

# WISBEE

Visibility Plan 2026

**A Fundraising Evening  
in Support of Women's Services  
at the Old Brewery Mission**

MISSION  
OLD BREWERY

October 21<sup>st</sup> 2026

Grand Quay

# OVER 28 YEARS OF DEDICATION

Long overlooked, women experiencing homelessness are now among the most vulnerable individuals in Montreal's worsening homelessness crisis. They now account for nearly one-third of the city's homeless population, a sharp increase in recent years.

Behind every journey lies a unique story, often marked by upheaval, isolation, and the absence of a support network. What they share is an urgent need for a safe, dignified, and humane place where they can rebuild their stability.

Since the opening of the Patricia Mackenzie Pavilion in 1998, the Old Brewery Mission has developed the largest service of its kind in Canada for women who are homeless or at risk of becoming homeless. Open 365 days a year, the Women's Services offers unconditional welcome, personalized psychosocial support, access to healthcare, affordable housing solutions, and ongoing community support.

Every day, through its prevention, emergency, and re-housing services, the Old Brewery Mission takes concrete action to break the cycle of homelessness. In 2024-2025, nearly 300 women found in us much more than a temporary shelter: a space to get back on their feet, regain confidence, and envision a more stable future.



## Women's services include:

- **6 pavilions** reserved for women
- **Emergency and transitional** services
- **A PRISM (Homelessness and Mental Health Reaffiliation Project)** adapted for women
- A team of outreach workers and psychosocial counselors who support each woman in her journey **toward lasting reintegration into the community**
- **Affordable** housing for women

## THE EVENT

On October 21<sup>st</sup>, join us at the Grand Quay in the Port of Montreal for Visible, a benefit evening in support of women's services at the Old Brewery Mission. This event is an invitation to express our solidarity with the most vulnerable women in our community and to celebrate their courage. It will highlight autonomy, confidence, and mutual support as drivers of a better future, while strongly affirming our commitment to making visible those who must be seen in order to exist.

