsor \$100,000

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
- 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

GIFTING

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

VIP HOSPITALITY

- Four (4) registrations to attend the full Conference

Membership in Jewish National Fund-USA's King Solomon Society, for donors with a minimum annual commitment of \$100,000



Sunday Night Opening Plenary Sponsor \$50,000*

A celebratory opening, setting the stage for the next four days to come, with local dignitaries.

DIGITAL

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PRINT

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ON-SITE BRAND INTEGRATION AT SUNDAY NIGHT OPENING

- Prominent logo inclusion on all signage strategically placed at the opening
- Verbal recognition/thank you delivered at the opening

VIP HOSPITALITY

- Two (2) registrations to attend the full Conference

Membership in Jewish National Fund-USA's Negev Society, for donors with a minimum annual commitment of \$25,000



Masada Major Event Sponsor \$25,000*

Celebrate the sacred act of writing a Sefer Torah on top of Masada.

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
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

ON-SITE SIGNAGE

- Prominent logo inclusion on all signage strategically placed at site
- Verbal recognition/thank you delivered during event

VIP HOSPITALITY

- One (1) registration to attend the full Conference

Membership in Jewish National Fund-USA's Negev Society, for donors with a minimum annual commitment of \$25,000



Galilee Culinary Institute Major Event Sponsor \$25,000*

Participate in a dedication with Chef and GCI by JNF-USA co-founder Lior Sercarz and others.

DIGITAL

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PRINT

- Prominent logo inclusion on all printed marketing materials
- One (1) half-page ad in the National Conference Program Booklet
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ON-SITE SIGNAGE

- Prominent logo inclusion on all signage strategically placed at site
- Verbal recognition/thank you delivered during event

VIP HOSPITALITY

- One (1) registration to attend the full Conference

Membership in Jewish National Fund-USA's Negev Society, for donors with a minimum annual commitment of \$25,000



Atlit Major Event Sponsor \$25,000*

Tour and have dinner outside where thousands of Jewish immigrants were imprisoned during the British Mandate upon arriving into Israel.

DIGITAL

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PRINT

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- One (1) half-page ad in the National Conference Program Booklet
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ON-SITE SIGNAGE

- Prominent logo inclusion on all signage strategically placed at site
- Verbal recognition/thank you delivered during event

VIP HOSPITALITY

- One (1) registration to attend the full Conference

Membership in Jewish National Fund-USA's Negev Society, for donors with a minimum annual commitment of \$25,000



Ammunition Hill Major Event Sponsor \$25,000*

Walk through the battlegrounds and bunkers, follow the footsteps of the soldiers who fought there and tour the new state-of-the-art Six-Day War Museum. Enjoy lunch and a program.

DIGITAL

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- 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
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

ON-SITE SIGNAGE

- Prominent logo inclusion on all signage strategically placed at site
- Verbal recognition/thank you delivered during event

VIP HOSPITALITY

- One (1) registration to attend the full Conference

Membership in Jewish National Fund-USA's Negev Society, for donors with a minimum annual commitment of \$25,000



Be'er Sheva Major Event Sponsor \$25,000*

Tour the capital of the Negev and the crown jewel of JNF-USA's *Blueprint Negev* initiative to improve the quality of life in Southern Israel, enjoy lunch and an on-site program..

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
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

ON-SITE SIGNAGE

- Prominent logo inclusion on all signage strategically placed at site
- Verbal recognition/thank you delivered during event

VIP HOSPITALITY

- One (1) registration to attend the full Conference

Membership in Jewish National Fund-USA's Negev Society, for donors with a minimum annual commitment of \$25,000



Tracks Sponsor \$10,000*

Multiple opportunities to sponsor different tracks on different days

DIGITAL

- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund-USA'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
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

SIGNAGE

- Prominent logo inclusion on track buses.

