

# Tuques bleues



## A NIGHT-TIME ADVENTURE ON SNOWSHOES FOR THE BENEFIT OF MOUNT ROYAL


Join us for the 22<sup>nd</sup> edition!

FEBRUARY 21, 2019 AT 5:30 P.M.  
CHALET / MOUNT ROYAL PARK

[tuquesbleues.com](http://tuquesbleues.com)

## 2019 SPONSORSHIP PLAN

### MOUNT ROYAL




Mount Royal is the defining landmark of our city. Rising prominently from the downtown core to its three summits and 220 hectare park designed by renowned landscape architect, Frederick Law Olmsted, "the mountain," as it is affectionately called by Montrealers, belongs to each of us. It is where we retreat to relax and play, where we go to work, study and create memories that will last a lifetime.

### LES AMIS DE LA MONTAGNE

Founded in 1986, Les amis de la montagne is a registered, charitable organization that advocates for the protection and enhancement of Mount Royal on behalf of all Montrealers. With their group of volunteers, the organization has successfully rallied all stakeholders to speak together and have this voice heard whenever the future of Mount Royal is discussed.

### TUQUES BLEUES CELEBRATION




The event gathers more than 600 members of Montreal's business community for a fun-filled evening that features a snowshoe trek through the mountain forest by moonlight, followed by a gastronomic buffet at the Mount Royal Chalet. While the more competitive participants

take part in a friendly race followed by a medal and trophy ceremony, others snowshoe at their own pace along the trails illuminated by lanterns.

This unique evening recalls the traditional night-time snowshoeing treks founded by the Montreal Snowshoe Club in 1840.

### BECOME A PARTNER OF LES AMIS DE LA MONTAGNE

Thanks to the funds raised through the Tuques Bleues Celebration, we continue our environmental conservation activities on Mount Royal in order to help maintain its biodiversity and to address issues relating to the spread of invasive exotic species, climate change, pollution and the intensive use of public space.





## OBJECTIVES OF THE TUQUES BLEUES CELEBRATION

- Increase Les amis de la montagne's outreach through a wintertime signature event, historical in character and unique in Montreal.
- To offer a unique and festive evening for 600 guests.
- Raise \$200,000, in support of environmental conservation activities on Mount Royal.

### SPONSORSHIP POSSIBILITIES

**TITLE sponsor: \$30,000**

**SILVER level: \$15,000 to \$20,000**

**BRONZE level: \$7,500**

**MEDIA partner: \$10,000**

**DÉFI ÉQUIPES partner: \$5,000**

**PRODUCTS & SERVICES partner**

**INDIVIDUAL TICKET: \$250** including snowshoes, gastronomic buffet, drinks and blue tuque. Tax receipt of \$125 issued for the donation portion.

### Take the DÉFI ÉQUIPES CHALLENGE!

Become a DÉFI ÉQUIPES partner and get good visibility for your organisation. This is a great way to support the cause and to have fun with friends and colleagues. This friendly competition requires that each team designates 3 or more snowshoe racers. The team with the lowest aggregate time of their 3 top racers will win the TUQUES BLEUES TROPHY... and the bragging rights! The other team members can follow the path at a leisurely pace and enjoy the mountain and the Chalet gastronomic party.

**Défi Équipes partner: \$5,000 per team of 10 participants, including snowshoes, gastronomic buffet, drinks and blue tuques. Tax receipt of \$3,750 issued for the donation portion.**

New this year, members of your team will be able to initiate their own fundraising campaign online to raise even more money for Les Amis de la montagne. Many incentives and recognition opportunities will be offered to individuals and teams that will be front-runners in their fundraising efforts. More details will be communicated upon signing up !



## SPONSORSHIP OPTIONS

	TITLE	SILVER	BRONZE & MEDIA	DÉFI ÉQUIPES	PRODUCTS & SERVICES
	\$30,000	\$15,000-20,000	BRONZE : \$7,500 MEDIA : \$10,000	\$5,000	
<b>Number of free tickets</b>	20	10	6	10	2
<b>Your company logo on publicity materials of the event, including electronic invitation, poster and thank-you board</b>					
Lead position	X				
2 <sup>nd</sup> position		X			
3 <sup>rd</sup> position			X		X
Mention				X	
<b>Your company banner (2) displayed outdoors</b>	X	X			
<b>Your company logo on the event poster</b>					
Lead position	X				
2 <sup>nd</sup> position		X			
3 <sup>rd</sup> position			X		X
<b>Your company logo in two (2) Les amis de la montagne newsletters, pre- and post-event</b>	X	X	X		X
<b>Mention of your company in two (2) Les amis de la montagne newsletters, pre- and post-event</b>				X	
<b>Visibility in promotional material produced electronically and on social media platforms</b>					
Lead position - logo and hyperlink	X				
2 <sup>nd</sup> position - logo		X			
3 <sup>rd</sup> position - logo			X		X
<b>Your company logo placed on one reserved table inside the Chalet</b>	X	X	X	X	
<b>Mention of your contribution in the press release launching the event</b>	X	X	X	X	X
Including a quote from a spokesperson	X				
<b>Mention of your contribution in the post-event press release</b>	X	X	X	X	X
<b>Your company logo in a PowerPoint presentation on two (2) giant screens in the Chalet</b>	X	X	X	X	X
<b>Mention of your company in Les amis de la montagne's annual Activity Report</b>	X	X	X	X	X

**IF YOU CHOOSE TO SUPPORT OUR MISSION BY BECOMING A PARTNER,**  
kindly contact us at [514 843-8240](tel:5148438240), ext. 229, or [dons@lemontroyal.qc.ca](mailto:dons@lemontroyal.qc.ca)