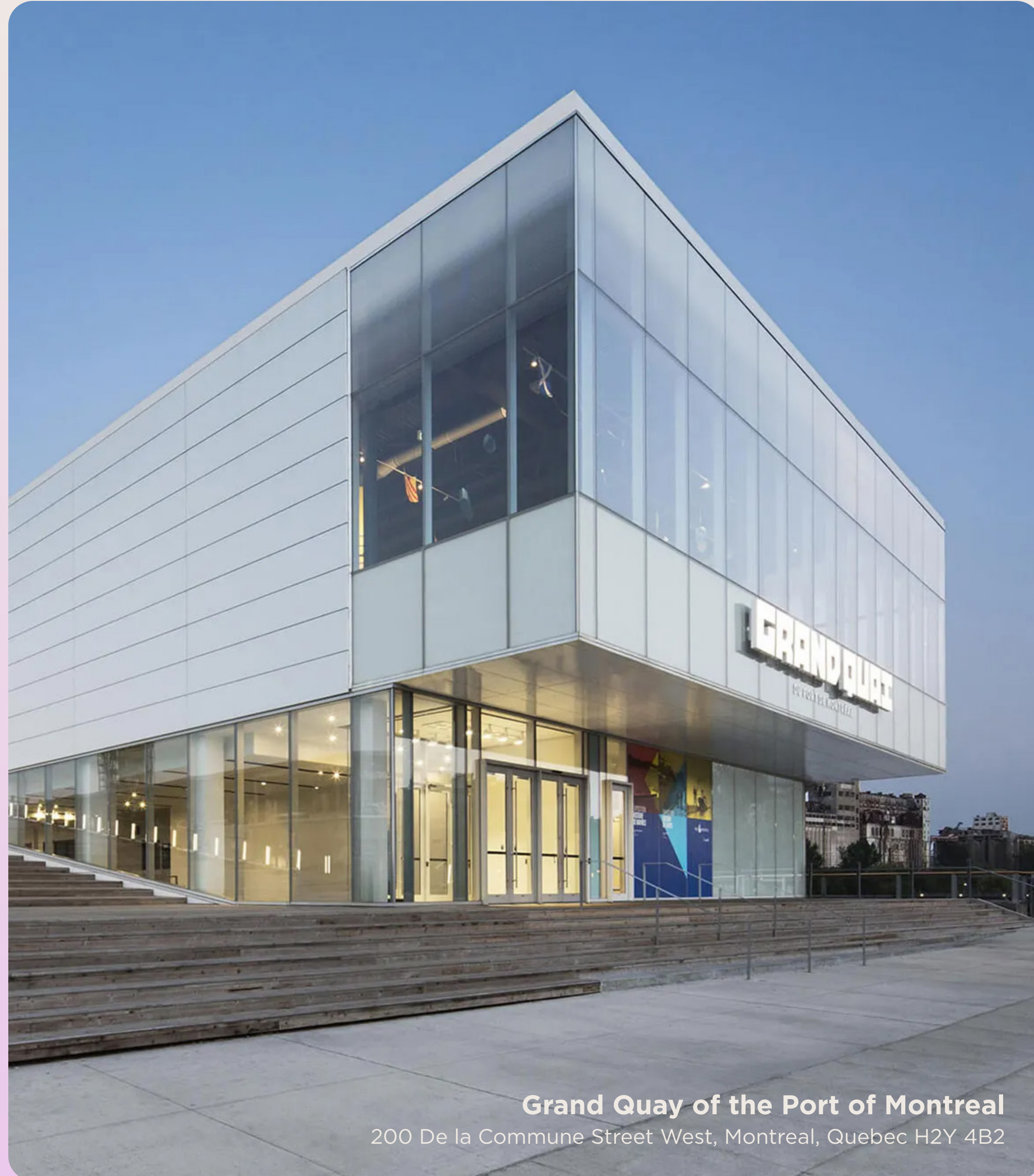
**Together, let's help them write a new chapter in their lives.**

On this occasion, business leaders, professionals, and figures from Montreal's business community will come together to support the transition of homeless women toward reintegration and a new home.

### Partners, Goods, and Services

By donating goods or services, you help us reduce our operational costs and enable us to host a large-scale event. Please contact us to learn how we can create a special opportunity for your company to showcase your generosity.

**Thank you for considering partnering with the Old Brewery Mission to support vulnerable women in Montreal.**



**Grand Quay of the Port of Montreal**

200 De la Commune Street West, Montreal, Quebec H2Y 4B2

# SPONSORSHIP OPPORTUNITIES

**VISIBLE**

## Honourary Co-President

2 x \$35 000

**A table for ten guests per honorary co-president**

### Company logo

- prominently displayed on all promotional materials of the event
- accompanied by a link on the OBM event website
- displayed on screens during the event according to sponsorship level

**Full-page of visibility per co-president** at the beginning of the virtual event program

**Mention** on the OBM's social media platforms (Facebook, Instagram, LinkedIn) including the company logo and tag

**Mention** in the event press release

**Opportunity** to say a few words during the event

**Exclusive recognition** as an official sponsor of the event, presented by [\_\_\_\_\_]

**Recognition** of the company's support in the OBM's annual impact report

**Thank you message** in OBM's e-newsletter after the event

## Visionary

\$25 000

**A table for ten guests in a preferred location**

### Company logo

- with a link to the company's website on the event website
- displayed on screens during the event according to sponsorship level

**A half-page advertisement** in the virtual event program

**Mention** on social media platforms

**Recognition** of the company's support in the OBM's annual impact report

## Leader

\$15 000

**A table for ten guests**

### Company logo

- in the virtual event program
- with a link to the company's website on the event website
- displayed on screens during the event according to sponsorship level