Membership in Jewish National Fund-USA's President's Society, for donors with a minimum annual commitment of \$10,000



Herzl Sponsor \$5,000*

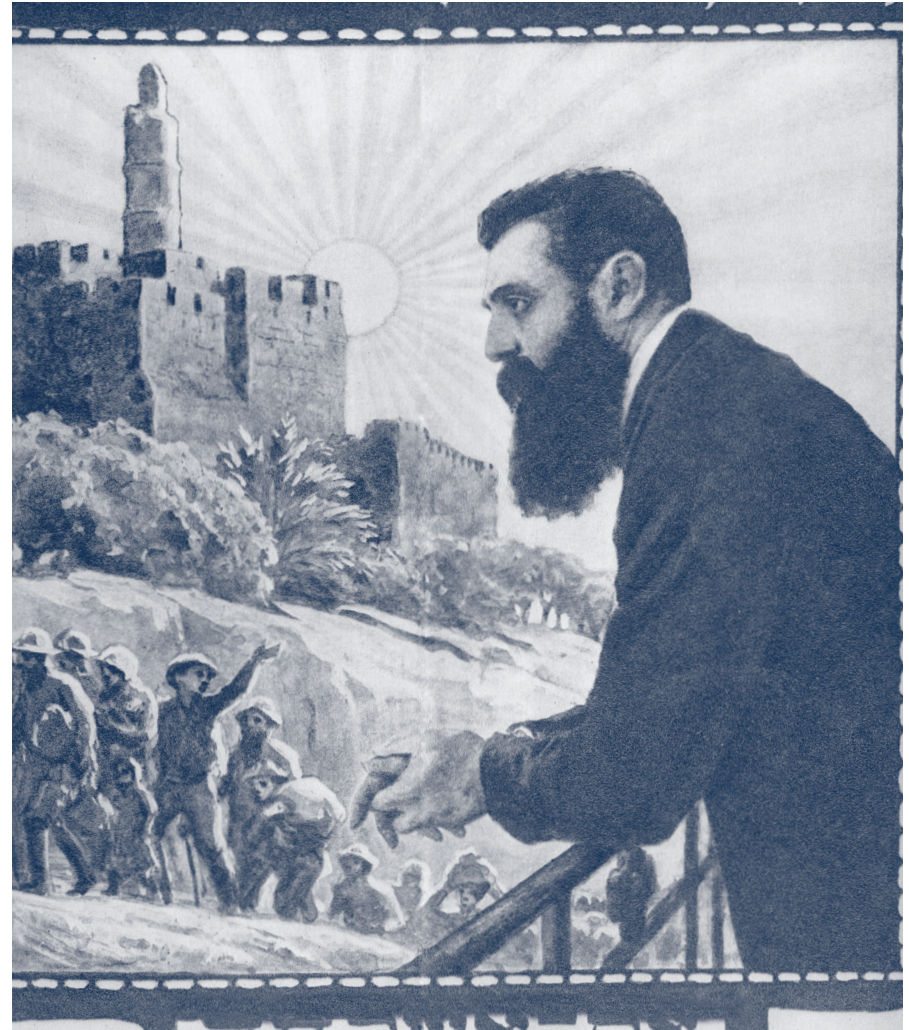
DIGITAL

- Sponsor to receive a minimum of two (2) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund-USA'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
- Recognized in post-event coverage in Jewish National Fund's national magazine, *B'Yachad*, sent to 800,000+ households

Membership in Jewish National Fund-USA's Herzl Society, for donors with a minimum annual commitment of \$5,000



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.

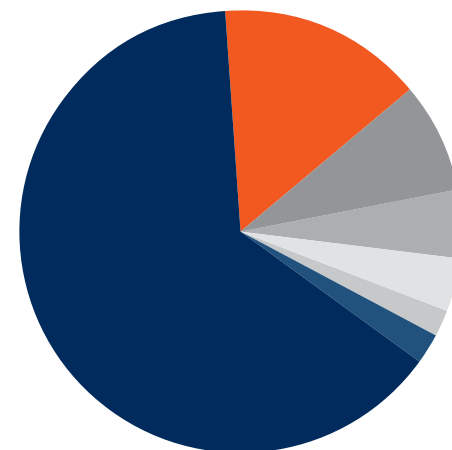
Additionally, we collect about \$1 million in corporate sponsorships per year. We have been honored to receive sponsorships from top financial institutions and Fortune 500 companies in the U.S., including telecommunication firms, legal and accounting firms, and public/private foundations. Sponsors are 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, Treasurer

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



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