



California Wine Tasting

Swirl, Smell, Look,
Taste and Compare
400 Californians.
Cheer to good health.

Wednesday, April 18, 2018
Marché Bonsecours
Montréal

Partnership Plan



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TOGETHER, WE CAN DO SO MUCH MORE

More survivors. More life-saving research and prevention. More fathers and mothers, husbands and wives, children and babies who get to come home to their families every year. That's our goal. And together we can make it happen. With your support we can stop the suffering that heart disease and stroke bring to so many Canadians and create a whole new generation of survivors.



IN CANADA
SOMEONE HAS A
STROKE
EVERY **9 MINUTES**



CALIFORNIA WINE TASTING

Wednesday, April 18, 2018

Heart &Stroke is proud to collaborate with California Wines for a 25th year as part of their North American tour.

This event will appeal to wine lovers and the Montréal business community, and will bring together more than 90 wineries from California and feature over 400 products.

A look back at the 24th edition

- More than 900 participants from the Montréal business community.
- \$275,000 raised for Heart & Stroke.
- A silent auction and many door prizes.

BEING A PARTNER OF THE CALIFORNIA WINE TASTING MEANS:

- Being involved in your community by helping eliminate heart disease and stroke, two of the three main causes of death in Canada;
- Creating a sustainable partnership in which we can highlight your brand while providing a great scope for creativity;
- Expanding your business network;
- Collaborating with a passionate and performing team of professionals who will offer you the best of their knowledge.

| VISIBILITY | PRESENTER | GOLD | SILVER | BRONZE | ASSOCIATE |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------------------|--------------------------------------------------|--------------------------------------------------|--------------------------------------------------|
| | \$50,000 | \$30,000 | \$15,000 | \$7,500 | \$5,000 |
| Name of event ("presented by...") | X | | | | |
| Mention as Presenter partner on Facebook and Twitter | 2 posts | | | | |
| Speech during the event | 2 minutes | | | | |
| Logo on all communication tools | X | | | | |
| Introduction on the official media photos | X | X | | | |
| Partner banner (provided by the partner) | X | X | | | |
| Logo in the reminder email | X | X | | | |
| Mention in the press release | X | X | | | |
| Advertisement in the event's program (provided by the partner, subject to prior approval by Heart & Stroke) | 1-page advertisement Short text and photo from the presenter | ½ page | ¼ page | | |
| Cocktail table named after the company | X | X | X | | |
| Mention by the MC | X | X | X | X | X |
| Event tickets | 12 VIP tickets and 8 regular tickets to the event | 10 VIP tickets and 6 regular tickets to the event | 8 VIP tickets and 4 regular tickets to the event | 6 VIP tickets and 2 regular tickets to the event | 4 VIP tickets and 2 regular tickets to the event |
| Logo on the welcome and thank-you signs | X | X | X | X | X |
| Display on screens during the event | Full slide | Logo | Logo | Logo | Logo |
| Logo in the program ("Partners" section) | X | X | X | X | X |
| Thank-you email | Logo | Logo | Mention | Mention | Mention |
| Logo on the event page and link to the partner's website | X | X | X | X | X |
| Possibility to provide a branded gift (at partner's expense, subject to prior approval by Heart & Stroke) | X | | | | |
| Visibility in one category (e.g. for the food category, company colours) | | X | | | |

PRESENTER PARTNER – \$50,000

Visibility before the event

- Name of event (“presented by...”)
- Logo on the event page (by category) and link to the partner’s website
- Logo on all communication tools for the event and mention as event presenter (on tickets or ticket platform and in email signature)
- Mention as event presenter on Facebook and Twitter (1 post)
- Logo in the event reminder email
- Mention in the press release

