

*The*  
**SUMMER  
CLASSIC**



**PARTNERSHIP PLAN**





27.08.24

LE MIRAGE GOLF CLUB

MAJOR PARTNER

**QUEBECOR**



# A NEW TWIST ON AN ICONIC SUMMER EVENT!

The CHUM Foundation's famous golf tournament is getting a brand-new playbook, with some exciting changes and a new name.

This first edition of the **Summer Golfing and Cycling Classic** presented by Montoni will host cyclists as well as golfers, including business leaders, health professionals and Foundation ambassadors.

Together, the competitors will put their deep-rooted philanthropic values into action to help the CHUM **act faster than disease**.

Historically, this has been an extremely popular event: golf foursomes have sold out fast, and the waiting list has gotten longer every year. The new version of this charitable fundraiser offers incredible activation opportunities with high-end clients, as well as amazing networking.

By partnering with The Summer Golfing and Cycling Classic, you're showing how much you care about health, our greatest resource, and lending a hand to help the CHUM take giant strides in building expertise and technology and get a head start on beating disease.



# WHY GET INVOLVED?

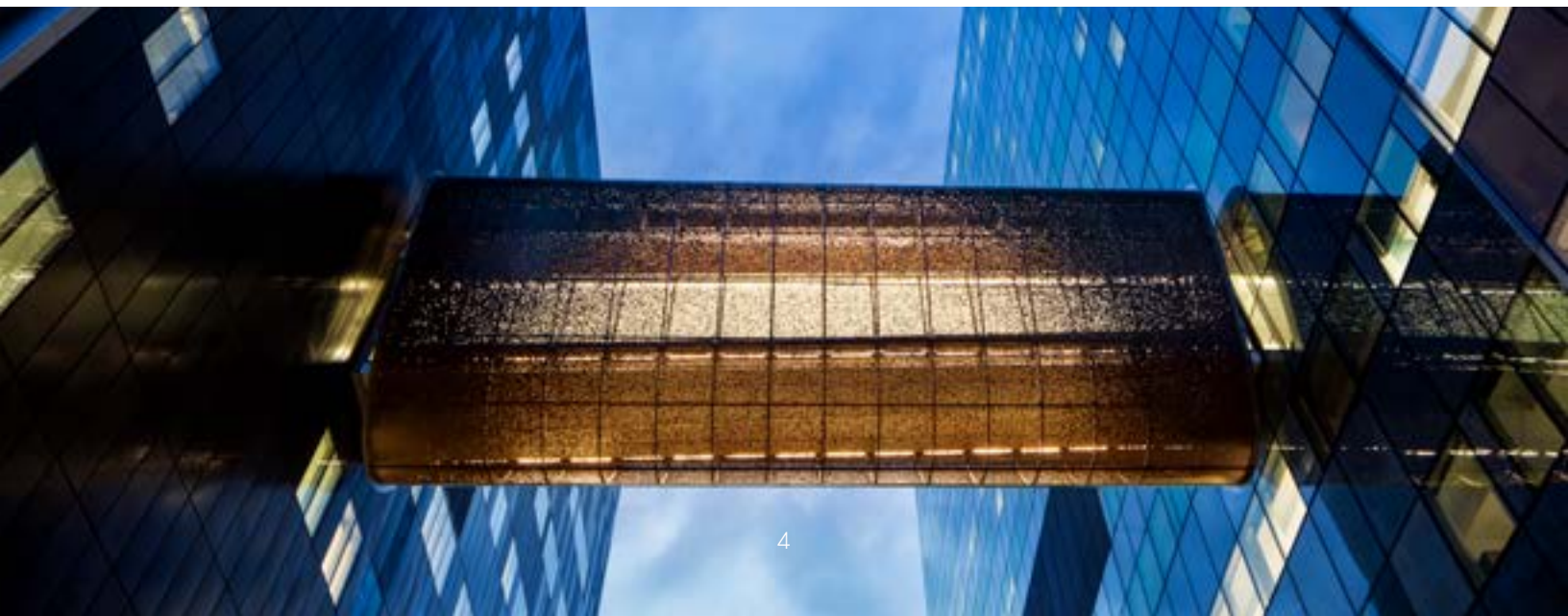


## \$3 M RAISED IN THE LAST SIX YEARS TO HELP THE CHUM PROVIDE EXCEPTIONAL CARE

The generosity of partners like you is what enables the CHUM to drive innovation, spur the development of technology, excel in care, research and teaching, and act faster than disease.

