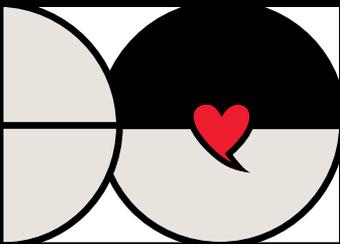


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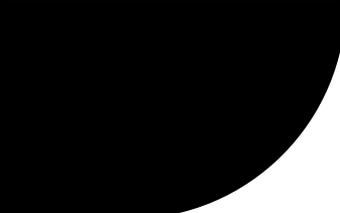
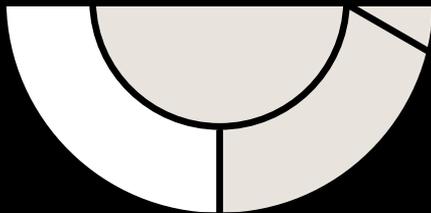
# Le Grand Bal des Vins-Cœurs

Partnership Plan



Thursday,  
September 8,  
2022

Salle des pas perdus  
Windsor Station



## **Le Grand Bal des Vins-Cœurs**

Changing lives since 2001

On September 8<sup>th</sup>, the Montreal Heart Institute Foundation's flagship event will be held in person once again at Windsor Station!

Reflecting the Foundation's high standards of excellence, this emblematic fundraising event will mobilize nearly 800 generous guests for an evening that promises to be a spectacular one.

We will also pay tribute to Jacques Goulet, President of Sun Life Canada for his exemplary philanthropic dedication, including his support for the creation of the Montreal Heart Institute's Diabetes Prevention Clinic sponsored by Sun Life.

Since the very first edition 21 years ago, the Grand Bal des Vins-Cœurs has raised nearly \$32.5 million. These funds have helped cardiovascular medicine make leaps and bounds both here and abroad.

We look forward to seeing you there!



**Join us for the  
Grand Bal des  
Vins-Cœurs**



Jacques Goulet,  
President, Sun Life Canada

## **Honorary President of the 2022 Grand Bal des Vins-Cœurs**

I am thrilled to preside over the 2022 edition of the Grand Bal des Vins-Cœurs.

In Canada, cardiovascular diseases affect 2.4 million adults. Every year, 700,000 Canadians suffer from a heart attack. It is very hard to remain indifferent when faced with these alarming figures.

That is why I have been personally involved with the Montreal Heart Institute Foundation for several years now. In fact, I have been able to witness firsthand how dedicated and hard-working their teams are.

At Sun Life, our mission is to improve the health and well-being of our communities and we believe it is our duty to meet the needs of vulnerable populations to ensure a healthy, bright future for all Canadians.

I highly encourage you to support the Foundation's efforts which in the end, benefit us all.

Warm regards,

A stylized, handwritten signature in black ink, consisting of a large, flowing 'J' and 'G' that are interconnected. The signature is positioned above the printed name.

Jacques Goulet



## Platinum partnership – \$50,000

### Prior to the event

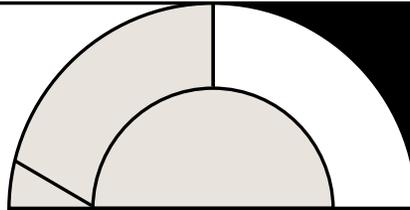
- Mention of the partnership in all the communications related to the event
- Exclusive publication on social media platforms
- Logo in the email sent to guests a few days before the event
- Logo on the Foundation's website
- Publication acknowledging all partners on social media platforms

### During the event

- **Two tables for 10 guests located in a prime location in the venue**
- Message from the company's representative in the event booklet
- Participation in the presentation of a symbolic cheque
- Mention of the sponsorship by the event MC
- Logo on the signs thanking partners
- Logo playing on a loop on screens
- Logo in the event booklet

### After the event

- Mention in the press release
- Mention in the Montreal Heart Institute's Honour Roll
- Mention in the Foundation's annual report



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## Big Heart partnership – \$25,000

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### Prior to the event

- Logo in the email sent to guests a few days before the event
- Logo on the Foundation's website
- Publication acknowledging all partners on social media platforms

### During the event

- **One table for 10 guests located in a strategic location in the venue**
- Logo on the signs thanking partners
- Logo playing on a loop on screens
- Logo in the event booklet

### After the event

- Mention in the Montreal Heart Institute's Honour Roll
- Mention in the Foundation's annual report

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## Dedicated partnership – \$10,000

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### Prior to the event

- Logo in the email sent to guests a few days before the event
- Logo on the Foundation's website
- Publication acknowledging all partners on social media platforms

### During the event

- **No table or ticket included**
- Logo on the signs thanking partners
- Logo playing on a loop on screens
- Logo in the event booklet

### After the event

- Mention in the Montreal Heart Institute's Honour Roll
- Mention in the Foundation's annual report

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## Le Grand Bal des Vins-Cœurs



To reserve your seat or become a partner, please fill out the coupon and send it to the listed address and in the provided envelope. We look forward to seeing you at this event that will more than live up to its legacy of excellence.

**To reserve your place online:**

<https://fondationicm.org/en/events/grand-bal-des-vins-coeurs/>

### Tables

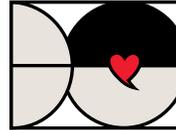
**Table of 10 guests:**  
\$15,000

### Tickets

**Individual ticket:**  
\$1,800

### Donations

The Institute's four pillars are: **research, prevention, care, and teaching.** You can make a donation dedicated to a specific project to support sensitive hearts.



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**Le Grand Bal  
des Vins-Cœurs**

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## **Let's keep the discussion going**

**Isabelle Rousseau  
Advisory Director, Events**

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