Visibility during the event

- Photo and a word from the partner’s representative in the program
- Full page advertisement in the event’s program (provided by the partner, subject to prior approval by Heart & Stroke)
- Logo in the “Partners” section of the program
- 12 VIP tickets and 8 regular tickets to the event
- Partner is named as event presenter by the MC
- 2-minute speech during the event
- Multimedia presentation on slideshow during the event (1 full slide)
- Partner banner at the venue (1 banner provided by the company; format to be determined with Heart & Stroke)
- Logo on the welcome sign as presenting partner of the event
- Logo on the thank-you sign
- Possibility to provide a branded gift (at partner’s expense, subject to prior approval by Heart & Stroke)
- Partner representative appears in the official media and social media photo (at the beginning of the event or when the amount raised is revealed at the end of the event)

Visibility after the event

- Logo in the partnership report for all partners
- Logo in the thank-you email
- Mention of the partner as the event presenter in the post-event press release
- Mention of the partner as the event presenter on the Facebook announcement of the amount raised (1 post)

GOLD PARTNER – \$30,000
(limit of 2)
(food or VIPcocktail category)

Visibility before the event

- Logo on the event page (by category) and link to the partner's website
- Logo in the event reminder email
- Mention in the press release

Visibility during the event

- ½ page advertisement in the event's program (provided by the partner, subject to prior approval by Heart & Stroke)
- Logo in the "Partners" section of the program
- 10 VIP tickets and 6 regular tickets to the event
- Named as partner by the MC
- Logo on event screens
- Partner banner at the venue (1 banner provided by the company; format to be determined with Heart & Stroke)
- Logo on the welcome sign
- Logo on the thank-you sign
- Partner representative appears in the official media and social media photo (at the beginning of the event or when the amount raised is revealed at the end of the event)

Visibility after the event

- Visibility in one category (e.g. for the food category, company colours on aprons)
- Logo in the partnership report for all partners
- Logo in the thank-you email
- Mention of the partner in the post-event press release



SILVER PARTNER – \$15,000
(auction category)

Visibility before the event

- Logo on the event page (by category) and link to the partner's website

Visibility during the event

- ¼ page advertisement in the event's program (provided by the partner, subject to prior approval by Heart & Stroke)
- Logo in the "Partners" section of the program
- 8 VIP tickets and 4 regular tickets to the event
- Cocktail table named after the company
- Named as partner by the MC
- Logo on event screens
- Logo on the welcome sign
- Logo on the thank-you sign

Visibility after the event

- Logo in the partnership report for all partners
- Mention in the thank-you email
- Mention of the partner in the post-event press release

BRONZE PARTNER – \$7,500

(no limit)

Visibility before the event

- Logo on the event page (by category) and link to the partner's website

Visibility during the event

- Logo in the "Partners" section of the program
- 6 VIP tickets and 2 regular tickets to the event
- Named as partner by the MC
- Logo on event screens
- Logo on the welcome sign
- Logo on the thank-you sign

Visibility after the event

- Logo in the partnership report for all partners
- Mention in the thank-you email

ASSOCIATE PARTNER – \$5,000

(no limit)

Visibility before the event

- Logo on the event page (by category) and link to the partner's website

Visibility during the event

- Logo in the "Partners" section of the program
- 4 VIP tickets and 2 regular tickets to the event
- Logo on event screens
- Logo on the welcome sign
- Logo on the thank-you sign

Visibility after the event

- Logo in the partnership report for all partners
- Mention in the thank-you email

GOODS AND SERVICES PARTNER

Visibility before the event

- Mention on the welcome sign

Visibility during the event

- Mention in the "Goods and Services Partner" category on event screens

Learn the signs of stroke

Face is it drooping?

Arms can you raise both?

Speech is it slurred or jumbled?

Time to call 9-1-1 right away.

Act **F A S T** because the quicker
you act, the more of the person you save.

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Your partnership with Heart & Stroke will help
Canadians live healthy lives free of heart
disease and stroke, two of the leading causes of
death in the country. Together, let's build more
relationships, inspire more conversations, and
create more survivors.

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TOGETHER, WE CAN CREATE MORE SURVIVORS.