Your support will allow the CHUM Foundation to continue to carry out its mission by:

- Acquiring cutting-edge equipment and turning the latest innovations into tomorrow's medical standards;
- Advancing artificial intelligence in order to provide state-of-the-art care that targets specific patient profiles and needs;
- Implementing innovative research projects and making breakthroughs that will grow into the treatments of tomorrow;
- Attracting and training highly qualified young professionals who are ready to work in the healthcare system of the future;
  - Sharing its knowledge and initiatives with other hospitals, benefiting Quebec's population as a whole;
- Playing a part in fundamentally changing the way care is delivered in the health system.



# BECOME AN EVENT PARTNER

The CHUM Foundation is looking for partners who are interested in working together to take a creative, strategic approach to their partnership.

## THERE ARE A NUMBER OF DIFFERENT PARTNERSHIP TYPES:

- **Presenter**
  - **Collaborator**
- ENTERTAINMENT**
- Gift partner
  - Stage space partner
  - Cocktail partner
  - Dinner partner
- GOLF**
- Apparel partner
  - Cart partner
- Game partner
  - Green 19 app partner
  - Hole partner
- CYCLING**
- Apparel partner
  - Refuelling partner
  - Health team partner

The Foundation offers preferential rates for multi-year agreements, as these types of partnerships help optimize and maximize investments. Contact us for more details about our preferential rates.



# INVITE YOUR FRIENDS AND COLLEAGUES

IT'S A GREAT WAY TO LET PEOPLE KNOW YOU'RE A LEADER IN SOCIAL RESPONSIBILITY.

	CONTRIBUTION	NUMBER OF TICKETS
GOLF FOURSOME	\$7,500	4
GOLF TICKET (SINGLE)	\$1,875	1
CYCLING FOURSOME	\$3,600	4
CYCLING TICKET (SINGLE)	\$900	1
COCKTAIL HOUR AND DINNER	\$350	1

An official donation receipt will be issued for all applicable purchase amounts.

1 OUT OF 2 SOLD

PRESENTER(S)

\$40,000

\$35,000 preferential rate for a two-year agreement  
Or \$30,000 as co-presenters (\$27,500 preferential rate for a two-year agreement)

### NAMING RIGHTS AND EXCLUSIVITY

- Event (co-)presented by [your company's name];
- Exclusivity within your industry.

### TICKETS AND HOSPITALITY

- Golf tournament pass for a foursome\* (4 people), \$7,500 value;
- Cycling trail pass for 4 people (or 2 for co-presenters), \$3,600 value.

### PRE-EVENT VISIBILITY

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Official photo highlighting your partnership published in the news item on the CHUM Foundation's website;
- Your company's logo on at least 3 communications items sent to guests;
- Your company mentioned as presenter in the CHUM Foundation's media invitation;
- LinkedIn post from the CHUM Foundation emphasizing your company's partnership.

### VISIBILITY AT THE EVENT

- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo strategically positioned on the clubhouse's welcome arch;
- Your company's logo on two banners displayed along the path to the clubhouse;
- Your company's logo on the backdrop used for official pictures;
- Hole 1 on both courses at the golf club named after your company;
- Your company's logo prominently displayed on signage at the cycling trail's starting line and finish line;
- Your company's logo on all directional signage along the cycling trail (wherever the event name is mentioned), including on the finish arch;

- Your company mentioned in a speech during the evening;
- Option to give a speech in the evening;
- One of your representatives featured in the official cheque photo;
- Your company's logo and the event name printed on the back of each cyclist jersey.

### POST-EVENT VISIBILITY

- Your company mentioned in the Facebook and LinkedIn posts announcing the funds raised along with the cheque photo;
- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website;
- Your company mentioned in the Foundation's newsletter (30,000 subscribers);
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album.

\* You can book a second golf foursome for a special rate of \$7,000.

