

# Sponsorship Opportunities

Les rendez-vous **Audace**

Virtual discussion

In support of cancer research

April 2022



## A world in change, a next generation in action

Ultramodern research hub and training centre, the Institute for research in immunology and cancer (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.

Since 2014, IRIC has been organizing the Audacious benefit event, which annually contributes to funding breakthroughs in the fight against cancer. For a second year, the Institute is offering you a virtual formula that is just as promising, with a view to democratizing science.

In 2022, les Rendez-vous Audace provide you with an opportunity to attend an inspiring and genuinely audacious discussion revolving around a mobilizing theme: A world in change, a next generation in action.

IRIC connects more than ever to society and its challenges. Three next generation stakeholders – a young patient, a medical oncologist and an IRIC Principal Investigator – will address cancer in its social, human and scientific dimensions. Inspired and inspiring, these women will share the resilience, hope and innovation that are at the very heart of their actions.

Since its creation, the Institute has taken charge of changing the landscape of cancer research and acts as a leader in the training of emerging researchers, the genesis of new knowledge and the discovery of therapies. To achieve different results – to better understand, seek, find and treat cancer – IRIC is forging its own path.

## Focus on the next generation

Les Rendez-vous Audace in a few words:

**Scientific and human discussions** approaching cancerology from different angles.

A way to shed light on the realities of a **young patient**, a **medical oncologist** and a **Principal Investigator** from the next generation.

An **experienced and empathetic host**.

A **webcast** planned for April 2022 for all donors.

**Judith Lafaille**  
Patient and  
ambassador

**Eralda Kina, MD**  
Oncologist and  
Ph.D. student  
at IRIC

**Geneviève  
Deblois, PhD**  
Principal  
Investigator  
at IRIC

**André Robitaille**  
Actor and host

## Sponsorship offers

By sponsoring Les Rendez-vous Audace:

You are supporting **innovation** and confirming your leading role for one of the most important causes: **cancer research**.

You benefit from **exceptional visibility** within the framework of a virtual discussion with a business community and partners of the research ecosystem.

You show your **solidarity** with cancer patients and their families.

You ensure the **training of the next generation of scientists**.

You are helping to **accelerate the discovery of innovative and cutting-edge cancer drugs and treatments**.

You position Montreal as a **world leader** in cancer research.



Visibility and mention	Gold sponsorship \$50 000	Silver Sponsorship \$25 000	Bronze Sponsorship \$10 000
Mention of the sponsor's name by the host	✓		
Mention in the La Presse ad.	✓		
Mention in the paid Facebook promotional campaign.	✓		
Possibility for an IRIC Investigator to offer a conference to the company.	✓		
Logo on registration platform.	✓	✓	
Logo on the webinar platform at the opening and closing of the conference.	✓	✓	
Logo on downloadable content from the webinar platform.	✓	✓	✓
Logo on the official IRIC website.	✓	✓	✓
Mention of the donation on the list of donors.	✓	✓	✓
Private IRIC visit upon request.	✓	✓	✓
CSR Toolbox.	✓	✓	✓
Promotion on social media and in the newsletter.	✓	✓	✓

## Scientific partners and personalized sponsorships

It is possible to develop a tailor-made sponsorship that takes into account your needs and your philanthropic commitment.

Do not hesitate to contact Steve Ntambwe, Senior Development Advisor: (514) 343-6111, p. 27938 - [steve.ntambwe@umontreal.ca](mailto:steve.ntambwe@umontreal.ca)

For more information on sponsorship opportunities:

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For more information on the visibility offered:

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