

2021 Partnership Plan

**Le Grand
Bal des
Vins-Cœurs**

21st edition





Remaining true to a tradition of audacity and innovation, the Montreal Heart Institute Foundation invites you to join us for our flagship event. The virtual festivities celebrating the 21st edition of the Grand Bal des Vins-Cœurs will take place on September 9th. You will be able to enjoy, in the comfort of your home, a menu brilliantly designed by Chef Baptiste Peupion.

The ready-to-eat gourmet meal will be delivered to your front door. Your link for the virtual event will be emailed to you. You will be able to attend it live, while enjoying your meal. We even have set aside some time for networking with your guests before and after the show.

The Grand Bal des Vins-Cœurs is a golden opportunity to take part in an exceptional event while supporting the Foundation's cause and mission. Furthermore, you'll be showing your dedication to making advancements in cardiovascular medicine and to saving more lives. We will also be paying tribute to Lino A. Saputo, one of our most loyal philanthropists.

Thank you to our co-presidents:

France Chrétien Desmarais, Corporate Director

Anthony M. Fata, President, Sager Food Products Inc.

Mitch Garber, President and CEO, Caesars Acquisition Company

Tony Meti, President, G.D.N.P. Consulting Services Inc.



**Chef for the
Grand Bal des Vins-Cœurs,
Baptiste Peupion**

Baptiste Peupion is the Executive Chef and Food & Beverage Director at Fairmont The Queen Elizabeth. He oversees all culinary services and activities at Rosélys, Marché Artisans and Nacarat Bar, as well as for banquets, room service, and catering.

Born in Paris, Baptiste has more than 20 years of experience in restaurants. He was the Executive Chef and Culinary Director at Fairmont Le Château Frontenac, where he also supervised the transformation of the new restaurants and bars following the hotel's major renovations.

Before moving to Quebec in April 2013, he worked in the UK, the US, Australia and Hong Kong. His experience includes positions at prestigious and world-renowned establishments, such as the Hotel Shangri-La and Restaurant Rech in Paris, as well as the Michelin-starred Hôtel de Crillon in Paris and Louis XV at the Hôtel de Paris in Monaco.



2021 Partnership Plan

Partnerships

Partnerships	Platinum	\$50,000	Big Heart	\$25,000	Dedicated	\$15,000
	<ul style="list-style-type: none"> – Major visibility for the company and showcase of the brand – 10 gourmet boxes for two – 10 invites to the virtual event 		<ul style="list-style-type: none"> – Visibility for the company and showcase of the brand – 10 gourmet boxes for two – 10 invites to the virtual event 		<ul style="list-style-type: none"> – Visibility for the company and showcase of the brand – 3 gourmet boxes for two – 3 invites to the virtual event 	
	Tax receipt for \$25,550		Tax receipt for \$10,550		Tax receipt for \$3,165	
					Supportive	\$10,000
					<ul style="list-style-type: none"> – Visibility for the company and showcase of the brand 	

Packages

Packages	Festive Ball	\$7,500	Duo Ball	\$1,500
	<p>Purchase a Festive Ball package that includes 5 gourmet experiences for two, which can be delivered to your employees, clients, partners, or an inspiring healthcare professional as a way to say thank you.</p> <ul style="list-style-type: none"> – 5 gourmet boxes for two – 5 invites to the virtual event 		<p>Purchase a Duo Ball package and enjoy the Grand Bal at home in the company of a loved one.</p> <ul style="list-style-type: none"> – A gourmet box for two – Access to the virtual event 	
	Tax receipt for \$5,275		Tax receipt for \$1,055	

Your partnership with the Foundation shows your commitment—more vital than ever—to the fight against cardiovascular disease, the leading cause of death in the world.

The gourmet boxes will be delivered directly to your guests (Greater Montreal and the surrounding area). Delivery addresses and dietary restrictions will be requested at a later date.



	Packages		Partnerships			
	Duo Ball package	Festive Ball package	Platinum	Big Heart	Dedicated	Supportive
Price	\$1,500	\$7,500	\$50,000	\$25,000	\$15,000	\$10,000
Tax receipt	\$1,055	\$5,275	\$25,550	\$10,550	\$3,165	\$0
Gourmet box(es) for two	1	5	10	10	3	0
Invite(s) to the virtual event	1	5	10	10	3	1
Personalization of a segment of the show			X			
Word of thanks in the ball booklet			X			
Option to share a short video (in the waiting room before the start of the event)			X			
Logo on the gourmet box			X			
Personalized virtual kiosk to which you can add a video, a link to the website and the contact information of a representative			X	X		
Mention by the host during the virtual event			X	X		
Option to personalize an item in the gourmet box (subject to conditions)			X	X		
Option to sponsor a course ("This course is courtesy of")			X	X		
Personalization of your virtual table			X	X		
Logo on the broadcasting platform			X	X	X	X
Logo in the ball booklet			X	X	X	X
Logo in the partner loop aired during the event			X	X	X	X
Logo on the website			X	X	X	X
Mention in the annual report			X	X	X	X

Information and
partnership:

Isabelle Rousseau
514 376-3330 ext. 2217
isabelle.rousseau@icm-mhi.org