Note: This sponsorship level provides outstanding visibility at an attractive price, as one of your representatives will be a member of the event's organizing committee and will be featured as such in all relevant communications tools.

In addition to your sponsorship, you can buy cocktail hour and dinner tickets for just \$350 each.

**Increase your visibility free of charge by donating something like a silent auction prize, promotional items for golfers or food truck service. We'd be delighted to speak with you about your options.**

An official donation receipt will be issued for all applicable purchase amounts.

1 OUT OF 3 SOLD

## COLLABORATOR (3)

# \$20,000

\$17,500 preferential rate\* for a two-year agreement

### NAMING RIGHTS AND EXCLUSIVITY

- Event presented in collaboration with [your company's name];
- Exclusivity within your industry.

### TICKETS AND HOSPITALITY

- Passes for 4 people, for your choice of the golf tournament\* or cycling trail (for each collaborator).

### PRE-EVENT VISIBILITY

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Your company mentioned as a collaborator in the CHUM Foundation's media invitation;
- LinkedIn post from the CHUM Foundation emphasizing your company's partnership.

### VISIBILITY AT THE EVENT

- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo strategically positioned on the clubhouse's welcome arch;
- Your company's logo on a banner displayed along the path to the clubhouse;
- Your company's logo on the backdrop used for official pictures;
- One hole on each golf course (two holes in total) named after your company;
- Your company's logo on signage at the cycling trail's starting line and finish line;
- Your company's logo on the finish arch;
- Your company mentioned in a speech during the evening;
- One of your representatives featured in the official cheque photo.

### POST-EVENT VISIBILITY

- Your company mentioned in the Facebook and LinkedIn posts announcing the funds raised along with the cheque photo;
- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album.

\* You can book a second golf foursome for a special rate of \$7,000.

Note: This sponsorship level provides outstanding visibility at an attractive price, as one of your representatives will be a member of the event's organizing committee and will be featured as such in all relevant communications tools.

In addition to your sponsorship, you can buy cocktail hour and dinner tickets for just \$350 each.

**Increase your visibility free of charge by donating something like a silent auction prize, promotional items for golfers or food truck service. We'd be delighted to speak with you about your options.**

An official donation receipt will be issued for all applicable purchase amounts.

# ENTERTAINMENT PARTNERSHIPS

	GIFT \$20,000	STAGE SPACE \$15,000	COCKTAIL \$15,000	DINNER \$15,000
<b>PRE-EVENT VISIBILITY</b>				
Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website	◆	◆	◆	◆
<b>VISIBILITY AT THE EVENT</b>				
Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner	◆	◆	◆	◆
Your company's logo on a banner displayed along the path to the clubhouse	◆	◆	◆	◆
Your company mentioned in a speech during the evening		◆		◆
Cocktail named after your company in the program and by the cocktail hostesses			◆	
Gift area decorated with your company's logo, and your logo displayed on the gift given to all participants (cyclists and golfers)	◆			
One hole on each Le Mirage Golf Club course (two holes in total) named after your company (\$7,500 value)	◆	◆	◆	◆
Option of custom brand activation (at your own expense) at the golf club	◆	◆	◆	◆
Stage decorated with your company's logo		◆		
Cocktail section decorated with your company's logo			◆	
Your company's logo on the dinner menu				◆
<b>POST-EVENT VISIBILITY</b>				
Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website	◆	◆	◆	◆
Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report	◆	◆	◆	◆
Picture of your activation in the event's Facebook photo album	◆	◆	◆	◆

In addition to your sponsorship, you can buy cocktail hour and dinner tickets for just \$350 each.

Increase your visibility free of charge by donating something like a silent auction prize, promotional items for golfers or food truck service. We'd be delighted to speak with you about your options.

An official donation receipt will be issued for all applicable purchase amounts.



# GIFT PARTNER

# \$20,000

## PRE-EVENT VISIBILITY

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website.

## VISIBILITY AT THE EVENT

- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo on a banner displayed along the path to the clubhouse;
- Gift area decorated with your company's logo, and your logo displayed on the gift given to all participants (cyclists and golfers);
- One hole on each Le Mirage Golf Club course (two holes in total) named after your company (\$7,500 value);
- Option of custom brand activation (at your own expense) at the golf club.

