

25 YEARS OF DEDICATION

MISSION

POUR

elles

Evening Fundraiser

Wednesday, May 29, 2024 at 6 pm
Espace Gare Viger

PARTNERSHIP OPPORTUNITIES

MODICO CANADA LTD

beneva



MISSION
OLD BREWERY
WOMEN'S SERVICES



25 Years of Dedication

Women experiencing homelessness all have their own stories and come from diverse backgrounds. What they have in common is the lack of a support network and the urgent need of safe shelter.

In 1998, the Old Brewery Mission opened the Patricia Mackenzie Pavilion. Now the largest shelter for women in Canada, it is open 365 days a year. The Old Brewery Mission's Women's Services offers an unconditional welcome, personalized psychosocial accompaniment, access to health care, affordable housing, and ongoing support in the community.

To help the most vulnerable women escape the cycles of poverty, violence, and homelessness, the **Old Brewery Mission's Women's Services** approach to reaffiliation is geared towards access to permanent housing.

OUR WOMEN'S SERVICES OFFER:

4 pavilions

Emergency and transitional services

A homelessness and mental health reaffiliation project (PRISM) adapted to women

A team of psychosocial counsellors who accompany each woman on her journey towards lasting reaffiliation into the community

Affordable housing for women

The evening

On May 29th, join the Old Brewery Mission for the **Mission pour Elles Gala** in support of the Women's Services.

Under the honorary co-chairmanship of Robyn Cohen, Director of Marketing at Modico Canada Ltd., and Lara Nourcy, Executive Vice-President and Leader of Individual Insurance and Financial Services at Beneva, guests will gather for a cocktail reception. This evening is an invitation to show solidarity with the most vulnerable women in our community and to highlight their strength and courage.

Participants will have the pleasure of attending a concert by soul singer Kim Richardson accompanied by the Blok Note Big Band, who will definitely get the audience moving.

TOGETHER, LET'S HELP THEM START A NEW CHAPTER IN THEIR LIVES!

On this occasion, business leaders, professionals and other personalities from the Montreal business world will be gathered with the goal of raising \$325,000! This amount will support the Old Brewery Mission's efforts to help women experiencing homelessness reintegrate into the community and find a new home.

PARTNERS, GOODS AND SERVICES

By donating goods or services, you help us reduce our expenses. Get in touch with us to explore different ways that you and/or your company can meaningfully collaborate with us!

Please consider partnering with the Old Brewery Mission to help vulnerable women in Montreal.

INDIVIDUAL TICKETS

Individual tickets are \$350.

To purchase your tickets or to learn more about partnership and sponsorship opportunities, contact:

Alexandra Goldbloom
agoldbloom@missionoldbrewery.ca

Visit: pour-elles.missionoldbrewery.ca

MISSION POUR ELLES GALA 2024

PARTNERSHIP OPPORTUNITIES

PRESENTER
\$25,000

GOLD PARTNER
\$10,000

SILVER PARTNER
\$5,000

SOLD

Honorary Chair

Logo on all printed and online communications related to the 2024 event
Opportunity to speak at the event



Mention of your collaboration on both the invitation and thank you letters



Mention of your collaboration on the ticket purchase confirmation email



Advertisement in the evening program

Full page

1/2 page

1/4 page

Advertisement broadcasted on screen during the event



Publication on social media (Facebook, LinkedIn and Instagram) with a hyperlink to your website



Logo with hyperlink to your website featured on the event page of the Old Brewery Mission's website



Logo displayed on screen during the event



Logo included in the 2024 partners section in the next edition of the Mission pour Elles Gala's sponsorship plan



Logo featured on sponsor board



Tickets included

8

4

2

Partner

PRESENTER

SOLD

MAXIMIZE YOUR EXPOSURE!

This is an excellent opportunity for your company to be prominently featured throughout the event.

