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SPARK TO START-UP

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SPARK TO START-UP

Resilience Ignites Leaders

BEN-GURION UNIVERSITY OF THE NEGEV MORE THAN A UNIVERSITY

As Israel and the Negev turn a new page, **Ben-Gurion University of the Negev (BGU)** stands at the heart of a renewed wave of innovation and opportunity. Spark to Start-Up celebrates the entrepreneurial drive that has long defined Israel's success—and now fuels its recovery, renewal, and resilience.

A **Fifth Wave university**, BGU goes beyond academic and research excellence to make the academy more accessible and to serve as a catalyst for regional development, social impact, and national resilience. It connects world-class science and innovation with real-world challenges, empowering a diverse community of students and researchers to turn ideas into action that strengthens the Negev and Israel.

Through initiatives like **Yazamut 360°**, BGU brings entrepreneurship out of the classroom and into the community—building companies, creating jobs, and driving inclusive growth across the Negev. The success of BGU and the success of the Negev are inseparable: together, they embody the power of knowledge, collaboration, and creativity to shape Israel's next chapter.



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THE CASE FOR GIVING

Introducing BGU's Entrepreneurship Center: *Yazamut 360°*

Forget everything you've heard about what it means to be an entrepreneur.

Through *Yazamut 360°*, all BGU students, researchers, and staff learn to connect academic excellence to business opportunity. This dynamic ecosystem takes entrepreneurship out of the classroom and into the real world, giving graduates the confidence, leadership, and experience to thrive in any venture.

The *Yazamut 360°* (Not-So) Secret Sauce:

- **Responsibility:** Students own their ideas and outcomes.
- **Leadership:** Graduates learn to build teams, drive value, and lead.
- **Experience:** Every program emphasizes learning by doing - building real startups.
- **Inspiration:** Mentors are experienced entrepreneurs who share their journeys.
- **Multidisciplinary:** Every student, from any faculty, can bring their passion to the table.

SPARK TO START-UP

Resilience Ignites Leaders



The *Spark to Start-Up* event will feature the *RBC Lion's Den*, which will bring three of **BGU's** boldest student entrepreneurs to the stage for a high-energy pitch session inspired by the spirit of the Negev. Each team will present ventures that revitalize industries, strengthen communities, and expand opportunity across Israel, with a focus on the Negev.

With the help of a panel of 3 Lions, each of whom are entrepreneur advisors, the audience will select the winning team who will receive a monetary prize.

Proceeds from the evening will establish the Vancouver Entrepreneurship Fund, to support access to entrepreneurship education and empower the next generation of Israeli innovators at Yazamut 360° for the Leaders program. It will also support a special training program for local high school students in collaboration with Junior Achievement of British Columbia.

The evening will also feature the Cactus Capital cocktail reception, a fireside talk with keynote speaker, Saul Singer and a post-event, Canucks for Kids Dessert Reception.



WHY IT MATTERS A LANDSCAPE OF IMMENSE CHALLENGE AND PROMISE

The Negev makes up 60% of Israel's land mass, however, it is home to less than 10% of Israel's population.

At its core, **BGU** unites diverse communities, inspiring students to create ventures that combine *profit with purpose and innovation with inclusion*.

By investing in BGU student entrepreneurs, our community of sponsors and donors will help develop leaders who will transform bold ideas into engines of growth, resilience, and renewal for Israel's future.



About our Honouree

Michael Fugman

PearTree Canada

Michael Fugman is a seasoned entrepreneur and community leader with more than 30 years of experience in business, tax, and philanthropy. A former President of his family's apparel company—where he managed over 100 staff and \$100 million in annual sales—he later helped scale a start-up by 500% and now serves in business development at PearTree. Michael has held major leadership roles across the community, including Chair of the Jewish Federation of Vancouver and President of the Richmond Country Club, and continues to serve on multiple boards. An avid golfer, photographer, and endurance athlete, he has completed over 10 Gran Fondos and triathlons and 18 marathons, including all six World Majors. Michael is married to Kathi and has two children and two grandchildren.

