



MAY 7, 2024\*

5:30 PM\*

CELEBRATE  
THE PLEASURE  
OF EATING  
CHARITY EVENT

LE CATHCART  
1 Place Ville-Marie  
Montréal, QC H3B 0E9

aneb  
Anorexie et boulimie Québec

SPONSORSHIP PLAN

# CELEBRATE

## *the pleasure of eating*

It is with great pleasure that, we invite you to ANEB's fundraising event, an evening to "Celebrate the pleasure of eating" in solidarity and hope. This unique and prestigious event, where our community can come together to show support for those with eating disorders, will take place on May 7, 2024, at Le Cathcart in Place Ville-Marie.

Eating disorders (EDs) are serious mental health disorders that anyone can develop. They also have the highest mortality rate of any mental illnesses. Seeking help and support can, however, be challenging for those suffering from EDs, so often shrouded in stigma and silence. With our healthcare system strained by the pandemic, the professional help and support provided by ANEB free of charge have become indispensable for those battling an ED as well as for their loved ones. By participating in ANEB's fundraising event, you play an essential role in raising awareness of these important issues.

The funds raised during this event will play a crucial role in supporting our initiatives. They will contribute to providing immediate and free assistance to individuals struggling with eating disorders and their families. They will also be used to improve our awareness, education and training initiatives, ensuring a comprehensive response that meets the needs of the affected community. Your generosity will directly contribute to maintaining and enhancing the crucial services provided by ANEB, helping to save lives and promote an increased understanding of these devastating disorders.

We look forward to sharing this memorable evening with you, joining forces to raise awareness about eating disorders and enable those grappling with an ED to rediscover "the pleasure of eating."



### AGENDA FOR THE EVENING

- 5:30 p.m. Arrival of guests
- 6:00 p.m. Hors d'œuvres
- 6:30 p.m. Speeches
- 6:45 p.m. Food stations
- 8:30 p.m. