

BENEFIT EVENING

The Miriam Foundation:
50 years of history and impact

November 7, 2024, 6:30 p.m.

Maison Principale
872, rue du Couvent, Montréal

Sponsorship &
visibility plan

*Benefiting people
of all ages with
neurodevelopmental
disorders, such as autism
spectrum disorder
and intellectual disabilities.*



DID YOU KNOW THAT...

*ASD: Autism Spectrum Disorder
ID: Intellectual Disabilities*

Approximately 1 in 66 children in Canada is diagnosed with autism spectrum disorder (ASD).

The number of diagnosed cases has risen over the years, prompting increased awareness and efforts to provide adequate services and support.

Approximately 1% to 3% of the world's population is generally recognized as having an intellectual disability (ID).

The prevalence of intellectual disability varies according to the definition and criteria used.



Source: 2018 National Autism Spectrum Disorder Surveillance System Report.

A WORD FROM OUR LEADERSHIP

It is with great pleasure that we extend our heartfelt invitation to you for an exceptional fundraising evening in celebration the **50 years of the Miriam Foundation's history and impact**. This momentous occasion promises to be both poignant and inspiring, as we reflect on our mission's impact within the community.

Since our inception in **1973**, the Miriam Foundation has traversed a remarkable path, fueled by the unwavering commitment and boundless generosity of our community, dedicated volunteers, and esteemed donors. Today, as we commemorate five decades of achievements and over \$50 million raised to date, our organization's mission holds even greater significance.

The Foundation's tireless fundraising efforts enable Miriam to support comprehensive services. By establishing specialized, progressive care spaces under one roof, we address immediate needs while charting a brighter future for individuals and their families.

Our ambitious goal is to raise \$1 million during this fundraising event. However, this endeavor transcends mere financial targets. It represents an opportunity to expand our impact, extend our services, and transform lives.

We firmly believe in the power of unity to create lasting change. Thus, we seek committed and passionate partners who share our vision. Your involvement can instill the confidence needed to achieve our financial objective. By becoming a partner, you play a pivotal role in shaping a better future for our community—one that extends far beyond this evening.

Our heartfelt gratitude goes to our donors, partners, and ambassadors. Their steadfast support underscores the relevance and importance of our work.



Jean-Claude Gravel
Chairman of the Board
Miriam Foundation



Warren Greenstone
President and CEO of
Miriam

THE MISSION OF THE MIRIAM FOUNDATION

Miriam's goal is to encourage everyone to reach his or her full potential and become an active member of society regardless of their challenges.

With 50 years' experience, the Miriam Foundation is the largest organization in Quebec dedicated to funding comprehensive, personalized services to support people of all ages with neurodevelopmental disorders, such as ASD or ID, as well as their families and loved ones.

The indispensable role of the Foundation for five decades:

- ✘ Fundraise to offer a continuum of specialized and custom services, at a subsidized rate
- ✘ Finance clinical research and innovation
- ✘ Maintain infrastructure and support equipment acquisition

The Foundation is a not-for-profit organization dedicated to the interests of the Gold Learning & Research Centre, a private service centre, and the MateriaTech, a unique resource bank offering nearly 5,000 fun and educational tools and content to stimulate development.

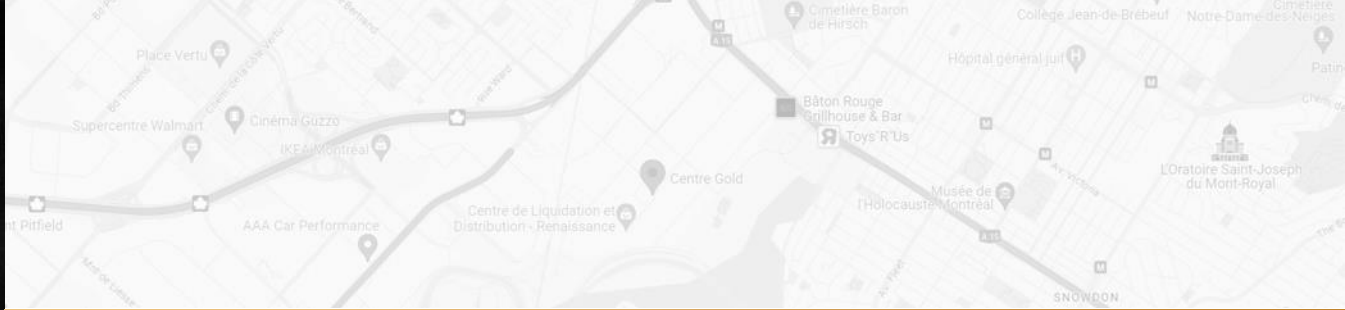


SINCE 1973, THE
FOUNDATION
HAS INVESTED
NEARLY
\$75 MILLION
TO SUPPORT THE
COMMUNITY

- ✘ **\$50 million** Access to subsidized services at all stages of life
- ✘ **\$10 million** Continuum of specialized services and a qualified team
- ✘ **\$10 million** Infrastructure acquisition, maintenance and equipment
- ✘ **\$5 million** Clinical research and innovation



THE GOLD LEARNING & RESEARCH CENTRE: PROVIDING SERVICES AT ALL STAGES OF LIFE



Located on the Island of Montréal, in the Town of Mont-Royal, **Miriam's Gold Centre** deploys its services in more than **26,000 ft² building** renovated in 2020, offering a sleek aesthetic as well as an inspiring and comforting environment for all who enter.