## POST-EVENT VISIBILITY

- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album.

# SPOIL OUR GUESTS!



# STAGE SPACE PARTNER

# \$15,000

## PRE-EVENT VISIBILITY

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website.

## VISIBILITY AT THE EVENT

- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo on a banner displayed along the path to the clubhouse;
- Your company mentioned in a speech during the evening;
- One hole on each Le Mirage Golf Club course (two holes in total) named after your company (\$7,500 value);
- Option of custom brand activation (at your own expense) at the golf club;
- Stage decorated with your company's logo.

## POST-EVENT VISIBILITY

- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album.

# GET A FRONT-ROW SEAT!



# COCKTAIL PARTNER

# \$15,000

## PRE-EVENT VISIBILITY

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website.

## VISIBILITY AT THE EVENT

- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo on a banner displayed along the path to the clubhouse;
- Cocktail named after your company in the program and by the cocktail hostesses;
- One hole on each Le Mirage Golf Club course (two holes in total) named after your company (\$7,500 value);
- Option of custom brand activation (at your own expense) at the golf club;
- Cocktail section decorated with your company's logo.

## POST-EVENT VISIBILITY

- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album.

## BE THE COMFORT AFTER THE EFFORT



SOLD

# DINNER PARTNER

# \$15,000

## PRE-EVENT VISIBILITY

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website.

## VISIBILITY AT THE EVENT

- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo on a banner displayed along the path to the clubhouse;
- Your company mentioned in a speech during the evening;
- One hole on each Le Mirage Golf Club course (two holes in total) named after your company (\$7,500 value);
- Option of custom brand activation (at your own expense) at the golf club;
- Your company's logo on the dinner menu.

## POST-EVENT VISIBILITY

- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album.

# LIVEN UP THE FESTIVE DINNER



# GOLF PARTNERSHIPS

APPAREL  
\$30,000  
CART  
\$15,000  
GAME  
\$11,000  
GREEN 19 APP  
\$10,000  
HOLE  
\$3,500

## PRE-EVENT VISIBILITY

Exclusivity within your industry for this category	◆				
Pass for a foursome* (4 people)	◆		◆		
Exclusive access to a second foursome for a special rate of \$7,000	◆				
Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website	◆	◆	◆	◆	◆

## VISIBILITY AT THE EVENT

Your company's logo on a banner displayed along the path to the clubhouse	◆				
Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner	◆	◆	◆	◆	◆
Your company mentioned on mic during the day	◆				
Your business mentioned on mic during the morning shotgun start		◆			
Your company's logo appearing every 30 minutes or so in the scorecard app				◆	
Your company's logo in the guest locker rooms	◆				
Your company's logo on the caps given to all golfers	◆				
"Download the Green 19 app, presented by XXX" poster at the entrance				◆	
Your company's logo displayed on all golf carts used by the participants		◆			
One hole on each Le Mirage Golf Club course (two holes in total) named after your company (\$7,500 value), and the option of custom brand activation at the hole	◆		◆		◆
Two cocktail hour passes for the representatives staffing your booth at the hole			◆		◆

## POST-EVENT VISIBILITY

Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website	◆	◆	◆	◆	
Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report	◆	◆	◆	◆	◆
Picture of your activation in the event's Facebook photo album	◆	◆	◆	◆	◆

In addition to your sponsorship, you can buy cocktail hour and dinner tickets for just \$350 each.

Increase your visibility free of charge by donating something like a silent auction prize, promotional items for golfers or food truck service. We'd be delighted to speak with you about your options.

An official donation receipt will be issued for all applicable purchase amounts.

# APPAREL PARTNER

# \$30,000

or \$15,000 as a co-partner

## PRE-EVENT VISIBILITY

- Pass for a foursome (4 people), \$7,500 value;
- Exclusivity within your industry for this category;
- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Exclusive access to a second foursome for a special rate of \$7,000.

## VISIBILITY AT THE EVENT

- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo on a banner displayed along the path to the clubhouse;
- Your company mentioned on mic during the day;
- One hole on each Le Mirage Golf Club course (two holes in total) named after your company (\$7,500 value), and the option of custom brand activation at the hole;
- Your company's logo in the guest locker rooms;
- Your company's logo on the caps given to all golfers.

