



SPONSORSHIP PLAN

GOLF OPEN AND CYCLING CHALLENGE
FONDATION IUSMM

SUMMERLEA GOLF CLUB

JUNE 29, 2022



FONDATION DE
L'INSTITUT UNIVERSITAIRE
EN SANTÉ MENTALE
DE MONTRÉAL



GOLF OPEN AND CYCLING CHALLENGE FONDATION IUSMM

The Fondation de l'Institut universitaire en santé mentale de Montréal Golf Open, under the honorary presidency of Me Michel Tourangeau, Director of the Caisse Desjardins du Centre-est de Montréal, Chairman of the Board of Directors of Desjardins Financial Security Life Assurance Company and Secretary of the Board of Directors, Fédération des Caisses Desjardins du Québec, is back for its 18th edition! For the occasion, the activity will be held on **Wednesday, June 29, 2022** at the [Summerlea Golf Club](#) located in Vaudreuil-Dorion.

The tournament will once again be held in conjunction with the 8th edition of the Pedal a little, a lot, a lot! cycling challenge, under the honorary co-presidency of Mr. Benoit Beauséjour, Senior Wealth Advisor & Portfolio Manager at National Bank Financial, and Mr. Dominique Perras, Director, Structured Products Solutions, National Bank Financial Markets.

This event allows golfers and cyclists to enjoy a beautiful day, in a festive atmosphere, to show their concern for mental health and raise funds for the cause.

Our rates

Golf Open

Includes cart, food booths on the course, cocktail and BBQ at the end of the course.

- Individual ticket \$550
- Regular quartet \$2 100

Cycling Challenge

Includes snacks and refreshments during the day, cocktail and BBQ at the end of the course (cycling jersey not included).

- Individual ticket \$100
(each participant must also raise \$400 in donations)

THE EVENT IN BRIEF:

- 130 motivated and committed participants
- 35 volunteers... and their best smile
- Magnificent golf course
- Bike course in a bucolic setting
- Activities and contests on the course
- Good food and lots of fun

SCHEDULE OF THE DAY

(subject to change)

Cycling Challenge

11:45 am – Welcome
12:30 pm – Departure by peloton
3:30 pm – Cocktail and BBQ

Golf Open

9:15 am – Welcome and tee time to be confirmed
3:30 pm – Cocktail and BBQ



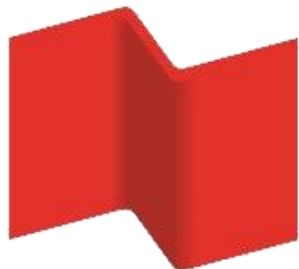
You can also choose to become a sponsor of our activity. The visibility offered and the size of the logos will be equivalent to the type of sponsorship chosen.

OUR PRESENTING PARTNERS



Desjardins

**Caisse du Centre-est
de Montréal**



**BANQUE
NATIONALE**

MAJOR PARTNER

\$10,000

VISIBILITY ELEMENTS

- Logo on the large outdoor banner in the Foundation's colors
- Logo and word of the partner in the program of the day (electronic version)
- Logo and company link on the Foundation's website and social networks
- Logo on the golf course (including the tee box of your foursome)
- Speech by a representative of your company before the start of each activity
- Mention in the Foundation's activity report
- Mention in all communications or publications related to the fundraising activity
- Possibility of having a mental health speaker in your company

Includes :

4 registrations for the Cycling Challenge and 4 tickets for the Golf Open

SPONSOR MAJOR QUARTET

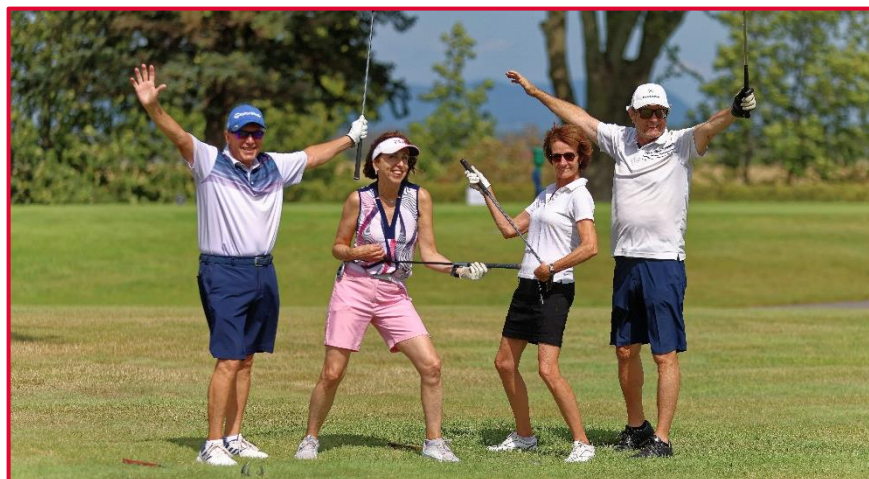
\$5,000

VISIBILITY ELEMENTS

- Signs (2) on the course with the company logo, including one on the tee box of your quartet
- Logo in the program of the day (electronic version)
- Company logo and hyperlink on the Foundation's website and social networks
- Mention in the Foundation's activity report