Supported by the Foundation, the Gold Learning & Research Centre is a **leader in providing comprehensive, personalized services** to people of all ages with ASD or ID, as well as their families and loved ones. Employing nearly 80 professionals, the organization serves the needs of 500 clients annually. Since it was created, Miriam has helped over 8000 clients and their families.



INTERVENTION PROGRAMS AND SERVICES FOR ADULTS AND CHILDREN

Specialized intervention programs

Cross-sector collaborations and research

Development of new approaches to intervention

Recreational and creative arts programs

Resources for parents

Unique training and educational programs



The Centre also supports education professionals, including educators, teachers and all the experts who respond to the complex needs of this special clientele.

KEY FIGURES FOR THE FOUNDATION AND THE GOLD LEARNING & RESEARCH CENTRE

50 years of activity

80 healthcare and administrative professionals

500 clients and families helped each year

20 educational and recreational programs

1 office dedicated to research and innovation

17 community homes

26,000 ft² (1,858 m²) of office, clinical & space

50 volunteers

November 7th
Maison Principale
6:30 p.m.

By attending and sponsoring the 50th Anniversary benefit evening, you will make a difference for thousands of people.

Individual tickets are available for \$550 and can be purchased online on the foundation's website.

WHAT TO EXPECT DURING THE EVENING

- ✘ Interact with over 450 attendees and supporters of the Foundation
- ✘ Enjoy live music and entertainment
- ✘ Experience fine dining and culinary discovery
- ✘ Learn about the history and achievements of the Foundation
- ✘ Meet the experts working at Miriam
- ✘ Discover the innovative programs and upcoming projects
- ✘ Valet parking for all attendees

50

OUR GOAL FOR THE BENEFIT EVENING IS TO RAISE \$1,000,000

All profits of the evening will go towards developing or enhancing services, allowing clients to achieve their full potential and lead fulfilling and active lives.

SPONSORSHIP & VISIBILITY OPPORTUNITIES


Become a sponsor of our 50th anniversary benefit evening, where you will meet over 450 committed people to celebrate our mission and achievements.

Individual tickets are available for \$550 and can be purchased online on the foundation's website.

- ✂ VENUE AND FOOD MENU PRESENTATION**
Associate your brand with culinary excellence by becoming the dinner sponsor. Your name will be announced during the dinner presentation, and your logo will be displayed in the main hall.
- ✂ ONLINE SILENT AUCTION**
Accessible via any device, interactive silent auction platform makes bidding fun and easy for supporters.
- ✂ VISIBILITY ON STAGE THROUGHOUT THE EVENT**
Be at the heart of the action by sponsoring the stage. Your logo will be displayed on the stage, guaranteeing maximum visibility during speeches, performances and other highlights of the evening.
- ✂ VALET PARKING**
Welcome guests in style by sponsoring valet parking. Your logo will be visible as soon as guests arrive, showing your commitment to their comfort.
- ✂ GLAMBOT**
Offer guests a memorable souvenir by sponsoring our glambot, special robotic high-speed camera to capture stunning glamour photos. Your logo will appear on the printed photos and social media shareable materials, and you'll benefit from extended visibility every time a participant shares their photo.

- ✂ OYSTER BAR**
Offer guests a refined culinary experience by associating your brand with our oyster bar. Your logo will be displayed throughout the service.
- ✂ DINNER STATIONS**
Extra food stations will add to the fine dining experience of the evening.
- ✂ OPEN BAR AND SIGNATURE COCKTAIL**
Associate your brand with conviviality by sponsoring our alcohol bar. Your logo will be displayed at the bar, and you'll be recognized as a key partner of the event.
- ✂ DESSERT AND COFFEE STATION**
Offer guests a gourmet break by sponsoring our dessert bar. Your logo will be displayed, showing your support for a moment of sweet indulgence.

SPONSORSHIP ASSETS

		TITLE SPONSOR (20 tickets)	DIAMOND (20 tickets)	PLATINUM (15 tickets)	GOLD (10 tickets)	SILVER (10 tickets)	BRONZE (10 tickets)
Sponsorship assets		\$100,000	\$50,000	\$30,000	\$20,000	\$15,000	\$10,000
	Number of available sponsorships	1	1	3	5	8	10
	Venue and food menu presentation	X					
	Silent Auction – virtual platform page	X					
	Visibility on stage throughout the event	X					
	Valet parking		X				
	Special Glambot with event branding			X			
	Oyster bar				X		
	Dinner stations					X	
	Open Bar with signature cocktail	X					
	2 nd bar (alcohol)	X					
Dessert and coffee station		X					
Pre-event visibility	Mention in press release - fundraising campaign launch	X					
	Official invitation email and registration platform	X					
	Official event material (social media & print)	X	X	X	X		
	Pre-event unique social media post	X	X				
	Social media grouped post			X	X	X	
During the evening	Evening program & menu center piece	X	X	X			
	Corporate logo on all event visuals displayed at the venue	X	X	X			
	Mention on website in partner section with link to website	X	X	X	X	X	X
Post-event visibility	Logo mention in post-event video recap of the evening	X	X	X	X	X	X
	Press release - Fundraising campaign results	X	X				
	Unique social media post following the event	X	X				
	Grouped social media post following the event			X	X	X	X
	Mention in Annual report	X	X	X	X	X	
	Video Sponsor (loop video at the event)	X	X	X	X	X	

Thank you!

By becoming a supporter, you play a pivotal role in shaping a better future for our community — one that extends far beyond this evening.



For more information about the event and
sponsorship, contact:

Sarah Pinchevsky

Project Coordinator of the Miriam Foundation
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