## POST-EVENT VISIBILITY

- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album.

# GIVE OUR PARTICIPANTS SOME STYLE



# CART PARTNER

# \$13,000

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your business mentioned on mic during the morning shotgun start;
- Your company's logo displayed on all golf carts used by the participants;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album;
- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website.

## ACCOMPANY OUR GUESTS ON THE MAGNIFICENT COURSES OF THE MIRAGE GOLF CLUB!



# GAME PARTNER

# \$11,000

- Pass for a foursome\* (4 people), \$7,500 value;
- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- One hole on each Le Mirage Golf Club course (two holes in total) named after your company (\$7,500 value), and the option of custom brand activation at the hole (at your own expense);
- Two cocktail hour passes for the representatives staffing your booth at the hole;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album;
- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website.

## ENHANCE OUR PARTICIPANTS' COURSE



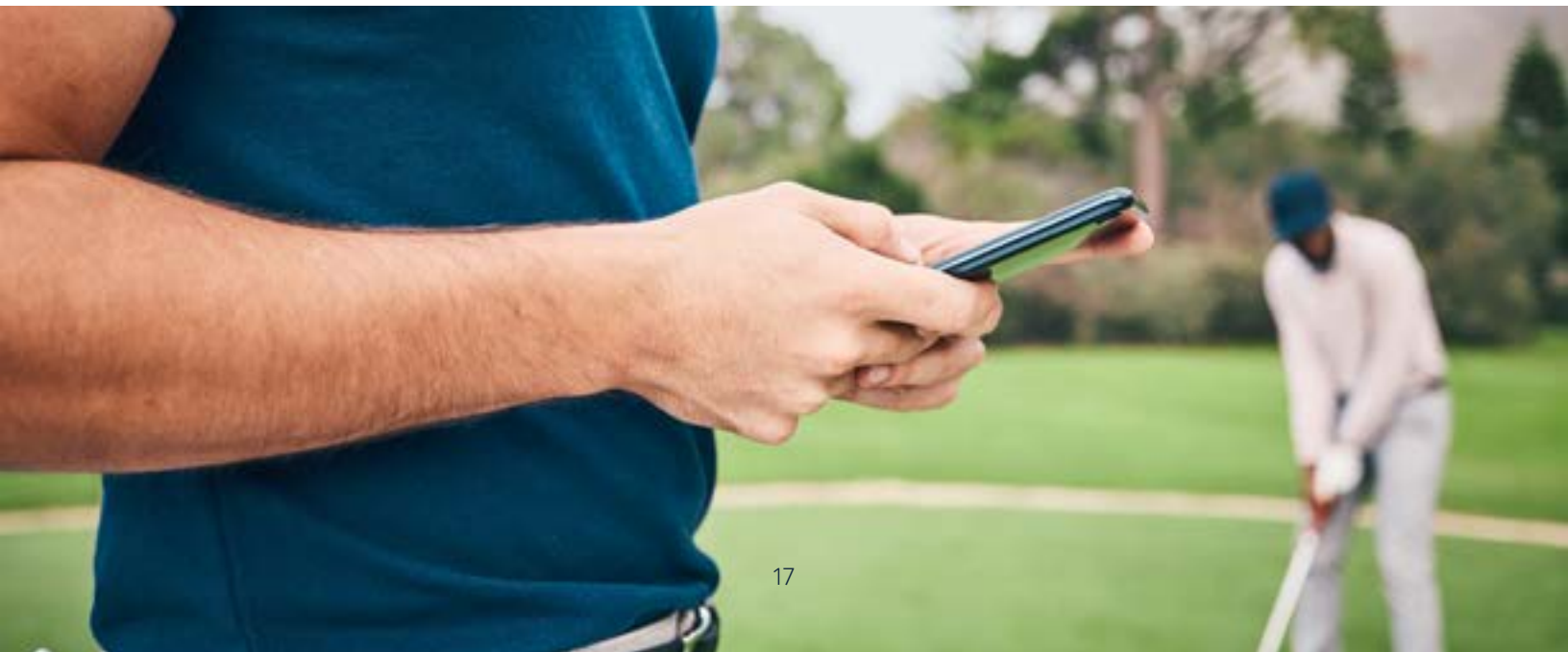


# GREEN 19 APP PARTNER

# \$10,000

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo appearing every 30 minutes or so in the scorecard app;
- "Download the Green 19 app, presented by XXX" poster at the entrance;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album;
- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website.

## BRING THE EXPERIENCE OF OUR PARTICIPANTS TO ANOTHER LEVEL



# HOLE PARTNER

# \$3,500

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- One hole on each Le Mirage Golf Club course (two holes in total) named after your company (\$7,500 value), and the option of custom brand activation at the hole (at your own expense);
- Two cocktail hour passes for the representatives staffing your booth at the hole;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album.

## ACCOMPANY OUR GUESTS ON THE COURSE!



# CYCLING PARTNERSHIPS

	APPAREL \$15,000	REFUELLING \$10,000	HEALTH TEAM \$10,000
Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website	◆	◆	◆
Two passes for the cycling trail (\$1,800 value)	◆	◆	◆
Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner	◆	◆	◆
Your company's logo on a banner displayed along the path to the clubhouse	◆		
Your company's logo on the front of each cyclist jersey	◆		
Refuelling station decorated with your branding and potential for your representatives to staff the station		◆	
Your company's logo on the vehicle transporting health supervisors and teams along the trail			◆
Option of a branded promotional gift for all cyclists (e.g., bike frame storage bag, nighttime visibility light, small first aid kit, water bottle)	◆	◆	◆
Your company's logo on the cycling finish arch	◆	◆	◆
Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report	◆	◆	◆
Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website	◆	◆	◆
Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website	◆	◆	◆

In addition to your sponsorship, you can buy cocktail hour and dinner tickets for just \$350 each.

Increase your visibility free of charge by donating something like a silent auction prize, promotional items for golfers or food truck service. We'd be delighted to speak with you about your options.

An official donation receipt will be issued for all applicable purchase amounts.

# APPAREL PARTNER

# \$15,000

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Two passes for the cycling trail (\$1,800 value);
- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo on a banner displayed along the path to the clubhouse;
- Your company's logo on the front of each cyclist jersey;
- Option of a branded promotional gift for all cyclists (e.g., bike frame storage bag, nighttime visibility light, small first aid kit, water bottle);
- Your company's logo on the cycling finish arch;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report.
- Picture of your activation in the event's Facebook photo album;
- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website.

## GIVE OUR PARTICIPANTS SOME STYLE



SOLD

## REFUELLING PARTNER

# \$10,000

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Two cycling trail passes (\$1,800 value);
- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Refuelling station decorated with your branding and potential for your representatives to staff the station;
- Option of a branded promotional gift for all cyclists (e.g., bike frame storage bag, nighttime visibility light, small first aid kit, water bottle);
- Your company's logo on the cycling finish arch;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album;
- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website.

## GIVE SOME OF YOUR ENERGY TO THE CYCLISTS

# HEALTH TEAM PARTNER

# \$10,000

- Your company's logo featured on the CHUM Foundation's website (event page) and a link to your company's website;
- Two passes for the cycling trail (\$1,800 value);
- Your company's logo in the day program and the looped presentations shared on screens during brunch, cocktail hour and dinner;
- Your company's logo on the vehicle transporting health supervisors and teams along the trail;
- Option of a branded promotional gift for all cyclists (e.g., bike frame storage bag, nighttime visibility light, small first aid kit, water bottle);
- Your company's logo on the cycling finish arch;
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (18,000 employees and 500,000 patients per year) and a mention in the annual report;
- Picture of your activation in the event's Facebook photo album;
- Your company mentioned in the news item announcing the funds raised on the CHUM Foundation's website.

## ENSURE SAFETY FOR ALL

# JOIN US!

Interested in one of our partnership proposals?  
Our team can't wait to work with you!

**Marie-Ève Larivière**  
**Advisor, Partnerships and Sponsorships**  
**514-260-6432**  
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**CHUM**   
**FOUNDATION**