Honorary Co-Chairs

Martin Thibodeau and Caroline Desrosiers



As Regional President of RBC British Columbia, Martin Thibodeau leads a team of over 9,500 employees dedicated to providing financial advice and services to over two million personal, small business and commercial clients. An energetic, inspiring and authentic leader, Martin brings decades of leadership experience in banking, community engagement, and philanthropy. Together with his wife, Caroline Desrosiers, a devoted community leader and advocate, they have championed initiatives supporting education, culture, and social impact across Metro Vancouver and British Columbia. As Honorary Co-Chairs of Spark to Start-Up, they embody the spirit of leadership, service, and commitment that inspires both our guests and the next generation of innovators. Martin and Caroline have three adult children.

About our Speaker

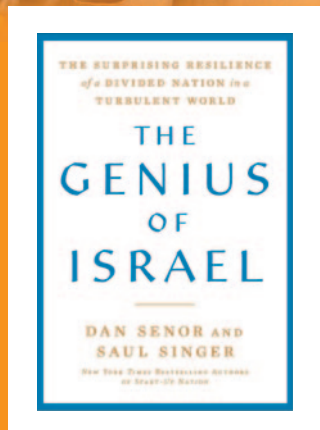
Saul Singer

Saul Singer is the internationally renowned co-author, with Dan Senor, of the best-selling book ***Start-Up Nation: The Story of Israel's Economic Miracle***. The book was a New York Times and Wall Street Journal bestseller and has been translated into over 35 languages. The title “**Start-Up Nation**” has become synonymous with Israel itself.

Singer lectures widely on what makes countries and companies innovative. He has keynoted for corporate and government audiences in over 20 countries, including Beijing, Sydney, Singapore, London, Oslo, Nairobi, and São Paulo. Before moving to Israel in 1994, Singer worked a decade as a staffer to Members of Congress, including Senator Connie Mack (R-FL), whom he represented on the Senate Banking Committee. In Israel, he was the Editorial Page Editor and a columnist at the *Jerusalem Post*. Singer has been published in numerous publications including the *Wall Street Journal* and the *Washington Post*.

Today, he advises select companies and nonprofits. His most recent book, ***The Genius of Israel: The Surprising Resilience of a Divided Nation in a Troubled World*** – also co-authored with Dan Senor – was released on November 7, 2023. Singer lives in Jerusalem with his wife and three daughters.

His fireside talk at ***Spark to Start-Up*** will offer guests an intimate, thought-provoking look into what truly drives Israel's innovative spirit—and what the world can learn from it.



Spark to Start-Up features a dynamic format without traditional seated dinner tables

The evening begins with the Cactus Capital Cocktail Reception with generous appetizers, signature cocktails, and Israeli wines (no need to dine in advance). Attendees then move to reserved seating (by sponsorship level) for a 100-minute program featuring the RBC Lion's Den, a fireside conversation with Saul Singer, and a tribute to honoree Michael Fugman, followed by a dessert reception.

This approach maximizes networking opportunities with fellow innovators, investors, and future Israeli leaders.

SPONSORSHIP OPPORTUNITIES



“If an expert says it can’t be done, get another expert.”

David Ben-Gurion



CONFIRMED

PRESENTING SPONSORS • \$72,000

KEY HIGHLIGHTS:

- The opportunity to introduce the event honouree
- Exclusive VIP photo opportunity with keynote speaker after the event
- Recognition and inscription on the Founders walls at BGU
- Name recognition in the event title and all affiliated marketing/communications

Hospitality:

- 30 complimentary tickets to the main event
- Front row seating
- Access to the Cactus Capital cocktail reception for you and all your guests
- Dessert reception

Day of event profile:

- Full page ad in digital program book
- A thank-you from the main event stage as a Presenting Sponsor
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website, print advertising, digital and social media
- Exclusive Presenting Sponsor prominent placement in all e-blasts
- Company logo/name mentioned in the event program book
- A post-event thank-you e-blast
- A special thank-you gift after the event



SPEAKER SPONSOR • \$50,000

KEY HIGHLIGHTS:

- The opportunity to introduce the keynote speaker from the main event stage
- Recognition and inscription on the Founders walls at BGU
- Exclusive VIP photo opportunity with keynote speaker after the event

