

The
**SUMMER
CLASSIC**

GOLFING



CYCLING

ENTERTAINMENT

2025

PARTNERSHIP PLAN

CHUM 
FOUNDATION

A full-page photograph of a golfer in mid-swing on a golf course. The golfer is wearing a white polo shirt, dark trousers, a white cap, and white gloves. The background shows a lush green golf course with trees and a body of water under a warm, golden sunset sky. The text '08.26.25' is overlaid in a large, green, serif font, and 'LE MIRAGE GOLF CLUB' is overlaid in a smaller, white, sans-serif font below it.

08.26.25

LE MIRAGE GOLF CLUB



THE HOTTEST EVENT OF THE SEASON IS BACK!

he CHUM Foundation's **Summer Golf and Cycling Classic** is back on August 26!

Once again this year, this highly anticipated charity event is pairing its new cycling component with its classic golf tournament, bringing golfers and cyclists together for an unforgettable day surrounded by breathtaking scenery. With an iron in their hands or on the seat of their bikes, members of this **dedicated**

community of businesspeople, healthcare professionals and long-time partners will join forces to help the CHUM's teams **act faster than disease**.

This year's event will again offer incredible **activation and networking opportunities with high end business clients**.

Will you be joining us?



WHY GET INVOLVED?

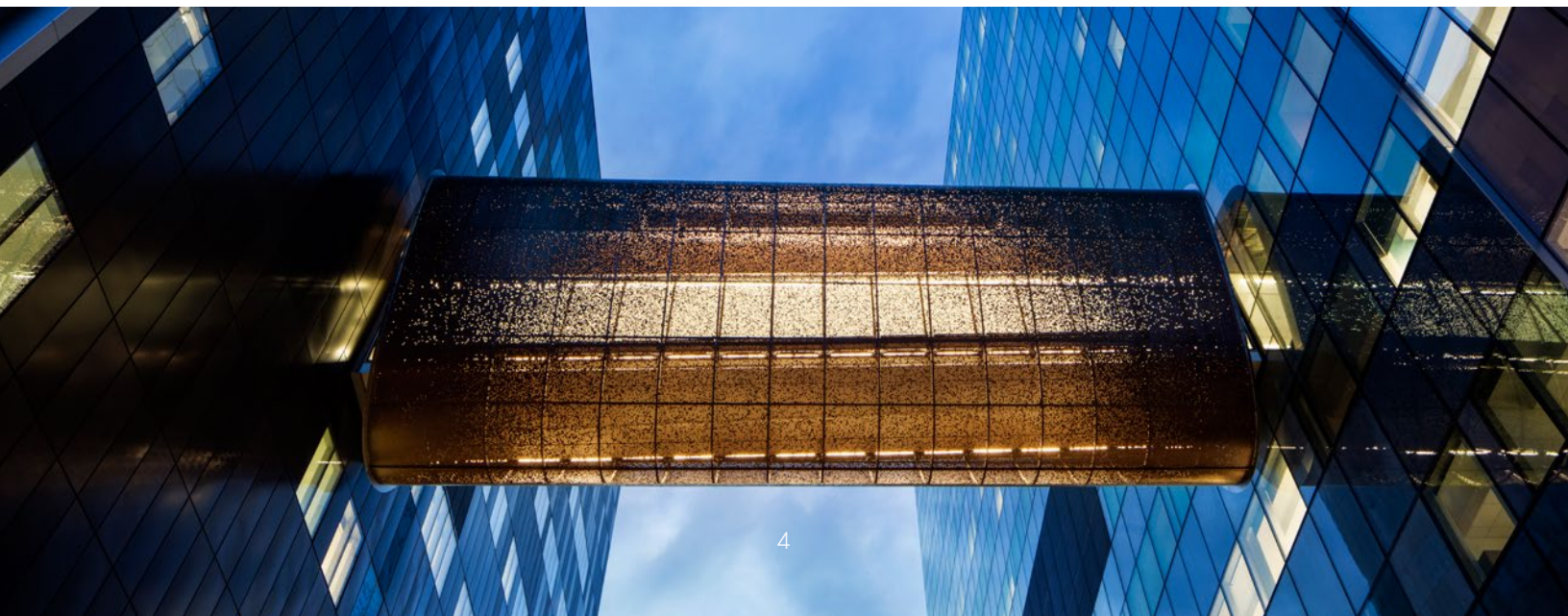


\$3.5M RAISED IN THE LAST SEVEN YEARS TO HELP THE CHUM PROVIDE EXCEPTIONAL CARE

Becoming a partner of The Summer Golf and Cycling Classic means taking real action to show how much you care about health, our greatest resource. It also means helping the CHUM drive innovation, take giant strides in building technology and excel in care, research and teaching to help thousands of patients.

When you support the Foundation's mission, you're helping the CHUM:

- Acquire cutting-edge equipment and turn the latest innovations into tomorrow's medical standards
- Advance artificial intelligence in order to provide state-of-the art care that targets specific patient profiles and needs
- Implement innovative research projects and make breakthroughs that will grow into new treatments
 - Attract and train highly qualified young professionals who are ready to work in the healthcare system of the future
 - Share its knowledge and initiatives with other hospitals, benefiting Quebec's population as a whole
- Play 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:

• Collaborator

ENTERTAINMENT

- Cocktail and silent auction partner
- Dinner and stage space partner

GOLFING

- Apparel partner
- Cart partner
- Green 19 app partner
- Game partner
- Fairway partner

CYCLING

- Apparel partner
- Ride partner



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	\$8,000	4
GOLF TICKET (SINGLE)	\$2,000	1
CYCLING FOURSOME	\$3,600	4
CYCLING TICKET (SINGLE)	\$900	1
COCKTAIL HOUR AND DINNER ONLY	\$350	1

