



2023 Hope For Dementia Gala

Corporate Sponsorship Package



November 4, 2023
Le Crystal Reception Hall



OUR MISSION

Hope for Dementia is dedicated to supporting the prevention, early diagnosis, and treatment of dementia and other cognitive disorders.

OUR VISION

To be a leading advocate and catalyst in the prevention and reversal of dementia.

OUR GOALS

To facilitate access to the early detection of neurological disorders making cognitive screening part of standard care.



Prevention

Early, regular screening & risk reduction



Deceleration

Pre-clinical, early intervention & cognitive stimulation activities



Reversal

Fund promising research and clinical trials to reverse the symptoms in persons diagnosed with dementia

Your support is essential!

WE ARE FACING A DEMENTIA TSUNAMI

- Someone in the world develops dementia every 3 seconds.*
- Over 50 million people live with dementia worldwide and this number is expected to rise to 139 million by 2050.*
- Health systems are not currently equipped to respond to the large number of people requiring cognitive and follow-up assessments and care.

*(Ref. Alzheimer's Disease International)

FULFILLING OUR MISSION

OUR CORE SERVICES

Healthy Food. Healthy Brain. food distribution program:

- 1,000 healthy food baskets and educational materials with information on how to maintain brain health were distributed since 2020.
- 200 families had a healthy meal for Mother's Day and Father's Day, thanks to donations of grocery bags of food that is essential for maintaining and promoting cognitive health.

Tablet donation #Just Connect Campaign:

- More than 1,200 people have stayed in touch with seniors living in residences throughout the pandemic and beyond.

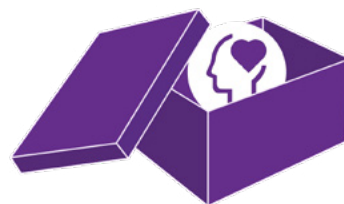
Intergenerational Learning program:

- Re-Launched in March 2023 with subventions from Saint-Laurent MNA Marwah Rizqy, the Quebec Ministry of Health and Social Services, and Desjardins, the Intergenerational Learning Program reconnects youth with the elderly population to participate in various activities that are cognitively stimulating for seniors and enriching for youth.
- In March and April 2023, youth volunteers spent more than 100 hours with seniors. The program will continue in spring and fall 2023.

NEW PROJECTS & PARTNERSHIPS

Busy Box. Better Brain. Project

Starting in spring 2023, the Busy Box. Better Brain. project is being implemented over a 2-year period throughout the province of Québec. Funded by the Secrétariat aux relations avec les Québécois d'expression anglaise and deployed through the Community Health and Social Services Network (CHSSN), the project aims to reduce the risk of cognitive decline among vulnerable seniors who have limited access to services in English in remote areas, through the regular delivery of activity kits, training in digital skills and the distribution of information materials on the prevention of dementia.



Mindful Eating for Healthy Minds

In spring 2023, Hope for Dementia in partnership with People before Patients and The ABC Centre (Centre d'Action bénévole et communautaire St-Laurent), launched the Mindful Eating for Healthy Minds project in Ville Saint-Laurent. The project aims to teach seniors to eat mindfully to mitigate risks of dementia, while reducing social isolation through their active participation in group meal preparation. This project is funded by Employment and Social Development Canada's New Horizon for Seniors Program and a generous grant from the Gloria Baylis Foundation.



Research Project

Hope for Dementia is currently participating in a research project led by Martin Arguin, Ph.D., Professor, Department of Psychology, at the Université de Montréal. The project, entitled *Exploring the ability of cognitive screening test results to predict cognitive decline in older adults in the future*, aims to discover early indicators of possible future cognitive decline due to progressive neurological diseases, such as Alzheimer's disease.

Why should you get involved?

7 top reasons to support Hope for Dementia

- #1** **Increase your company's visibility and attract positive media attention**
By taking part in our community activities, news media is likely to spread the word about your company's initiatives.
- #2** **Position your company as a business leader in your industry**
By building a reputation as a responsible business, your company increases its competitive advantage.
- #3** **Attract and retain the best talent**
A company's social involvement increases its ability to attract employees who share the company's values and improves employee retention. According to recruitment firm Randstad, 77% of Canadians want to work for a company that has a strong CSR (Corporate Social Responsibility) policy. (*Randstad: How important is corporate social responsibility to canadian workers?*)
- #4** **Gain your customers' trust and loyalty**
Consumers are looking to brands to act and advocate for change. 80% of consumers want brands to solve society's problems by acting and advocating on the personal and societal issues that affect their lives. (*Edelman Research: Trust Barometer Special Report: Brand Trust in 2020*)
- #5** **Foster pride of association and build strong business relationships**
By supporting our cause, your company is associated with other highly respected and well-known companies.
- #6** **Attract Investors**
Investors are more likely to support a reputable business.
- #7** **Make a positive impact**
Social responsibility shows that your company is listening to its community and willing to make a difference. Your workplace will be a more positive and productive place for employees.