Hospitality:

- 16 complimentary tickets to the main event
- Prime platinum section seating
- Access to the Cactus Capital cocktail reception for you and all your guests
- Dessert reception

Day of event profile:

- A thank-you from the main event stage
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website, print advertising, digital and social media
- Your name/company logo will be featured in the event program book
- A post-event thank-you e-blast
- A special thank-you gift after the event



CACTUS CAPITAL COCKTAIL RECEPTION SPONSOR • \$36,000

KEY HIGHLIGHTS:

- The opportunity to address the audience at the Cactus Capital cocktail reception
- Exclusive VIP photo opportunity with keynote speaker after the event

Hospitality:

- 14 complimentary tickets to the main event
- Prime platinum section seating
- Access to the Cactus Capital cocktail reception for you and all your guests
- Dessert reception

Day of event profile:

- Your company logo/name promoted on all signage at the Cactus Capital cocktail reception
- A thank-you from the stage at the cocktail reception and the main event stage
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website, print advertising, digital and social media
- Your name/company logo will be featured in the event program book
- A post-event thank-you e-blast
- A special thank-you gift after the event



CONFIRMED

Canucks for Kids Dessert Reception • \$25,000

KEY HIGHLIGHTS:

- Exclusive VIP photo opportunity with keynote speaker after the event

Hospitality:

- 12 complimentary tickets to the main event
- Prime platinum section seating
- Access to the Cactus Capital cocktail reception for you and all your guests
- Dessert reception

Day of event profile:

- Your company logo/name promoted on all signage at the Dessert Reception
- A thank-you from the main event stage
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website, print advertising, digital and social media
- Your name/company logo will be featured in the gala program book
- A post-event thank-you e-blast
- A special thank-you gift after the event



STUDENT ENTREPRENEUR SPONSORS • \$25,000 (3)

KEY HIGHLIGHTS:

- Exclusive VIP photo opportunity with keynote speaker after the event

Hospitality:

- 10 complimentary tickets per sponsor to the main event
- Photo opportunity with student entrepreneurs
- Access to the Cactus Capital cocktail reception for you and all your guests
- Prime platinum section seating
- Dessert reception

Day of event profile:

- A thank-you from the main event stage
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website, print advertising, digital and social media
- Your name/company logo will be featured in the event program book
- A post-event thank-you e-blast
- A special thank-you gift after the event



BEN-GURION SPONSOR • \$18,000

KEY HIGHLIGHTS:

- Exclusive VIP photo opportunity with keynote speaker after the event

Hospitality:

- 8 complimentary tickets to the main event
- Prime section seating
- Access to the Cactus Capital cocktail reception for you and all your guests
- Dessert reception

Day of event profile:

- A thank-you from the main event stage as a Negev Sponsor
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website, print advertising, digital and social media
- Your name/company logo will be featured in the event program book
- A post-event thank-you e-blast
- A special thank-you gift after the event



BE'ER SHEVA SPONSOR • \$10,000

KEY HIGHLIGHTS:

- Exclusive VIP photo opportunity with keynote speaker after the event

Hospitality:

- 6 complimentary tickets to the main event
- Access to the Cactus Capital cocktail reception for you and all your guests
- Gold section seating
- Dessert reception

Day of event profile:

- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website & digital media
- Your name/company logo will be featured in the event program book
- A post-event thank-you e-blast



THE INNOVATORS CIRCLE

Be a sponsor at the Negev (\$5,400), Sde Boker (\$3,600) or Eilat level (\$1,800) and become part of **BGU Canada's Innovators Circle**. As a member of the Innovators Circle, the combined power of your collective gifts will drive greater impact supporting the entrepreneurs of tomorrow.

NEGEV SPONSOR • \$5,400

Hospitality:

- 4 complimentary tickets to the event
- Access to the Cactus Capital cocktail reception for you and your guest
- Silver section seating
- Dessert reception

Day of event profile:

- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website
- Your name/company logo will be featured in the event program book
- A post-event thank-you e-blast



THE INNOVATORS CIRCLE

Be a sponsor at the Negev (\$5,400), Sde Boker (\$3,600) or Eilat level (\$1,800) and become part of **BGU Canada's Innovators Circle**. As a member of the Innovators Circle, the combined power of your collective gifts will drive greater impact supporting the entrepreneurs of tomorrow.

