

SPONSORSHIP PLAN

Red Dress Gala 2027

Saturday February 6, 2027 from 4:30pm

Palais des Congrès de Gatineau

Combining urgency to elegance

one breathe at a time!

red
dress
Gala

For the benefit of:





The **Red Dress Gala** was established in 2012 with a **mission to create more survivors** of heart disease and stroke by raising vital funds through this prestigious event. The 2027 edition will mark the 13th anniversary and stand as the largest event of its kind in Quebec in support of the Heart & Stroke Foundation. Since 2012, **we have raised more than a million dollars**, a contribution that has directly **saved lives, combining elegance with urgency**.

At the heart of this event is the **red dress**, a powerful **emblem of femininity, strength, and confidence**. It represents a cause that resonates with **women across Quebec and Canada**, inspiring pride and unity. More than just a symbol, the red dress embodies the courage, passion, and transformative power of women in the **fight against cardiovascular disease**. It serves as a beacon for awareness and action, empowering women to **prioritize their heart health** and advocate for those around them.

Through **groundbreaking research** and **proactive prevention**, we strive to ensure that more parents, spouses, children, and newborns return home to their loved ones each year. Together, we can **end suffering** and **create a new generation of survivors**.

This movement would not be possible without the **dedication of our community**. That is why the Red Dress Gala **proudly honours remarkable women ambassadors and distinguished men ambassadors**, leaders in the business world who help us drive meaningful change.

Join us for the next edition of the **Red Dress Gala on February 6, 2027**, at the Palais des Congrès de Gatineau, where we will welcome over **600 guests** for an unforgettable evening of impact, elegance, and celebration.



WHY BECOME A PARTNER?

Every year, the Red Dress Gala team, along with its ambassadors, **raises funds to support critical research efforts**. We invite you to **join us in fundraising** to help create a **brighter future** for those living with heart disease or the lasting effects of a stroke.

Did you know that in Canada, **every five minutes**, someone dies from heart disease, stroke, or a vascular-related cognitive impairment? **More than 3.5 million people of all ages**, backgrounds, and genders across the country are living with these conditions. Yet, scientists are on the verge of breakthrough discoveries that will save lives—and **your partnership can make a difference**.

Become a partner. Fund the next major breakthrough and **drive forward the scientific discoveries** and collaborations that will save lives.
Open your heart and join us in supporting life-saving research.

Let's fight heart disease and stroke—**together!** **Let's combine elegance with urgency!**

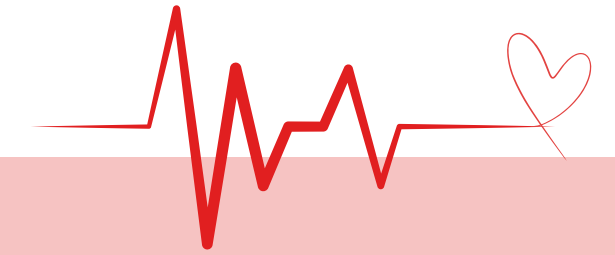
Thank you for supporting our mission!

The Red Dress Gala Gatineau Team & Ambassadors



PHOTO 2026 BY MARTINE CLAIROUX

HEART SPONSOR



MASTER OF STAGE

\$25 000

Be part of the 2027 Artist Selection Committee and have the stage named after you!

(Exclusive to one partner only)

Before the Gala:

- Participate in the artist selection with the committee (must be completed by June 2026)
- Be featured in the Gala launch presentation in June 2026
- Your logo displayed on the event website until February 2027
- Recognition of your partnership on social media and the website
- One promotional post on social media to be provided by the sponsor

During the Gala:

- Two (2) VIP tables with your logo exclusive to heart sponsors
- Up to 5 minutes of stage time for a speech
- Photo opportunity with the artist
- Artist introduced by your brand
- Logo featured on the red carpet paparazzi
- Logo displayed on screens, the stage, and the podium
- Live mention by the event host during the evening
- Strategic placement of your corporate banner
- Corporate logo displayed all night on giant screens

EXCEPTIONAL DECORATOR

\$12 000

Add your touch to this memorable evening by decorating the entire Gala!

(Exclusive to one partner only)

Before the Gala:

- Participation in the event design and vision creation
- Your logo displayed on the event website until February 2027
- Recognition of your partnership on social media and the website

During the Gala:

- One (1) VIP table with your logo exclusive to heart sponsors
- Logo featured on the red carpet paparazzi
- Logo on screens
- Live mention by the event host during the evening
- Awareness Area named in your honour
- Logo in the Awareness Area
- Strategic placement of your corporate banner
- Corporate logo displayed all night on giant screens

HEART SPONSOR



COCKTAIL MASTER

\$10 000

Treat all guests to welcome sparkling and get the evening off to a great start! !

(Exclusive to one partner only)

Before the Gala:

- Choice of sparkling with the selection committee
- Your logo displayed on the event website until February 2027
- Recognition of your partnership on social media and the website

During the Gala:

- One (1) VIP table with your logo exclusive to heart sponsors
- Logo featured on the red carpet paparazzi
- Logo on screens
- Live mention by the event host during the evening
- Cocktail Area named in your honour
- Logo in the Cocktail Area and Bar
- Strategic placement of your corporate banner
- Corporate logo displayed all night on giant screens

SILENT AUCTIONEER

\$7 500

Present the silent auction and become its auctioneer!

(Exclusive to one partner only)

Before the Gala:

- Your logo displayed on the event website until February 2027
- Recognition of your partnership on social media and the website

Pendant le Gala:

- One (1) VIP table with your logo exclusive to heart sponsors
- Logo featured on the red carpet paparazzi wall (New!)
- Logo on screens
- Live mention by the event host during the evening
- Silent Auction Area named in your honour
- Logo in the Silent Auction Area
- Strategic placement of your corporate banner
- Corporate logo displayed all night on giant screens

After the Gala:

- Message of thanks from you to the people who bought lots.

OTHER SPONSORS



HOPE SPONSOR

\$5 500

(limited spots)

- Gold Section Table, closer to the stage
- Logo displayed on the table at the gala
- Large rotating logo on the screen during the gala
- Company mentioned once during the event
- Logo featured on the event website until February 2026
- Recognition of your partnership on social media and the website.

BREATH OF LIFE SPONSOR

\$4 000

(Limited spots)

- Silver Section Table, second closer to the stage
- Logo displayed on the table at the gala
- Medium rotating logo on the screen during the gala
- Logo featured on the event website until February 2026
- Recognition of your partnership on social media and the website

ELEGANCE SPONSOR

\$2 500

- Bronze Section Table
- Logo displayed on the table at the gala
- Small rotating logo on the screen during the gala
- Logo featured on the event website until February 2026
- Recognition of your partnership on social media and the website

THANK YOU FOR YOUR INVOLVEMENT!



Let's secure your partnership and make an impact together today!
Contact Jo-Anne or Gina to join our heart family!

Jo-Anne Swanson

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Gina Lamontagne

Coordinator of Red Dress Gala Gatineau
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