

# PARTNERSHIP PLAN

Saturday, February 3,  2024   
Palais des Congrès de Gatineau



*Gala*  
**robe  
rouge**

Au profit de



**DEVCORE**  
GROUPE | GROUP

Presented by



## TOGETHER WE CAN DO MORE !

Our goal is to create more survivors. Do more research and prevention that saves lives. Enabling more fathers and mothers, husbands and wives, children and babies to return home to their families each year.

With your support, together, let's end heart disease and stroke to live healthy, to end this suffering and create a new generation of survivors.



The Red Dress Gala features female ambassadors and male ambassadors who stand out in the business community of their region.

The red dress is the official symbol of the event. It evokes femininity, strength and confidence, and highlights the spirit of a cause with which all Canadian women can identify and of which they can be proud.

The red dress also represents the courage of women, their passion and the power they have to make a difference by raising awareness of the reality of cardiovascular disease and by educating the women





Your partnership with the Gala Robe Rouge Gatineau in support of Heart & Stroke helps eliminate heart disease and stroke, two of the leading causes of death in the country.

Together, we will build more relationships, inspire more conversations, and create more survivors.

**CONTACT :**

Jo-Anne Swanson  
Director, Red Dress Gala Gatineau  
[roberougegatineau@gmail.com](mailto:roberougegatineau@gmail.com)  
819-921-5747

**TOGETHER  
WE CREATE MORE  
SURVIVORS AND  
SAVE LIVES!**



Cœur+AVC

## MAJOR SPONSOR

**25 000\$**

Custom packages  
Stage - Dinner - Evening

## VIP PLATINE

**7 500\$**

Logo visibility on our social media channels  
Logo projection at the Gala  
Logo visibility on the Gala Robe Rouge website  
1 table for 10 at the Gala (choice of table available)  
Vocal acknowledgement at the Gala  
Surprise gift box  
Valet parking at the Gala  
Welcome cocktail

## GOLD PRIVILEGE

**5 000\$**

Logo visibility on our social media  
Logo visibility on the Gala Robe Rouge website  
1 table for 10 people (choice of table available)  
Logo projection during the gala

## SILVER CORPO

**3 000\$**

Logo visibility on our social media  
Logo visibility on gala table  
1 table for 10 people





## Fight heart disease. Let's fight stroke.

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Heart + Stroke's mission is to improve heart and brain health by preventing and reducing disability and death from heart disease, stroke and vascular cognitive impairment through research, health promotion and advocacy.

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### Requirements :

Heart attacks, cardiac arrests and strokes can strike without warning, and all too often result in death or devastating after-effects.

devastating after-effects.

- In this country, a person dies every five minutes from heart disease, stroke or vascular cognitive impairment.
- These diseases are the leading cause of death worldwide. In Canada, they are the leading cause of premature death
- premature death among women, and two of the three leading causes of death.
- The healthcare costs associated with heart disease and stroke and stroke reach a staggering \$24.6 billion annually
- annually.
- 90% of Canadians have at least one risk factor for heart disease
- risk factor for heart disease, stroke or vascular cognitive impairment.

### Our vision:

Life free from heart disease and stroke.

### Our mission:

Promoting health

- Catalyze systemic and policy changes to create healthier environments.
- Empowering people to live and maintain healthy a healthy life.
- Combat inequalities and close health gaps.

### Preserving life

- Funding medical discoveries. Discover the achievements of our researchers over the past 70 years at [coeuretavc.ca/research](http://coeuretavc.ca/research).
- Ensure faster, more effective intervention and treatment in the event of a cardiac emergency or stroke.

### Promoting recovery

- Build communities to improve support for patients, families and caregivers.
- Help people become advocates and patient partners. patient partners.

### Our actions :

- We invest in life-saving research and support cardiovascular researchers.
- We provide people with the resources and information they need they need to take control of their health.
  
- We lobby governments to invest in programs invest in programs, campaigns and policies designed to policies to :
  1. protect young people from vaping;
  2. promote healthy eating and tobacco-free living;
  3. increase cardiac arrest survival rates;
  4. guarantee universal access to medication for all people across the country.
  
- We collaborate with volunteers, donors, researchers, clinicians and people with lived experience of heart disease, stroke and vascular cognitive impairment to advance our mission.



# Heart + stroke: facts and figures

We've been one of the country's leading health charities for over 70 years. Heart + Stroke is the largest non-governmental funder of heart and stroke research in Canada.

More than \$1.63 billion invested in research since 1952

- In 2021, \$25.6 million went into research, supporting 420 researchers across Canada.
- Since 1952, there has been a 75% reduction in the mortality rate from heart disease and stroke
- Our goals are: fighting for prevention, preserving life, transform recovery, and invest in vital research.

A national organization that matters online and in our communities

- 6,433,465 visitors to our bilingual website last year ([www.coeuretavc.ca](http://www.coeuretavc.ca))
- Active presence in social media, with a total of 474,215 subscriptions on our platforms:
- Our subscribers: 329,906 on Facebook, 57,682 on Twitter, 12,704 on Instagram, 52,490 on LinkedIn, 21,433 on Youtube

## The facts are disturbing:



In this country, **every 5 minutes**, someone dies from a heart condition, stroke or vascular cognitive impairment.



**878,000** people are living with the after-effects of a stroke in this country.



**2/3** of clinical studies on heart disease and stroke involve men



Every year, more than **100,000** people in Canada are **diagnosed** with **heart failure**.

**53 %**

**heart attack symptoms** go unnoticed in **53%** of women.

**80 %**

**heart disease and stroke could be prevented.**

**59 %**

**of stroke-related deaths** in this country **are women.**

Visit our website and join us in the fight against heart disease and stroke.

[coeuretavc.ca](http://coeuretavc.ca)

 **Combattons ensemble**

# PARTNERSHIP FORM



## CHOIX DU FORFAIT

**MAJOR SPONSOR**  
25 000\$

**VIP PLATINUM**  
7 500\$

**PRIVILEGE GOLD**  
5 000\$

**SILVER CORPO**  
3 000\$

## INFORMATION: SPONSOR

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_

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

Please send company logo by e-mail:  
[Roberougegatineau@gmail.com](mailto:Roberougegatineau@gmail.com)

## AMBASSADOR

Name: \_\_\_\_\_

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

## PRESIDENT/GENERAL MANAGER - GALA ROBE ROUGE

Name: *Jo-Anne Swanson* \_\_\_\_\_

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

*Gala*  
**robe**

Cheques should be made payable to Gala Robe Rouge

TABLE NUMBER	
TOTAL	

