

Sponsorship Opportunities 2022

Jewish National Fund-USA National Conference in Boston

November 4-6, 2022





**JEWISH
NATIONAL
FUND
USA**

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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Jewish National Fund-USA National Conference Overview

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

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-USA'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
Former Israeli
Ambassador to the U.S.



Danny Danon
Former Israeli
Ambassador to
the United Nations



Scott Shay
Chairman of the Board,
Signature Bank



Bret Stephens
Deputy Editorial Page
Editor, *Wall Street
Journal*



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



Ronald Lauder
Chairperson of the
Board, Emeritus
JNF-USA



Alon Tal
Founder of the
Arava Institute for
Environmental Studies,
Member of Knesset



Dr. Erica Brown
Director of the Mayberg
Center for Jewish Education
and Leadership



Jamie Gangel
CNN Special
Correspondent

National Conference Presenting 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-USA website
- Sponsor to receive a minimum of two (2) posts recognizing sponsorship and promoting brand throughout official Jewish National Fund-USA's social media - 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 including flyer and postcard invitation
- One (1) full-page ad in the National Conference Program Booklet (front inside cover, or back cover)
- Recognized in post-event coverage in Jewish National Fund-USA'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

VIP HOSPITALITY

- Six (6) registrations to attend the full Conference weekend, including the Major Donor Reception
- 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-USA's 1,000+ National Conference attendees, as well as local donors and dignitaries.

DIGITAL

- Sponsor to receive a minimum of two (2) posts recognizing sponsorship and promoting brand throughout official Jewish National Fund-USA's social media - 90,000+ Engaged Followers
- Logo inclusion on promotional emails to database, reaching over 750,000 donors

PRINT

- One (1) half-page ad in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund-USA'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 Sunday Night Gala
- Verbal recognition/thank you delivered at Sunday Night Gala

VIP HOSPITALITY

- Five (5) registrations to attend the full Conference weekend, including the Major Donor Reception



Major Donor Reception Presenting Sponsor \$25,000

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

DIGITAL

- Sponsor to receive a minimum of two (2) posts recognizing sponsorship and promoting brand throughout official Jewish National Fund-USA's social media - 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 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-USA'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

- Four (4) registrations to attend the full Conference weekend, including the Major Donor Reception



Opening Plenary Presenting Sponsor \$25,000

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

DIGITAL

- Sponsor to receive a minimum of two (2) posts recognizing sponsorship and promoting brand throughout official Jewish National Fund-USA's social media - 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-USA'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 weekend, including the Major Donor Reception



Social Media Sponsor \$20,000

DIGITAL

- Sponsor to receive a minimum of one (1) posts recognizing sponsorship and promoting brand throughout official Jewish National Fund-USA's social media - 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 -flyers, pre-registration mailing, formal invitation, etc.
- Exclusive feature in the National Conference Program Booklet recognizing sponsorship
- Recognized in post-event coverage in Jewish National Fund-USA's national magazine, B'Yachad, sent to 800,000+ households

SIGNAGE

- Prominent logo inclusion on all general conference 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

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

VIP HOSPITALITY

- Four (4) registrations to attend the full Conference weekend, including the Major Donor Reception



College and High School Summit Sponsor \$18,000

JNF-USA is bringing 500 college and high school student leaders together from across the country to learn about and become ambassadors for JNF-USA and Positively Israel on campus. Given the atmosphere in schools and on college campuses today, this event is more important than ever.

DIGITAL

- Sponsor to receive a minimum of one (1) posts recognizing sponsorship and promoting brand throughout official Jewish National Fund-USA's social media - 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 - flyers, pre-registration mailing, formal invitation, etc.
- Logo inclusion next to respective College Summit Events in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund-USA'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

VIP HOSPITALITY

- Two (2) registrations to attend the full Conference weekend



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

JNFuture is a community of young professionals and supporters of Jewish National Fund-USA, ages 22-40. Our most dynamic group of donors, their commitment and passion for Israel is inspiring for all. Traditionally more than 200 JNFuture members attend the National Conference each year.

DIGITAL

- Sponsor to receive a minimum of one (1) dedicated posts recognizing sponsorship and promoting brand throughout official Jewish National Fund-USA's social media - 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-USA'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)



Plenary Session Sponsor \$10,000

(Multiple Opportunities Available)

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

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 Plenary Session in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund-USA'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

VIP HOSPITALITY

- Two (2) registrations to attend the full Conference weekend



Registration Sponsor \$10,000 (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 Plenary Session in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund-USA'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

VIP HOSPITALITY

- Two (2) registrations to attend the full Conference weekend



Concurrent Session 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 Plenary Session in the National Conference Program Booklet
- Recognized in post-event coverage in Jewish National Fund-USA'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

VIP HOSPITALITY

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



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.

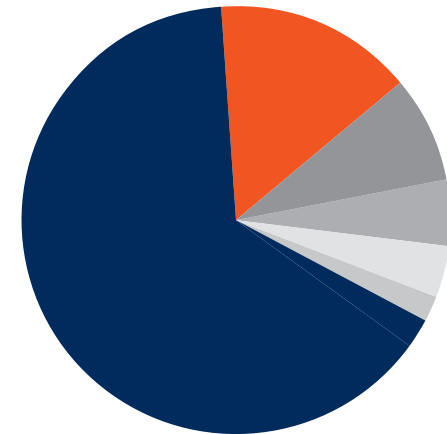
Additionally, we collect about \$1 million in corporate sponsorships per year. We have been honored to receive sponsorships from top financial institutions and Fortune 500 companies in the U.S., including telecommunication firms, legal and accounting firms, and public/private foundations. Sponsors are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



- **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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JNF-USA.org • 800.JNF-USA.0099

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

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shefez@jnf.org • 617.423.0999 x811