BENEFITS OF YOUR PARTNERSHIP:

Official presenter of the event

Honorary co-chair

Opportunity to speak at the event

Your logo featured on all marketing materials produced for the 2024 event

8 tickets included

VISIBILITY ITEMS:

Mention of your collaboration on both the invitation and thank you letters

Logo featured on sponsor board

Logo and advertisement displayed on screen during the evening

Full page ad in the evening's program

Mention of your collaboration on the ticket purchase confirmation email

Publication on social media (Facebook, LinkedIn and Instagram) with a hyperlink to your website

Logo with hyperlink to your website, featured on the Old Brewery Mission's event page

Logo included in the 2024 partners section in the next edition of the Mission pour Elles Gala's sponsorship plan

Acknowledgment in the Old Brewery Mission's annual report



*Philomène, beneficiary, and Chantal Rollin,
co-director of Women's Services.*

Partner
GOLD

\$10,000 PARTNERSHIP

Your brand will shine with a select clientele!

BENEFITS OF THIS PARTNERSHIP:

Your logo on many of the marketing items produced for the event

4 tickets included

VISIBILITY ITEMS:

Logo featured on sponsor board

Logo displayed on screen during the evening

Logo on the partners page in the evening's program

1/2 page ad in the evening's program

Publication on social media (Facebook, LinkedIn and Instagram) with a hyperlink to your website

Logo with hyperlink to your website, featured on the Old Brewery Mission's event page

Logo included in the 2024 partners section in the next edition of the Mission pour Elles Gala's sponsorship plan

Acknowledgment in the Old Brewery Mission's annual report

Partner
SILVER

\$5,000 PARTNERSHIP

Distinguish yourself with our guests!

VISIBILITY ITEMS:

2 tickets included

Logo featured on sponsor board

Logo displayed on screen during the evening

Logo on the partners page in the evening's program

1/4 page ad in the evening's program

Mention on social media (Facebook, LinkedIn and Instagram) with a hyperlink to your website

Logo included in the 2024 sponsorship section of the sponsorship plan for the next edition of the Mission pour Elles Gala

Acknowledgment in the Old Brewery Mission's annual report



Sponsorship

OPPORTUNITIES



VALET PARKING

\$10,000 sponsorship

Be visible at the arrival of the guests!

VISIBILITY:

Branded recognition at valet stand

Logo on screen during the event

1/2 page ad in the evening's program

Logo featured on sponsor board

Acknowledgment in the Old Brewery Mission's annual report

Possibility for a promotional item to be either distributed in the cars or at the event

AUCTION SPONSOR

\$10,000 sponsorship

Be on our guests minds!

VISIBILITY:

Logo integrated in the banner of the electronic auction platform

Logo on screen during the event

1/2 page ad in the evening's program

Logo featured on sponsor board

Acknowledgment in the Old Brewery Mission's annual report

Possibility of having a representative from your company be stationed at the auction table

Possibility to distribute a promotional item

OYSTER BAR

\$5,000 sponsorship

Palatable opportunity for your brand by offering tasty oysters!

VISIBILITY:

Logo on screen during the event

1/4 page ad in the evening's program

Logo featured on sponsor board

Acknowledgment in the Old Brewery Mission's annual report

Possibility to distribute promotional item

SPARKLING BAR

\$5,000 sponsorship

Your brand bubbles with excitement during the cocktail!

VISIBILITY:

Logo printed on the glass stem rings

Logo on screen during the event

1/4 page ad in the evening's program

Logo featured on sponsor board

Acknowledgment in the Old Brewery Mission's annual report

Possibility to distribute promotional item

PHOTO BOOTH

\$5,000 sponsorship

Make a good impression!

VISIBILITY:

Logo featured in the frame of all photos taken by the Boomerang camera

Logo on screen during the event

1/4 page ad in the evening's program book

Logo featured on sponsor board

Acknowledgment in the Old Brewery Mission's annual report

Possibility to distribute a promotional item

25 YEARS OF DEDICATION

MISSION POUR *elles*

CONTACT INFORMATION

Name: _____
 Title: _____
 Company name: _____
 Phone: _____
 Email: _____
 Address: _____
 City: _____
 Province: _____
 Postal code: _____

CONTACT INFORMATION (OF PARTICIPANT IF DIFFERENT)