Includes :

4 tickets for the Golf Open



GOLD SPONSORS

\$4,000

"PETITE DOUCEUR" SPONSORSHIP - **SOLD**

VISIBILITY ELEMENTS

- Logo on the gifts given to participants
- Logo in the program of the day (electronic version)
- Logo and company link on the Foundation's website and social networks

Includes :

2 registrations for the Cycling Challenge or 2 tickets for the Golf Open

"BBQ" SPONSORSHIP

VISIBILITY ELEMENTS

- Logo at the food station
- Logo in the program of the day (electronic version)
- Logo and company link on the Foundation's website and social networks

Includes :

2 registrations for the Cycling Challenge or 2 tickets for the Golf Open

SILVER SPONSORS

\$3,000 or \$2,500

"VIP QUARTET" SPONSORSHIP

\$3,000

VISIBILITY ELEMENTS

- Course sign with company logo on the tee box of your foursome
- Company logo in the day's program (electronic version)

Includes :

4 tickets for the Golf Open

"CART" SPONSORSHIP

\$3,000

VISIBILITY ELEMENTS

- Company logo signage on carts
- Company name in the program of the day (electronic version)



"GOLF BALL" SPONSORSHIP

\$3,000

VISIBILITY ELEMENTS

- Company logo on golf balls
- Company name in the day's program (electronic version)

"GOURMET STATIONS" SPONSORSHIP

\$2,500

VISIBILITY ELEMENTS

- Sign with company logo at one of the 2 gourmet stations
- Company name in the program of the day (electronic version)

"BICYCLE" SPONSORSHIP

\$2,500

VISIBILITY ELEMENTS

- Company logo on a cardboard box on the front of participants' bikes
- Company name in the program of the day (electronic version)



BRONZE SPONSORS

\$1,500, \$1,000 or \$500

"APERITIF" SPONSORSHIP

\$1,500

VISIBILITY ELEMENTS

- Poster with company logo during the cocktail
- Company name in the day's program (electronic version)

"YOUR LOGO IN THE CUP" SPONSORSHIP

\$1,500

VISIBILITY ELEMENTS

- Company logo in each of the 18 holes on the golf course
- Company name in the day's program (electronic version)

"FOOD BOOTH" SPONSORSHIP

\$1,500

VISIBILITY ELEMENTS

- Sign with company logo at one of the stops on the golf course
- Company name in the day's program (electronic version)

"PROVISIONING" SPONSORSHIP

\$1,500

VISIBILITY ELEMENTS

- Company logo on the snack bags given to cyclists at the refreshment stations
- Company name in the day's program (electronic version)

"COURSE SIGN" SPONSORSHIP

\$500

VISIBILITY ELEMENTS

- Company logo sign on a tee box



ORGANIZING COMMITTEE



Michel Tourangeau

Director, Caisse Desjardins du Centre-est
de Montréal
Chairman of the Board, Desjardins
Financial Security Life Assurance
Company
Secretary of the Board of Directors,
Fédération des Caisses Desjardins
du Québec
Vice-Chairman of the Board of Directors
Fondation IUSMM



Michel Gamelin

General Manager
Caisse Desjardins du Centre-est
de Montréal



Benoît Beauséjour

Wealth Management Advisor
advisor and portfolio manager
and Portfolio Manager
National Bank Financial



Dominique Perras

Director, Structured Products Solutions
National Bank Financial



Martin Gagnon

Senior Executive Vice-President,
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Co-President and Co-Chief
Executive Officer
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Carole Morin

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Caroline Tison

Executive Director
Canadian Pension and Benefits Institute
and Benefits Institute
Administrator
Fondation IUSMM



Elise Daoust

Project Manager
and Philanthropic Development
Fondation IUSMM



Guylaine Marcotte

Administrative assistant
Fondation IUSMM



INFORMATIONS AND RESERVATIONS

Elise Daoust

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unpeubeaucoupalafolie.org

I am participating in the Golf Open

I am participating in the
Cycling Challenge



PÉDALEZ
UN PEU, BEAUCOUP
À LA FOLIE!

Présenté par



Présenté par

