

An
"UNORTHODOX"
NATIONAL
VIRTUAL
Gala
FOR BRAIN
RESEARCH
REACHING NEW FRONTIERS
ALZHEIMER'S
PARKINSON'S
EPILEPSY
ALS
STROKE

Wednesday, July 7th, 2021
5:45 P.M. ET | 4:45 P.M. CT | 2:45 P.M. PT



Featuring
Acclaimed Emmy
and Golden Globe
Award nominee

Shira Haas
star of Netflix's hit series
"Shtisel" and "Unorthodox"

PRESENTING SPONSOR: **THE OELBAUM FAMILY**

CANADIAN ASSOCIATES OF
Ben-Gurion University
of the Negev
Israel's Nation Building University

Community Partnership Agreement

On July 7th, 2021, Canadian Associates of Ben-Gurion University of the Negev (CABGU) will host a live, national virtual fundraising gala that will feature Emmy and Golden Globe nominated Israeli actress, Shira Haas. Shira has been recognized around the world for her outstanding work in her lead roles on Netflix's hit series, "Shtisel" and "Unorthodox". This event will not only offer entertainment, but will also engage a large Canadian audience of approximately 600-800 supporters, like-minded individuals and organizations.

To learn more about
the event, click here.

FUNDRAISING CAUSE

The event will raise money for the newly created "**Canada Fund to Advance Brain Research at Ben-Gurion University (BGU)**". The fund will support research related to neurodegenerative diseases including **Parkinson's, Alzheimer's, ALS, Dementia** and **Strokes** at the Zlotowski Centre for Neuroscience. Proceeds from the event will support special research projects, undergraduate scholarships and graduate fellowships, conferences and workshops, the purchase of equipment and more.

ABOUT THE COMMUNITY PARTNERSHIP

CABGU is seeking partnerships with influential organizations doing critical work in the Jewish community, in research related to neurodegenerative diseases, and whose mission statement includes Israel. Collaborating with like-minded organizations will help us to get the word out about an important and relevant cause and will enable CABGU to engage with a wider community to contribute to the incredible research advancements in brain sciences at Ben-Gurion University.

COMMUNITY PARTNERSHIP AGREEMENT

Partnering organizations will share the event details with their communities on their social media channels and in their e-newsletters/ communications materials. In return, CABGU will provide each partner with 2 free tickets to the event and promote these organizations on our website, social media channels and at the event itself.

As a Community Partner you will:

1. Provide a high-resolution logo (vector Illustrator format if possible, or in PNG format, at least 600 pixels in width)
2. Provide permission for CABGU to recognize your organization on our social media channels and website
3. Follow us on Facebook, Instagram, Twitter, LinkedIn, and YouTube

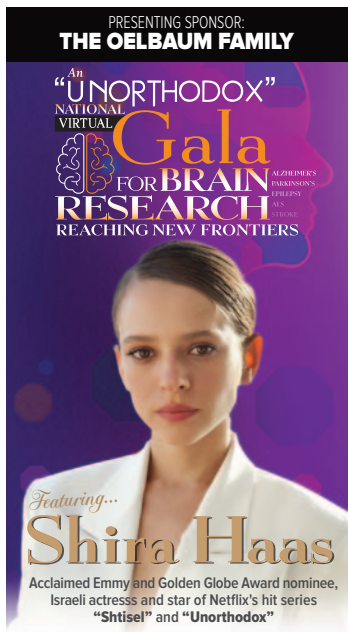


4. Promote the event by creating and sharing 5+ posts on any of your social media channels, tagging us, and encouraging your followers to attend the event
5. Promote the event in at least two of your e-newsletters or communications materials

*CABGU will provide graphics, sample social media posts and links for event promotion

CABGU will provide Community Partners with:

- Tickets for two households to attend the national virtual gala
- Logo recognition on the CABGU website, social media channels and at the fundraising event
- Will follow your organization on your social media channels



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To learn more about the event, click here.

Canadian Associates of Ben-Gurion University of the Negev Community Partnership Agreement

"An 'UNORTHODOX' National Virtual Gala for Brain Research" featuring SHIRA HAAS

Please complete this form, and email it to CABGU's Project Manager, Alysse Mathalon at alyssemathalon@bengurion.ca with your logo in vector Illustrator, if possible or PNG by **June 15th, 2021**. By signing this document, you agree to the partnership commitments outlined above.

The sooner we receive your agreement, the longer we can promote your organization!

PRIMARY CONTACT INFORMATION

Full name: _____ Title: _____

Organization Name: _____

Email: _____ Phone number: _____

ORGANIZATION'S SOCIAL MEDIA HANDLES

Facebook: _____ Instagram: _____

Twitter: _____ LinkedIn: _____

NAME SIGNATURE DATE - MM/DD/YY

Please provide the names & email addresses of the two people who will receive complimentary tickets to "An 'UNORTHODOX' National Virtual Gala for Brain Research" featuring SHIRA HAAS.

TICKET #1 TICKET #2

Full Name: _____ Full Name: _____

Email: _____ Email: _____

Canadian Associates of Ben-Gurion University of the Negev (CABGU) (www.bengurion.ca)

CABGU is a not-for-profit organization focused on sustaining the vision of David Ben-Gurion – a vision for creating a world-class institution of higher education and research in Israel's Negev desert. CABGU's main function is to raise funds for and awareness about Israel's Nation Building University, Ben-Gurion University of the Negev (BGU).

Ben-Gurion University of the Negev (BGU) (bgu.ac.il)

Through creative thinking, a commitment to excellence and a desire to innovate and transform, BGU is breaking down traditional barriers and creating a dynamic learning environment. For several consecutive years, BGU has been voted 'Best Place to Study' by a survey commissioned through the National Union of Israeli Students Research Department. BGU hosts 21,000 students at its three campuses in Be'er Sheva, Sde Boker and Eilat and serves as a bridge between academia and industry, and between Israel and the developing world. It has never viewed itself as an ivory tower and encourages students and faculty alike to be involved in the community. Approximately 600 Bedouin students along with another 900 Israeli Arab students, now attend BGU.