A charity donation receipt will be issued for all applicable purchase amounts.

COLLABORATORS

\$20,000

EXCLUSIVITY RIGHTS

- 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's logo in the reminder email to guests
- Your company's logo in the reminder email to participants
- LinkedIn post from the CHUM Foundation emphasizing the involvement of one of your representatives in the event's ambassador committee

VISIBILITY AT THE EVENT

- Your company's logo strategically positioned on the clubhouse's welcome arch
- Your company's logo on some of the banners displayed along the path to the clubhouse
- Your company's logo on the backdrop used for official pictures
- Your company mentioned on the mic during the morning shotgun start
- Your company's logo at one hole on each golf course (two holes in total)
- Your company's logo on the official station map (for both golf courses)
- Your company's logo prominently displayed on the presentations shared on screens during brunch, cocktail hour and dinner
- Your company mentioned in the evening's speeches
- 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 mentioned in the thank-you email to participants
- Your company's logo on the CHUM Foundation's donor wall at the CHUM (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

Note: This marketing sponsorship level provides exceptional visibility at an attractive price. You can designate a representative who will become a member of the event's ambassador committee, and you will be presented as a member of the committee in all relevant communication tools.

In addition to your marketing 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

COCKTAIL AND
SILENT AUCTION
\$15,000
DINNER AND
STAGE SPACE
\$15,000

PRE-EVENT VISIBILITY

Pass for 2 people to the cocktail hour and dinner	◆	◆
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 reminder email to participants	◆	◆

VISIBILITY AT THE EVENT

Your company's logo prominently displayed on the presentations shared on screens during brunch, cocktail hour and dinner	◆	◆
Your company's logo on some of the banners displayed along the path to the clubhouse	◆	◆
Your company's logo at one hole on each golf course (two holes in total)	◆	◆
Cocktail section exclusively named for your company and decorated with your branding	◆	
Silent auction exclusively decorated with your branding	◆	
Your company's logo on the dinner menu		◆
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 (19,000 employees and 500,000 patients per year)	◆	◆
Your company mentioned in the Foundation's annual report	◆	◆
Picture of your activation in the event's Facebook photo album	◆	◆

COCKTAIL AND SILENT AUCTION PARTNER

\$15,000

TICKETS AND HOSPITALITY

- Pass for 2 people to the cocktail hour and dinner

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's logo in the reminder email to participants

VISIBILITY AT THE EVENT

- Your company's logo prominently displayed on the presentations shared on screens during brunch, cocktail hour and dinner
- Your company's logo on some of the banners displayed along the path to the clubhouse
- Your company's logo at one hole on each golf course (two holes in total)
- Cocktail section exclusively named for your company and decorated with your branding
- Silent auction exclusively decorated with your branding

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 (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

HELP THEM REST AFTER DOING THEIR BEST



DINNER AND STAGE SPACE PARTNER

\$15,000

TICKETS AND HOSPITALITY

- Pass for 2 people to the cocktail hour and dinner

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's logo in the reminder email to participants

VISIBILITY AT THE EVENT

- Your company's logo prominently displayed on the presentations shared on screens during brunch, cocktail hour and dinner
- Your company's logo on some of the banners displayed along the path to the clubhouse
- Your company's logo at one hole on each golf course (two holes in total)
- Your company's logo on the dinner menu
- 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 (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

LIVEN UP THE FESTIVITIES



GOLF PARTNERSHIPS

PRE-EVENT VISIBILITY

APPAREL
\$30,000

CART
\$15,000

GREEN 19 APP
\$13,000

GAME
\$11,000

FAIRWAY
\$3,500

Golf tournament pass for a foursome (4 people)	◆	◆	◆	◆	
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 reminder email to participants	◆	◆	◆	◆	◆

VISIBILITY AT THE EVENT

Your company's logo on some of the banners displayed along the path to the clubhouse	◆	◆	◆		
Your company's logo in the guest locker rooms	◆				
Your company's logo on the caps given to all golfers	◆				
Your company's logo on the presentations shared on screens during brunch, cocktail hour and dinner	◆	◆	◆	◆	◆
Your business mentioned on mic during the morning shotgun start	◆	◆			
Your company's logo at one hole on each golf course (two holes in total)	◆	◆	◆	◆	◆
Your company's logo on the official station map (for both golf courses)	◆	◆	◆	◆	◆
Your company's logo displayed on all golf carts used by the participants		◆			
Option of custom brand activation at your two holes at your own expense (passes will be offered to the representatives staffing your booths at the holes)				◆	◆

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 (19,000 employees and 500,000 patients per year)	◆	◆	◆	◆	◆
Your company mentioned in the Foundation's annual report	◆	◆	◆	◆	◆
Picture of your activation in the event's Facebook photo album	◆	◆	◆	◆	◆

APPAREL PARTNER

\$30,000

TICKETS AND HOSPITALITY

- Golf tournament pass for a foursome (4 people), \$8,000 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
- Your company's logo in the reminder email to participants

VISIBILITY AT THE EVENT

- Your company's logo on some of the banners displayed along the path to the clubhouse
- Your company's logo in the guest locker rooms
- Your company's logo on the caps given to all golfers
- Your company's logo on the presentations shared on screens during brunch, cocktail hour and dinner
- Your business mentioned on mic during the morning shotgun start
- Your company's logo at one hole on each golf course (two holes in total)
- Your company's logo on the official station map (for both golf courses)

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 (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

GIVE OUR PARTICIPANTS SOME STYLE



CART PARTNER

\$15,000

TICKETS AND HOSPITALITY

- Golf tournament pass for a foursome (4 people), \$8,000 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
- Your company's logo in the reminder email to participants

VISIBILITY AT THE EVENT

- Your company's logo on some of the banners displayed along the path to the clubhouse
- Your company's logo on the presentations shared on screens during brunch, cocktail hour and dinner
- Your business mentioned on mic during the morning shotgun start
- Your company's logo at one hole on each golf course (two holes in total)
- Your company's logo on the official station map (for both golf courses)
- Your company's logo displayed on all golf carts used by the participants

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 (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

ESCORT OUR GUESTS AROUND THE STUNNING GOLF COURSES OF LE MIRAGE GOLF CLUB!



GREEN 19 APP PARTNER

\$13,000

TICKETS AND HOSPITALITY

- Golf tournament pass for a foursome (4 people), \$8,000 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
- Your company's logo in the reminder email to participants

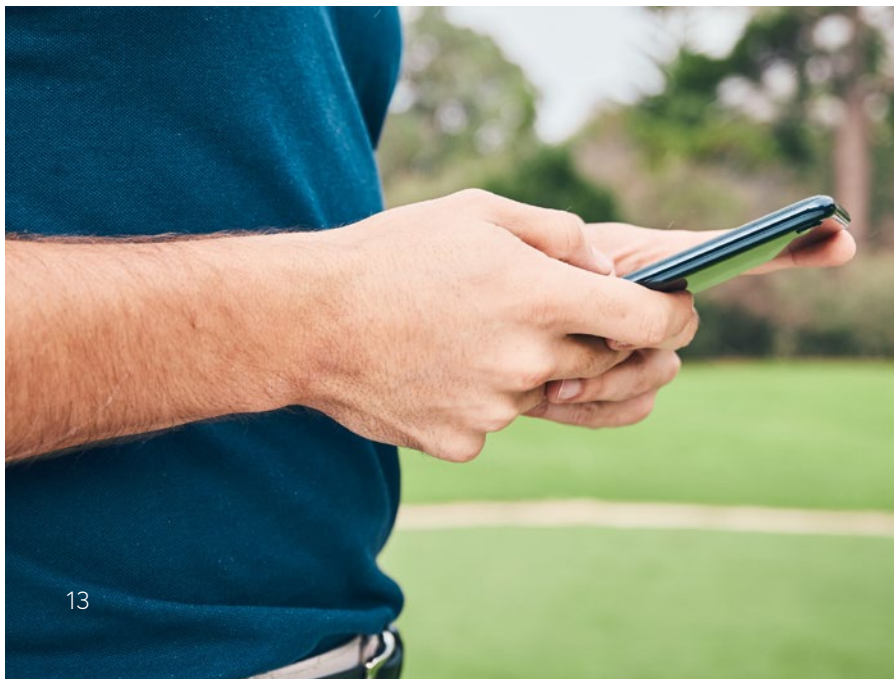
VISIBILITY AT THE EVENT

- Your company's logo on some of the banners displayed along the path to the clubhouse
- Your company's logo on the presentations shared on screens during brunch, cocktail hour and dinner
- Your company's logo at one hole on each golf course (two holes in total)
- Your company's logo on the official station map (for both golf courses)

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 (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

TAKE OUR PARTICIPANTS' EXPERIENCE TO THE NEXT LEVEL



GAME PARTNER

\$11,000

TICKETS AND HOSPITALITY

- Golf tournament pass for a foursome (4 people), \$8,000 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
- Your company's logo in the reminder email to participants

VISIBILITY AT THE EVENT

- Your company's logo on the presentations shared on screens during brunch, cocktail hour and dinner
- Your company's logo at one hole on each golf course (two holes in total)
- Option of custom brand activation at these two holes (at your own expense). Passes to the cocktail hour will be offered to the representatives staffing your booths at the holes (four passes maximum)
- Your company's logo on the official station map (for both golf courses)

POST-EVENT VISIBILITY

- Your company's logo on the CHUM Foundation's donor wall at the CHUM (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

LIVEN UP THE GREEN FOR OUR PARTICIPANTS



FAIRWAY PARTNER

\$3,500

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's logo in the reminder email to participants

