

**Hector Toe Blake**  
***Tournoi de golf des célébrités (Celebrity Golf Tournament)***

**RAYMOND JAMES**®<sup>MD</sup>

*Presenting Sponsor | Commanditaire principal*

*Société Alzheimer Society*

M O N T R É A L

08/21/19

## **2019 SPONSORSHIP PACKAGE**

**The Alzheimer Society of Montreal** looks forward to celebrating its 26<sup>th</sup> Edition of the Celebrity Golf Tournament with you! This event, created in honor of Montreal Canadiens coach Hector "Toe" Blake, brings together the Canadiens Alumni, sports and outdoor enthusiasts, business people and individuals who are committed to supporting people with Alzheimer's disease or a related condition.

#### **Alzheimer's disease: it's everybody's business**

Although the number of Alzheimer cases is expected to increase by 66% in less than 20 years, a sustained collective effort can help to ensure that leading-edge services are made available to those in need.

The Alzheimer Society of Montreal's mission is to alleviate the social and personal consequences of Alzheimer's disease and related disorders through the development and delivery of leading-edge intervention, care and support services in Montreal.

#### **How the Alzheimer Society of Montreal is making a difference**

In 2018, thanks to its various programs and services and its 20 points of service throughout the Island of Montreal, the Society served nearly 2,000 people living with dementia, their caregivers and other organizations.

- **Support** – activities for people living with dementia, counselling, information, intake and referrals, support Groups
- **Education** – Conferences, core training for healthcare professionals, Alzheimer Cafés
- **Respite and stimulation** – In-home services, activity centres, art therapy

The Alzheimer Society of Montreal intends to double its capacity within the next five to meet the rapidly growing need for its services.

#### **How you can make a difference**

To help you better understand the impact of donations, here are a few key facts:

- A donation of **\$7,500** funds up to 450 hours of respite-stimulation. This gives a break to caregivers, while providing companionship and meaningful activities to the person living with Alzheimer's.
- A donation of **\$5,000** covers the cost of our telephone support line for a full month, manned by professional counsellors who are able to listen, evaluate needs, and orient to resources.
- A donation of **\$2,500** provides all of the needed activity equipment for all three of the Society's Saturday activity centres for a full year. Activity centres break people's isolation and provide needed stimulation.

By sponsoring the Golf Tournament today, your company is demonstrating its commitment to expand the number of quality services offered to people in need.

Thank you for your support!

## GOLF TOURNAMENT Sponsorship Opportunities

Presenting Sponsor	<i>SOLD</i>	\$50,000
Brunch “des sourires” Sponsor	<i>SOLD</i>	\$2,000
Reminiscence Cocktail Sponsor	<i>SOLD</i>	\$2,500
Wine Service Sponsor		\$1,500
Golf Karts Sponsor		\$3,500
Tee Box Sponsor <i>11</i>	<i>RESERVED</i>	\$1,000
Tee Box Sponsor	<i>SOLD</i>	\$600
Snack Kart Sponsor		\$750
Casse-Croûte Sponsor	<i>SOLD</i>	\$2,250
Golf Challenge: Beat the Pro Sponsor		\$1,750
Golf Challenge: Ball closest to the pin Sponsor		\$2,250

To help promote the golf tournament, **we invite you to place this banner and accompanying link/text in your email signature:**



[CLICK HERE TO REGISTER](#)

## GOLF TOURNAMENT Sponsorship Opportunities

**PRESENTING Sponsor**

**\$50,000**

**SOLD**

### Prior to the event:

#### Category Exclusivity:

- Applies to Golf Tournament only (**valid until 2020-01-31**)

#### Event title:

- Sponsor identified as Presenting Sponsor in the event's title

#### Communications:

- Sponsor identified as Presenting Sponsor by name and with Sponsor logo on the following communication messages:
  - Save the date
  - Invitations
  - Emails to participating golfers
  - In 1 electronic newsletter per month, from 2019-04-01 to 2019-09-30
  - Pre and post-event press kits

#### Alzheimer Society of Montreal Website:

- Sponsor identified as Presenting Sponsor with name and logo on the Society's website
  - Applies to the golf tournament section of the website
  - Valid until 2020-01-31

### Day of the event 2019-08-21:

#### Registration of a golf foursome (without a celebrity):

- Green fees, golf carts, brunch, lunch, cocktail and dinner

#### Sponsor's logo and name, identified as Presenting Sponsor, included in/on:

- Big screen on the day of the event
- Program
- Banner at the Club House entrance
- Sponsors' board
- 36" x 48" signs on the golf course
- 36" x 48" sign at the dessert stands
- Menu and display stands on the tables (Souper des Ambassadeurs)
- Opportunity to provide product samples or promotional items

#### Your company mentioned by name as Presenting Sponsor:

- By the master of ceremony throughout the evening

## GOLF TOURNAMENT Sponsorship Opportunities

### Brunch des sourires \$2,000

Your company's logo

**SOLD**

- 36" x 48" signs in the registration area
- Big screen on the morning of the event
- Display stands during breakfast
- Big screen during the *Souper des Ambassadeurs*
- On the Alzheimer Society of Montreal's website

*Includes 1 free invitation to cocktail and dinner*

### Reminiscence Cocktail \$2,500

Your company's logo

**SOLD**

- Animation stand
- 36" x 48" sign in the room
- Display stands on cocktail tables
- Program
- On the Alzheimer Society of Montreal's website