Be successful by making a difference!

Support for the 2023 Hope for Dementia Gala

3 ways to support our cause and make a difference

Please check the box of your choice and complete the attached payment form. A tax receipt will be issued for all donations.

1. Become a sponsor of our November 4, 2023, Gala and benefit from increased visibility

LEADING EVENT SPONSOR (Gala Patron): \$25,000

- A Complimentary Gala table of 10 tickets
- Mention in press release and email prior to event
- Honorable mention at Gala by Master of Ceremonies
- 5-minute speech to the audience
- Logo & web site link on all marketing materials (evening program, screens, entrance & stage banners, social media, website, emails)

FRIENDS OF THE GALA

Dinner Sponsor: \$10,000

- 10 Gala tickets
- Honorable mention at Gala by Master of Ceremonies
- Logo featured on branded napkins at each table and branded table tent cards
- Logo & web site link on all marketing materials - event program, screens, entrance & stage banners, social media, website, promotional emails.

Cocktail Sponsor: \$5,000

- 10 Gala tickets
- Logo featured on branded napkins at each table and branded table tent cards. The Sponsor will name the signature drink.
- Logo & web site link on all marketing materials - event program, screens, entrance & stage banners, social media, website.

Impact Zone Sponsor: \$5,000

- 10 Gala tickets
- Honorable mention at Gala by Master of Ceremonies.
- Logo & web site link on all marketing materials - event program, screens, entrance & stage banners, social media, website.

Veterans Table Sponsor: \$5,000

- 10 Gala tickets.
- Custom printed logos featured on each bottle.
- Name on event program, screens, social media and website.

Armed Forces Table Sponsor: \$5,000

- 10 Gala tickets.
- Custom printed logos featured on each bottle.
- Name on event program, screens, social media and website.

Caregivers Table Sponsor: \$5,000

- 10 Gala tickets.
- Custom printed logos featured on each bottle.
- Name on event program, screens, social media and website.

2. Attend the fundraising dinner gala November 4, 2023

Join us for an unforgettable evening, gourmet menu, dance, show and many surprises, while enjoying creating business relationships in a relaxed and enjoyable setting. A tax receipt in the amount of \$150 per individual ticket will be issued.

Individual ticket: **\$350**

Number of tickets

Total \$

Table of 10 persons: **\$3,500**

Number of tickets

Total \$

3. Make a donation

A tax receipt for the full amount of the donation will be issued.

Amount: \$

Monthly Amount: \$

Donation goods or services

Payment form

SPONSORS AND/OR DONORS

Company Sponsor Name : _____

Main Contact : _____

Title : _____

Address / City : _____

Province / Postal Code : _____

Phone : _____

E-Mail Address : _____

PAYMENT METHODS

PAYMENT BY WIRE TRANSFER:
Bank Name: RBC Royal Bank
Bank Address: 3535 Saint-Charles Blvd Kirkland (QC) H9H 5B9, Canada
Charity Account Number: 02755 003 103 1848
Swift Code: ROYCCAT2
Account: Assessment and Diagnostic of Dementia

PAYMENT BY CHECK:
Check payable to:
Assessment and Diagnostic of Dementia
2535 Guenette
Saint-Laurent (QC) H4R 2E9, Canada

PAYMENT BY CREDIT CARD:
Please complete all fields. You may cancel this authorization at any time by contacting us. This authorization will remain in effect until cancelled.

Card Type: MasterCard VISA AMEX

Cardholder Name: _____

Card Number: _____

Expiration Date (mm/yy): _____ CCV Code: _____

Cardholder Billing Address: _____

Province/Postal Code: _____

I, _____, authorize _____

to charge my credit card above for agreed upon purchases.

Signature: _____ Date: _____

Online Ticket Purchases at: <https://www.goowi.com/hopefordementia>

hopefordementia.org | info@hopefordementia.org
Charity Number: 815949763RR0001