**Recognition** of the company's support in the OBM's annual impact report

## Individual ticket

\$500

# THEMATIC SPONSORSHIP OPPORTUNITIES

**VISIBLE**

## Auction

\$10 000

**2 tickets to the event**

### Company logo

- on all auction signage, bid sheets and mobile auction platform

**Exclusive recognition** as the official sponsor of the silent auction

**Option** to include a message or video on the auction page

**Mention** by the host during opening remarks

**Company name** displayed on screens during the event

## Welcome Cocktail

\$7 500

**2 tickets to the event**

### Company logo

- displayed on screens during the event
- in the event program

**Exclusive sponsor** of the welcome reception

**Mention** by the host during the presentation

**Company name** displayed on screens during the event

## Lounge

\$5 000

**2 tickets to the event**

### Company logo

- on the seating plan and in the event program to identify the lounge

**Official name** Lounge presented by [Sponsor]

**Mention** by the host during the presentation

**Company name** displayed on screens during the event

## For more information

Please contact **Robin Andrea Brodrick**, Advisor of Events and Fundraising Activities.

[rbrodrick@missionoldbrewery.ca](mailto:rbrodrick@missionoldbrewery.ca)

514-788-1884 extension 254

# THEMATIC SPONSORSHIP OPPORTUNITIES

**VISIBLE**

## Dessert Bar

\$5 000

2 tickets to the event

### Company logo

- on dessert tables and menus
- near the coffee station, mention on social media
- in the event program

**Mention** by the host during the presentation

**Company name** displayed on screens during the event

## Photobooth

\$5 000

2 tickets to the event

### Company logo

- on printed photos and digital frames
- in the event program

**Option** for customized props

**Signage** at the photo booth

**Company name** displayed on screens during the event

**Mention** in the post-event photo gallery

## Coat check

\$5 000

2 tickets to the event

### Company logo

- in the event program

**Signage** at the coat check station

**Company name** displayed on screens during the event

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# PURCHASE FORM

## Purchaser Information

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Province: \_\_\_\_\_  
Postal code: \_\_\_\_\_

## Contact

(the participant's name, if different from the purchaser's information)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_

## Payment

Grand total: \$ \_\_\_\_\_

Cheque payable to the Old Brewery Mission Foundation  
 Master Card     Visa     American Express

N°: \_\_\_\_\_

Exp: \_\_\_\_\_

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

## Make a Splash

Number of individual tickets \_\_\_\_\_ x \$500 = \_\_\_\_\_

## Partnership Opportunities

<b>Honourary Co-President</b> (10 guests)	<b>\$35 000</b> <input type="checkbox"/>
<b>Visionary</b> (10 guests)	<b>\$25 000</b> <input type="checkbox"/>
<b>Leader</b> (10 guests)	<b>\$15 000</b> <input type="checkbox"/>

## Sponsorship Opportunities

<b>Auction</b>	<b>\$10 000</b> <input type="checkbox"/>
<b>Welcome Cocktail</b>	<b>\$7 500</b> <input type="checkbox"/>
<b>Lounge</b>	<b>\$5 000</b> <input type="checkbox"/>
<b>Dessert Bar</b>	<b>\$5 000</b> <input type="checkbox"/>
<b>Photobooth</b>	<b>\$5 000</b> <input type="checkbox"/>
<b>Coat Check</b>	<b>\$5 000</b> <input type="checkbox"/>

## Make a donation

1. I am donating to the Old Brewery Mission in the amount of:

\$ \_\_\_\_\_

2. I am donating goods or services for the event:

Description: \_\_\_\_\_  
\_\_\_\_\_

Fair market value: \$ \_\_\_\_\_

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## Explore the essence of Visible

[www.missionoldbrewery.ca/en/visible-2026](http://www.missionoldbrewery.ca/en/visible-2026)



# THE OLD BREWERY 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 heart of everything we do. Whether in decision-making or on the ground as we interact with the people we serve, these principles guide our actions.



### Discover more

- Annual Impact Report
- Financial Statements (French only)
- Governance and leadership



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