*Includes 1 free invitation to cocktail and dinner*

### Wine Service Sponsor \$1,500

Your company's logo

- Program
- Display stands at the *Souper des Ambassadeurs*
- Menu for the *Souper des Ambassadeurs*
- Big screen during the *Souper des Ambassadeurs*
- On the Alzheimer Society of Montreal's website

*Includes 1 free invitation to cocktail and dinner*

### Tee Box \$1,000

**11 - RESERVED**

Your company's logo:

- Alzheimer Society of Montreal website
- Program
- 1 tee box
- On the Alzheimer Society of Montreal's website

*Includes 1 free invitation to cocktail and dinner*

## GOLF TOURNAMENT Sponsorship Opportunities

### Tee Box \$600

**SOLD**

Your company's logo:

- Alzheimer Society of Montreal website
- Program
- 1 tee box
- On the Alzheimer Society of Montreal's website

*Includes 1 free invitation to cocktail and dinner*

### Golf Challenge: Beat the Pro \$1,750

*\*Sponsor must provide prize valued at approximately \$500.00*

Your company's logo

- Tee box of hole used for the challenge
- Sponsors' board
- Alzheimer Society of Montreal website
- On the cards to be filled out by top "Beat the Pro" participants for prize raffle
- On the Alzheimer Society of Montreal's website

Your company's name

- Mentioned by MC during prize remittance

*Includes 1 free invitation to cocktail and dinner*

### Golf Challenge: Ball closest to the pin (*par 3*) \$2,250

Your company's logo

- Tee box of hole used for the challenge
- Sponsors' board
- Alzheimer Society of Montreal website

Your company's name

- Mentioned by MC during winner announcement and prize remittance

*Includes 1 free invitation to cocktail and dinner*

### Participant golf karts \$3,500

Your company's logo

- On participants' golf karts
- On the Alzheimer Society of Montreal's website

*Includes 1 free invitation to cocktail and dinner*

## GOLF TOURNAMENT Sponsorship Opportunities

<b>Casse-Croûte Station</b>	<b>\$2,250</b>
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**SOLD**

Your company's logo

- At the casse-croûte station
- On the distributed casse-croûte tickets (1 per golfer)
- On the Alzheimer Society of Montreal's website

*Includes 1 free invitation to cocktail and dinner*

<b>Snack Golf Kart</b>	<b>\$750</b>
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Your company's logo

- On the snack golf kart
- On the Alzheimer Society of Montreal's website

*Includes 1 free invitation to cocktail and dinner*

## SPONSORSHIP FORM 2019

SPONSOR CONTACT INFORMATION	
Company Name	
Contact Person's full name	
Title	
Address	
City, Province, Postal Code	
Telephone (office and cell)	Office: _____ Cell: _____
Email	

Presenting Sponsor	<i>SOLD</i>	\$50,000	<input type="checkbox"/>
Brunch "des sourires" Sponsor	<i>SOLD</i>	\$2,000	<input type="checkbox"/>
Reminiscence Cocktail Sponsor	<i>SOLD</i>	\$2,500	<input type="checkbox"/>
Wine Service Sponsor		\$1,500	<input type="checkbox"/>
Golf Karts Sponsor		\$3,500	<input type="checkbox"/>
Tee Box Sponsor <b>11</b>	<i>RESERVED</i>	\$1,000	<input type="checkbox"/>
Tee Box Sponsor <i>1 available</i>		\$600	<input type="checkbox"/>
Snack Kart Sponsor		\$750	<input type="checkbox"/>
Casse-Croûte Sponsor		\$2,250	<input type="checkbox"/>
Golf Challenge: Beat the Pro Sponsor		\$1,750	<input type="checkbox"/>
Golf Challenge: Ball closest to the pin Sponsor		\$2,250	<input type="checkbox"/>



## Payment options

I would like to receive an invoice:  Yes  No

I would like to make a **donation in addition to my sponsorship**  Yes \$ \_\_\_\_\_  No

I would like to purchase cocktail-dinner ticket(s) at \$150 **in addition to my sponsorship**  Yes  No

If yes, please indicate the # of tickets you would like to purchase \_\_\_\_\_

The total amount that I am to be charged (including my sponsorship): \$ \_\_\_\_\_

I would like to pay by:

**Cheque n°** \_\_\_\_\_ in the amount of \$ \_\_\_\_\_

**Credit Card**



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Card number

Expiry: month/year

Security code

Cardholder's name: \_\_\_\_\_

Signature: \_\_\_\_\_

## Sending in your payment form:

**By fax:** 514 369-4103

**By email:** [edesy@alzheimermontreal.ca](mailto:edesy@alzheimermontreal.ca)

**By mail with a cheque** made payable to:

Alzheimer Society of Montreal, 4505 Notre-Dame Street West, Montreal (Québec) H4C 1S3

**For more information please contact:**

Elisabeth Désy

514 369-0800, ext. 1205

[edesy@alzheimermontreal.ca](mailto:edesy@alzheimermontreal.ca)

Thank you for supporting The Hector "Toe" Blake Celebrity Golf Tournament presented by Raymond James

**Alzheimer Society of Montreal**

4505 Notre-Dame Street West, Montreal (Québec) H4C 1S3 | Telephone: 514 369-0800 | Fax: 514 369-4103

[www.alzheimer.ca/montreal](http://www.alzheimer.ca/montreal)