SDE BOKER SPONSOR • \$3,600

Hospitality:

- 3 complimentary tickets to the event
- Access to the Cactus Capital cocktail reception for you and your guest
- Silver section seating
- Dessert reception

Day of event profile:

- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website
- Your name/company logo will be featured in the event program book
- A post-event thank-you e-blast



THE INNOVATORS CIRCLE

Be a sponsor at the Negev (\$5,400), Sde Boker (\$3,600) or Eilat level (\$1,800) and become part of **BGU Canada's Innovators Circle**. As a member of the Innovators Circle, the combined power of your collective gifts will drive greater impact supporting the entrepreneurs of tomorrow.

EILAT SPONSOR • \$1,800

Hospitality:

- 2 complimentary tickets to the event
- Access to the Cactus Capital cocktail reception for you and your guest
- Silver section seating
- Dessert reception

Day of event profile:

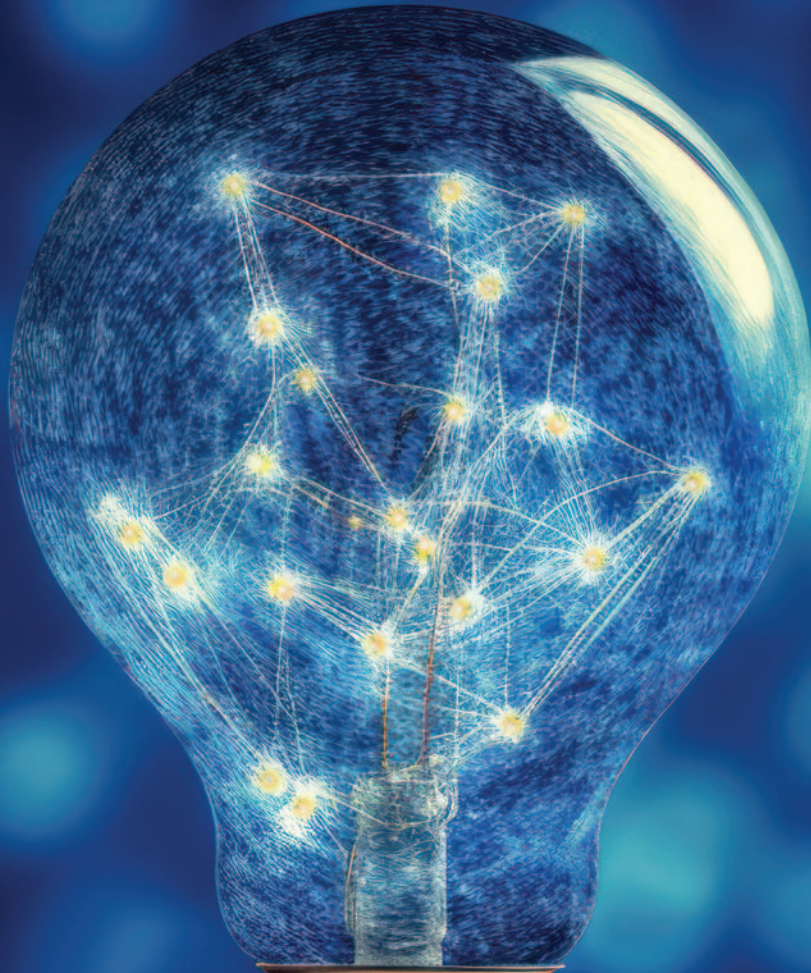
- Your company logo/name promoted on all signage and banners
- Your company logo/name promoted on the digital slide show

Brand recognition:

- Ben-Gurion University Canada's website
- Your name/company logo will be featured in the event program book
- A post-event thank-you e-blast



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TOGETHER, LET'S SPARK THE FUTURE

Join us as we celebrate the creativity, resilience, and entrepreneurial vision of the people and ideas driving Israel's next chapter — **from the Negev to the world.**