Name: _____
 Title: _____
 Phone: _____
 Email: _____

PAYMENT

Total amount: \$ _____

Cheque made out to Old Brewery Mission Foundation

Master Card Visa Amex

N°: _____

Exp: _____

Signature: _____

SHINE WITH YOUR PRESENCE

NUMBER OF INDIVIDUAL TICKETS _____ x \$350 = _____

NUMBER OF TABLES _____ x \$2,800 = _____
For 8 people

PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNER
MODICO CANADA LTD **beneva**

GOLD PARTNER \$10,000

SILVER PARTNER \$5,000

SPONSORSHIP OPPORTUNITIES

Valet parking \$10,000

Auction sponsor \$10,000

Sparkling bar \$5,000

Photo booth \$5,000

Oyster bar \$5,000

Donations

1. I am making a donation to the Old Brewery Mission of: _____ \$

2. I am making an in-kind donation:

Description: _____

Fair market value: _____ \$

Information: **Nicole Beaulieu**, Executive Director, Philanthropic Development
nbeaulieu@missionoldbrewery.ca — 514 788-1884, ext. 253

OUR MISSION

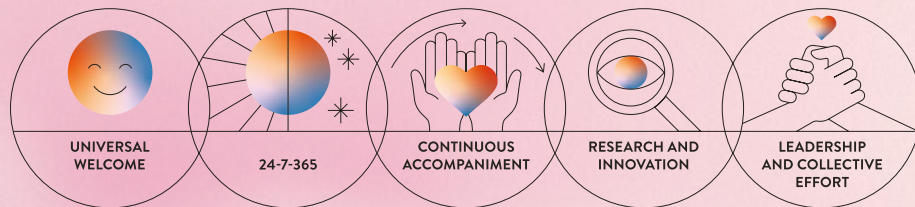
Our mission is to end the cycle of homelessness. To do so, the Old Brewery Mission addresses the challenges of social precariousness through an intervention model focused on urban health and sustainable reaffiliation.

OUR VISION

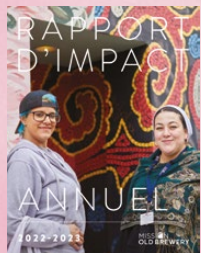
Every person experiencing or at risk of homelessness must be able to live with dignity in a secure, permanent home.

OUR 5 GUIDING PRINCIPLES

Our guiding principles are at the core of what we do. From important decision-making to our daily interactions with the people we serve, these pillars inspire our actions.



→ [VIEW OUR 2022-2023 IMPACT REPORT](#)



2022 Partners

Many heartfelt thanks to the sponsors who supported our last Gala edition.

PRESENTERS



PARTNERS



HONORARY CO-CHAIRS

Robyn Cohen
Director, Marketing
Modico Canada Ltd

Lara Nourcy
Executive Vice-President and Leader,
Individual Insurance and Financial Services
Beneva

ADVISORY COMMITTEE

CHAIR

Dominique Lambert

MEMBERS

Farah Gosselin Kafile
Marianne Lemieux
Nathalie Léveillé
Jill Martis
Caroline Phaneuf
Leila Serrhini
Phoudsady Vanny
Andrea Wolff

MISSION OLD BREWERY

Philanthropic Development

Nicole Beaulieu
Executive Director

Alexandra Goldbloom
Consultant

Women's Services

Chantal Rollin
Codirector, operations

Solange Lavigne
Codirector, clinical

BOARD OF DIRECTORS

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Louis Audet

VICE-CHAIR

Dominique Lambert

TREASURER

Caroline Vermette

SECRETARY

Brian Daley

DIRECTORS

Harout Chitilian
Diane Dunlop
Roger Fournelle
Jennifer Gabriele
Michael Goodman
Marilyn Kaplow
Isabelle Leclerc
Eric Maldoff
John Parisella
Paula Shannon
Guy Versailles

PRESIDENT AND CEO

James Hugues

ADDRESS

902, Saint-Laurent boulevard
Montreal, Quebec H2Z 1J2

T 514 788-1884, ext. 253
nbeaulieu@missionoldbrewery.ca

MISSION
OLD BREWERY
WOMEN'S SERVICES



#MISSIONPOUELLES
POUR-ELLES.MISSIONOLDBREWERY.CA

Mission registration number:
12392 0324 RR0001

Foundation registration number:
89201 3608 RR0001