SPONSORSHIP OPPORTUNITIES

Audacious

Fundraising event in support of IRIC

IRIC philanthropic event

In support of cancer research

June 18, 2020
6:00 pm
Marché Bonsecours, Montreal

INSTITUTE FOR RESEARCH IN IMMUNOLOGY AND CANCER
IRIC
Université de Montréal

Audace

Philanthropy
serving the cause

INSTITUTE FOR RESEARCH IN IMMUNOLOGY AND CANCER OF THE UNIVERSITÉ DE MONTRÉAL

Ultramodern research hub and training centre, IRIC was created in 2003 to better understand the mechanisms of cancer and accelerate the discovery of new and more efficient therapies against the disease.

To achieve different and concrete results, IRIC is charting unknown territory and blazing its own trail. With Audacious. Its innovative way of seeing research has **already resulted in major discoveries**, including the UM171 molecule and the potential development of a cancer vaccine.

AUDACIOUS

Every year, IRIC hosts various philanthropic events to support the projects of its research teams. Since 2014, **IRIC has been hosting Audacious, an annual fundraising event** showcasing IRIC's activities to the members of the business community in attendance and supporting promising discoveries in the fight against cancer.

Led by devoted and generous Cabinet members, Audacious brings together **450 guests every year from the business sector, partners and Investigators**. IRIC uses this opportunity to underline its scientific progress and to honour the people whose commitment make **a difference in the fight against cancer.**

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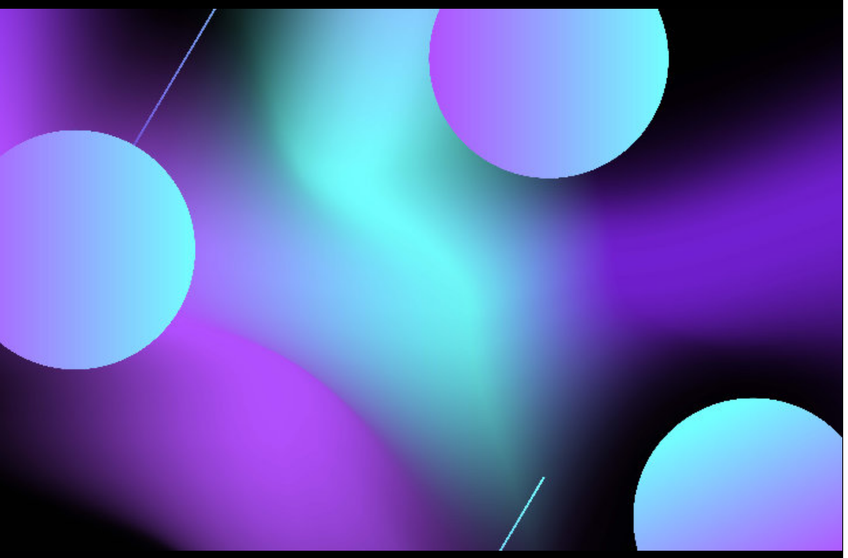
7th EDITION OF AUDACIOUS

AI at the heart of cancer innovation

Audacious 2020



 Droits réservés © IRIC2020 – Sponsorship Plan – Audacious

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AI at the heart of cancer innovation

Audacious 2020

June 18, 6:00 pm
Marché Bonsecours,
Montreal

AI AT THE HEART OF CANCER INNOVATION

All IRIC members work together tirelessly toward a common goal: to gain a **better understanding of cancer and find a cure**. To achieve different and concrete results, IRIC ventures on unknown terrains and carves its own road. Audaciously.

For the past few years, IRIC has been faced with the massive amount of data generated by new technologies. To harness this new potential, the Institute decided to acquire an outstanding expertise in bioinformatics and biomedical data, **in partnership with Montreal's artificial intelligence ecosystem**. Today, with your support, IRIC is betting that the development of new analytical methods will revolutionize traditional research and lead to a better understanding of cancer and, most importantly, to ways to vanquish it.

It is thanks to a community that has always supported its efforts that IRIC can find the courage to move in unchartered waters. It is by being audacious together that we can make a difference.

With the participation of Sébastien Lemieux,
Principal Investigator, IRIC,
Professor, IVADO

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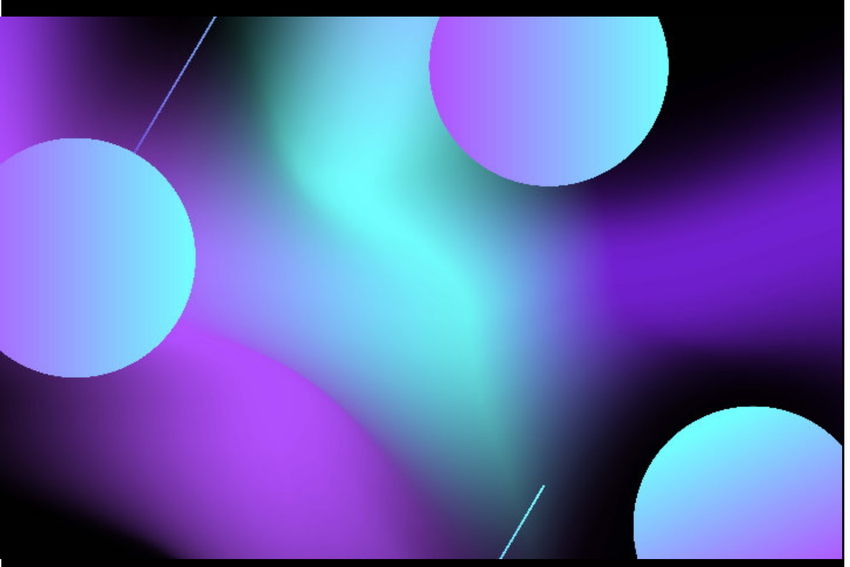
SPONSORSHIP OFFERS



By sponsoring Audacious 2020, you are **supporting innovation and confirming your vital role for one of the most important causes: cancer research.**

You benefit from **exceptional visibility** throughout the evening with a targeted clientele of business people and partners from the research ecosystem.

You show your support for cancer patients and their family. You ensure the training of the next generation of scientists.

You take part in **accelerating drug discovery and cancer treatments.** You position Montreal as a global leader in cancer research.

This year, a **cocktail reception and stations** format will be offered.

Our various offers:

- GOLD sponsorship p.6
- SILVER sponsorship p.7
- BRONZE sponsorship p.8
- PERSONALIZED sponsorship p.9

*Opportunity for a company to make a major three-year sponsorship commitment.

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GOLD SPONSORSHIP $50,000

Privileged corporate space + 10 entries

Logo on IRIC's official web site

Logo on the screens during the event
+ Visibility in your corporate space

Privileged discussion with an IRIC Investigator during the course of the evening

Mention of the donation in the lists of donors

Private tour of IRIC on demand

CSR toolbox

Promotion on social media and mention in a number of communication tools
(before and after the event)

VIP treatment for your guests (dedicated service, optimized experience)

Opportunity for an IRIC Investigator to offer a conference at the company

Brand activation
(to be discussed with the partner)*

* The type of brand activation will be determined according to the size of the sponsorship, in agreement with the Cabinet, and will be at the sponsor's expense.

Photo and title of the company executive on the screens during the event

Photo and title of the company executive for the ackwoledgment campaign
(after the event)

Mention of the company's name in the newsletter prior and following the event

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SILVER SPONSORSHIP $25,000

Reserved space
+ 8 entries

Logo on IRIC's
official web site

Logo on the screens
during the event
+ Visibility in your
reserved space

Privileged discussion with
an IRIC Investigator during
the course of the evening

Mention of the
donation in the
lists of donors

Private tour of IRIC
on demand

CSR toolbox

Promotion on social media
and mention in a number of
communication tools
(before and after the event)

VIP treatment for your
guests (dedicated service,
optimized experience)

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AND CANCER
IRIC
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de Montréal

BRONZE SPONSORSHIP $15,000

Reserved space
+ VIP service
+ 8 entries

Logo on IRIC's official web site

Logo on the screens during the event
+ Visibility in your reserved space

Privileged discussion with an IRIC Investigator during the course of the evening

Mention of the donation in the lists of donors

Private tour of IRIC on demand

CSR toolbox

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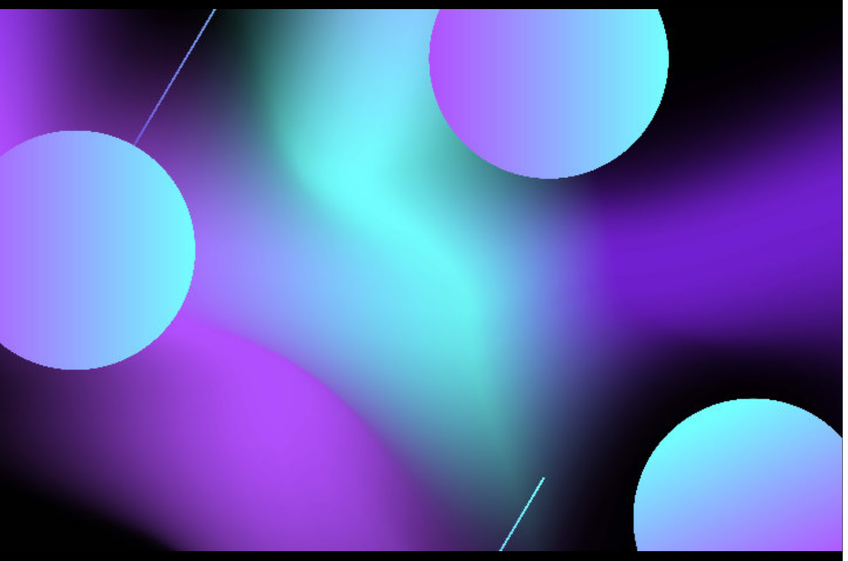
PERSONALIZED SPONSORSHIP



A **tailored sponsorship** can be developed including brand activation and exclusive visibility for the key aspects of the evening: valet parking, Wi-Fi, cocktail area, photo booth, desserts, the after-party or the immersive content.

You can also combine the contributions of the IRIC Young Philanthropists or commit to a multi-annual major sponsorship.

To develop something that reflects your brand, don't hesitate to contact us: **audace@iric.ca, 514 343-6141.**

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IRIC Investigators and Cabinet members thank you for your attention to these sponsorship proposals.

Your support is crucial to the success of Audacious.

We look forward to seeing you this year!

For more information on Audacious
or for a personalized sponsorship:

audace@iric.ca
514 343-6141

2950, Chemin de Polytechnique
Pavillon Marcelle-Coutu
Montréal, QC H3T 1J4

www.iric.ca/en/

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