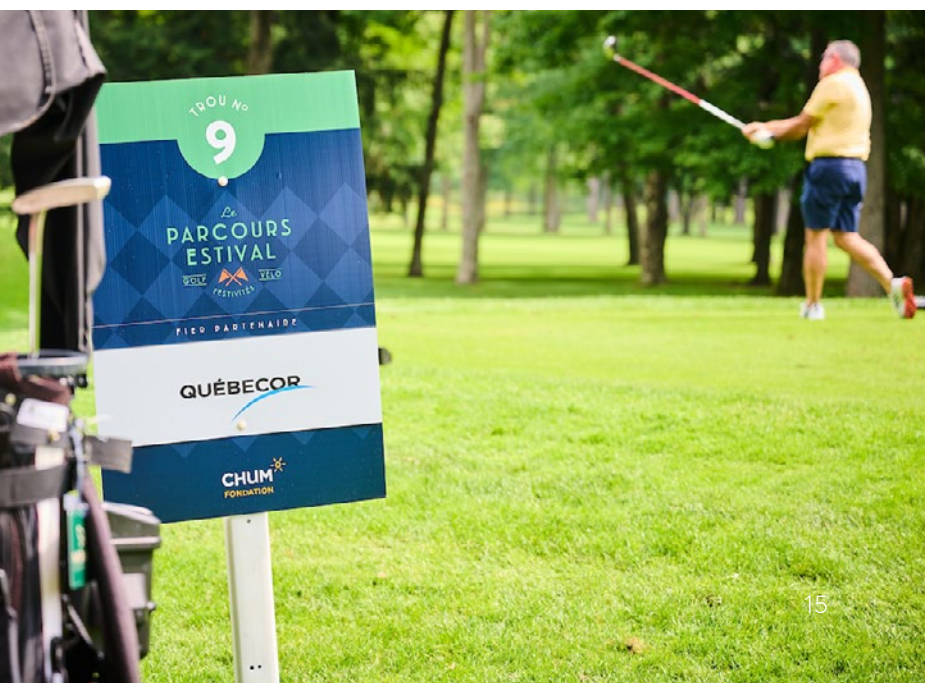
VISIBILITY AT THE EVENT

- Your company's logo on the presentations shared on screens during brunch, cocktail hour and dinner
- Your company's logo at one hole on each golf course (two holes in total)
- Option of custom brand activation at these two holes (at your own expense). Passes to the cocktail hour will be offered to the representatives staffing your booths at the holes (four passes maximum)
- Your company's logo on the official station map (for both golf courses)

POST-EVENT VISIBILITY

- Your company's logo on the CHUM Foundation's donor wall at the CHUM (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

JOIN OUR GOLFERS ON THE GREEN



CYCLING PARTNERSHIP

APPAREL
\$15,000
RIDE
\$10,000

PRE-EVENT VISIBILITY

Cycling trail pass for 4 people	◆	◆
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 reminder email to participants	◆	◆

VISIBILITY AT THE EVENT

Your company's logo on the front of each cyclist jersey	◆	
Your company's logo on some of the banners displayed along the path to the clubhouse	◆	
Your company's logo on the presentations shared on screens during brunch, cocktail hour and dinner	◆	◆
Your company's logo on the cycling trail's start and finish arch	◆	◆
Your company's logo at the refuelling space on the cycling trail	◆	◆
Option of a branded promotional gift for all cyclists	◆	◆

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 (19,000 employees and 500,000 patients per year)	◆	◆
Your company mentioned in the Foundation's annual report	◆	◆
Picture of your activation in the event's Facebook photo album	◆	◆

APPAREL PARTNER

\$15,000

TICKETS AND HOSPITALITY

- Cycling trail pass for 4 people, \$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
- Your company's logo in the reminder email to participants

VISIBILITY AT THE EVENT

- Your company's logo on the front of each cyclist jersey
- Your company's logo on some of the banners displayed along the path to the clubhouse
- Your company's logo on the presentations shared on screens during brunch, cocktail hour and dinner
- Your company's logo on the cycling trail's start and finish arch
- Your company's logo at the refuelling space on the cycling 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)

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 (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

GIVE OUR PARTICIPANTS SOME STYLE



RIDE PARTNER

\$10,000

TICKETS AND HOSPITALITY

- Cycling trail pass for 4 people, \$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
- Your company's logo in the reminder email to participants

VISIBILITY AT THE EVENT

- Your company's logo on the presentations shared on screens during brunch, cocktail hour and dinner
- Your company's logo on the cycling trail's start and finish arch
- Your company's logo at the refuelling space on the cycling 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)

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 (19,000 employees and 500,000 patients per year)
- Your company mentioned in the Foundation's annual report
- Picture of your activation in the event's Facebook photo album

JOIN OUR PARTICIPANTS ON THE ROAD



JOIN US!

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

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