



JEWISH NATIONAL FUND-USA

TREE OF LIFE® AWARD GALA



JEWISH
NATIONAL
FUND
USA

Your Voice in Israel

Wednesday, November 12, 2025
Cincinnati, OH

HONORING

Shelly Gerson & Jeffrey Zipkin
Tree of Life® Award Honorees



Dr. William L. Barrett
Tree of Life® Award Honoree



FEATURING

Shahar Azani

*Veteran Israeli Diplomat
CEO, Book Family Foundation
Former Senior Vice President, Jewish Broadcasting Service (JBS)*



EVENT CHAIRS

Alana Gerson-Levi & Ari Levi



DINNER COMMITTEE

Rachel Gerson & Jacob Avraham • Elise Zipkin & Brian Mattes
Mollie & Jared Newman • Ariel & Dan Weiss • Molly & Derek Zipkin



What Is Jewish National Fund-USA?

Jewish National Fund-USA builds a strong, vibrant future for the land and people of Israel through bold initiatives and Zionist engagement.

Since 1901, we have been at the forefront of Israel's growth, combining vision, strategy, and resources to achieve what others deemed impossible. In the aftermath of October 7, our mission has become more important than ever. The people of Israel know we were there yesterday, we are there today, and we will be there with them tomorrow.

Our Build Together and Reimagine plans leverage our vast philanthropic investments made prior to October 7 to lead rebuilding efforts in Israel's North and South. In partnership with the people of Israel, we will create secure, beautiful havens for the residents of displaced communities to return home to and entice new residents to join.

From bomb shelters and resilience centers to quality-of-life projects and critical infrastructure development, Jewish National Fund-USA is addressing the physical and psychological needs of Israelis living on Israel's northern and southern frontiers.



JEWISH
NATIONAL
FUND
USA

Your Voice in Israel

About Our Honorees



Shelly Gerson & Jeffrey Zipkin

Shelly Gerson and Jeff Zipkin are lifelong Zionists and passionate advocates for Jewish life, culture, and continuity. Both are longtime supporters of Jewish National Fund-USA, and Gerson is a member of the organization's Ohio Valley Board of Directors. They also co-founded Friday Night Shabbat and the Jewish Camping program in the Cincinnati community together, and actively support Hadassah, Magen David Adom, and AIPAC.



Dr. William L. Barrett

Dr. William L. Barrett is Professor and Chairman of the University of Cincinnati Department of Radiation Oncology, and Medical Director of the UC Barrett Cancer Center. A prominent figure in the local community, Dr. Barrett is a beloved friend of the Jewish community and an unwavering supporter of the Jewish people and land of Israel.



JEWISH
NATIONAL
FUND
USA

Your Voice in Israel

Sponsorship Benefits

BENEFITS	Diamond \$100,000	Pearl \$50,000	Emerald \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$3,600	Bronze \$1,800
Recognition on all event marketing materials (website, printed materials, emails, and presentation loop)	✓ Recognized as Presenting Sponsor	✓ Recognized as Premier Sponsor	✓	✓	✓	✓	✓
Tickets to Tree of Life® Award Gala	Five (5) Tables (50 Tickets)	Four (4) Tables (40 Tickets)	Three (3) Tables (30 Tickets)	Two (2) Tables (20 Tickets)	One (1) Table (10 Tickets)	Four (4) Tickets	Two (2) Tickets
Tickets to Global Conference for Israel, the largest pro-Israel gathering in the United States, a weekend filled with solidarity, inspiration, tactical and practical solutions to standing up against Jew-hatred.	Eighteen (18) Tickets	Ten (10) Tickets	Five (5) Tickets	Two (2) Tickets			
Annual membership in Donor Society and access to programs and briefings (exclusive to giving level)	King Solomon Society & Century Council (giving \$100,000+, Century Council in perpetuity)	Negev Society (giving \$25,000+)	Negev Society (giving \$25,000+)	President's Society (giving \$10,000+)	Herzl or Sapphire Society (giving \$5,000+)	Eretz or Chai Society (giving \$1,800+)	Eretz or Chai Society (giving \$1,800+)
One-year membership in a Professional Society of your choice (Lawyers for Israel, Healthcare Professionals for Israel, Rabbis for Israel, Finance for Israel, Technology Professionals for Israel, or Real Estate Division), if applicable	✓	✓	✓	✓	✓	✓	✓



**JEWISH
NATIONAL
FUND
USA**

Your Voice in Israel

More Information

CONTACT INFORMATION FOR ON TREE OF LIFE® AWARD GALA SPONSORSHIP OPPORTUNITIES:

Eric Goldstein, Executive Director, Ohio Valley
egoldstein.cinci@jnf.org • 513.794.1300 x780

Jennifer Bain, Campaign Executive, Ohio Valley
jbain@jnf.org • 513.794.1300 x781

MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES AT GLOBAL CONFERENCE FOR ISRAEL:

Marc Bromfeld, National Director, Corporate Partnerships
mbromfeld@jnf.org • 212.879.9300 x530

*All logos should be submitted as high-resolution images such as EPS, SVG, or AI file types.
Image files submitted as PNG or JPG file types must be at least 1,000 px wide.*



**JEWISH
NATIONAL
FUND
USA**

Your Voice in Israel



JEWISH NATIONAL FUND-USA
TREE OF LIFE®
AWARD GALA

Wednesday, November 12, 2025
Cincinnati, OH

HONORING

SHELLY GERSON & JEFFREY ZIPKIN
DR. WILLIAM L. BARRETT
Tree of Life® Award Honorees

FEATURING

Shahar Azani
*Veteran Israeli Diplomat,
CEO, Book Family Foundation
Former Senior Vice President,
Jewish Broadcasting Service (JBS)*



EVENT CHAIRS

Alana Gerson-Levi & Ari Levi

FOR QUESTIONS OR MORE INFORMATION PLEASE CONTACT:

Eric Goldstein, Executive Director, Ohio Valley
egoldstein.cinci@jnf.org • 513.794.1300 x780

Jennifer Bain, Campaign Executive, Ohio Valley
jbain@jnf.org • 513.794.1300 x781

SPONSORSHIP RECOGNITION INFORMATION

Please indicate exactly how your name or company name should be listed in event marketing materials.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ MOBILE _____

EMAIL _____

- ☐ My logo is included to be used on event materials.
- ☐ Yes, I/we would like to attend, please accept my contribution in the amount of \$_____ at the _____ sponsorship level.
- ☐ Regrettably, I/we are unable to attend, please accept my contribution in the amount of \$_____ at the _____ sponsorship level.

FORM OF PAYMENT

- ☐ To pay by credit card over the phone, please contact your local fundraiser. *(contact info below)*
- ☐ My check is included. Please indicate Ohio Valley Tree of Life® Award Gala on your check in the memo area.

Please make check payable to Jewish National Fund-USA:
Jewish National Fund-USA
Administrative Center – Ohio Valley
60 Revere Dr Ste 725
Northbrook, IL 60062

- ☐ Invoice my company:

COMPANY NAME _____

COMPANY ADDRESS _____

CONTACT NAME _____

PHONE NUMBER _____

EMAIL ADDRESS _____



**JEWISH
NATIONAL
FUND
USA**

Your Voice in Israel



**JEWISH
NATIONAL
FUND**
USA

Your Voice in Israel

jnf.org • 800.JNF.0099