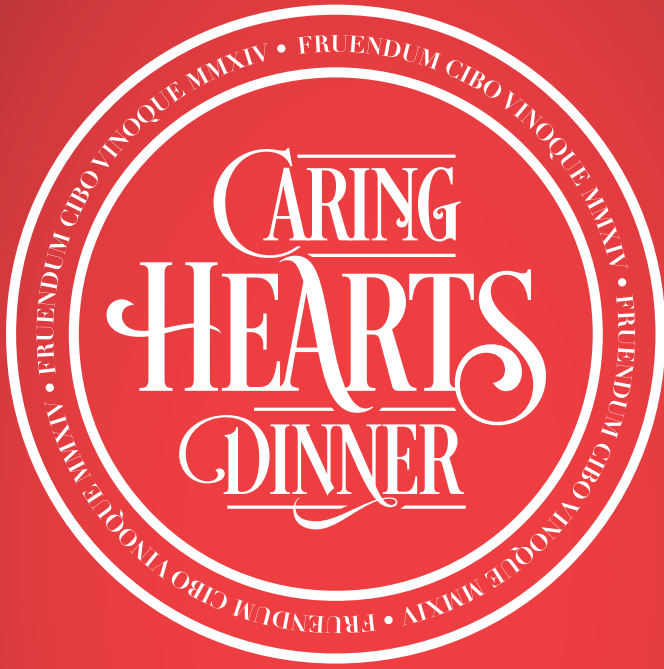


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19<sup>TH</sup> EDITION  
FEBRUARY 17, 2016

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PARTNERSHIP  
PLAN

.....



HEART &  
STROKE  
FOUNDATION

# THE FOUNDATION

Over the past years, the Heart and Stroke Foundation has been able to count on the valuable support of numerous renowned partners as part of the Caring Hearts Dinner, its signature event. Air Canada, Air France,

Laurentian Bank, Cirque du Soleil, Manulife, Pfizer Canada, RBC Royal Bank, Richter and TELUS Health took part of it. Being a sponsor, you too can contribute to make this event a must for philanthropists in the province.



**MORE THAN**  
**66,000**  
**CANADIANS**  
**DIE EVERY YEAR FROM**  
**HEART DISEASE AND STROKE**  
— THAT'S ONE LIFE TAKEN EVERY  
**7 MINUTES**



**1 IN 2**  
**CANADIANS**  
**HAS BEEN**  
**TOUCHED BY**  
**STROKE**



**9 IN 10**  
**CANADIANS HAVE AT LEAST**  
**ONE RISK FACTOR FOR**  
**HEART DISEASE OR STROKE**

# THE EVENT

Organised by the Heart and Stroke Foundation, the Caring Hearts Dinner is a five-course meal which brings together close to 400 people from the Greater Montréal area's business community.

On the occasion of the 19<sup>th</sup> edition, the Foundation invites you to discover the culinary delights of chef Jérôme Ferrer, Grand Chef Relais & Châteaux and one of Montréal's most famous chefs. We invite you to take part in this exclusive evening in the heart of Old Montréal at Marché Bonsecours.

All your senses will be awakened by high quality products which are served in a refined atmosphere.

The Caring Hearts Dinner has been the flagship event of the Foundation for nearly two decades. Through the work, support and generosity of its artisans, this annual event has raised more than \$2.5 million.

# CIRCLE OF PRESIDENTS



**1 TABLE FOR 10**  
FOR THE EVENT



**CHOICE OF TABLE LOCATION**  
IN THE ROOM



**FULL PAGE AD AND WORD**  
IN THE EVENT'S PROGRAM



**COMPANY LOGO**  
ALL EVENT-RELATED  
COMMUNICATION  
TOOLS



**COMPANY LOGO**  
ON THE EVENT'S  
WEB PAGE



**\$60,000**

limit of 3



- 10 tickets (1 table) for the Caring Hearts Dinner
- 2 VIP tickets at the Table of honour
- Possibility to choose table location
- Two-minute speech during the evening
- Company logo on all event-related communication tools
- Company logo on tickets
- Company logo at the top of the event's web page and hyperlink to the company's website
- Company logo on screen during the event
- Company banner on event site
- Note with picture of the honorary president in the evening program and on the event's website
- Full page ad and word in the event's program
- Company mentioned as event co-president by the Master of Ceremonies
- Ad in the event's program
- Company logo on the auction card provided to all guests
- 4 mentions of the company as the event co-president on the Foundation's social media networks
- Company mentioned on the thank-you sign

# PRESTIGE PARTNERS

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**1 TABLE FOR 10**  
FOR THE EVENT



**FULL PAGE AD**  
IN EVENT'S  
PROGRAM



**2 VIP TICKETS**  
AT THE TABLE  
OF HONOUR

# DISTINCTION PARTNERS

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**½ PAGE AD**  
IN THE  
EVENT'S PROGRAM



**6 TICKETS**  
FOR THE EVENT

**\$10,000**

limit of 6

- 
- 6 tickets for the Caring Hearts Dinner
  - Company logo on the tickets
  - Company logo on the event's web page and hyperlink to the company's website
  - Company logo on screen during the event
  - ½ page ad in event's program
  - Company mentioned as event partner by the Master of Ceremonies
  - Company logo on the thank-you sign

**\$15,000**

limit of 4

- 10 tickets (1 table) for the Caring Hearts Dinner
- 2 VIP tickets at the Table of honour
- Company logo on tickets
- Company logo on the event's web page and hyperlink to the company's website
- Company banner on event site
- Company logo on screen during the event
- Full page ad in event's program
- Company mentioned as event partner by the Master of Ceremonies
- 2 mentions of the company as partner of the event on the Foundation's social media
- Company mentioned on the thank-you sign

## EXPERIENCE PARTNERS

**\$5,000**

limit of 10

- 2 tickets for the Caring Heart Dinner
- ¼ page ad in the event's program
- Company logo on the event's web page and hyperlink to the company's website
- Company logo on screen during the event
- Company mentioned as event partner by the Master of Ceremonies
- Company logo on the thank-you sign

**Operating possibilities are endless, so it is important for us to find one which will best meet your business objectives.**

### **BEING A PARTNER OF THE CARING HEARTS DINNER MEANS:**

- Helping the Foundation fight heart disease and stroke, 2 of the 3 leading causes of death in Canada;
- Creating a sustainable partnership in which we can highlight your brand while providing a great scope for creativity;
- Expanding your business network;
- Collaborating with a passionate and performing team of professionals who will offer you the best of their knowledge;
- Being a part of a successful event called to grow in the years to come.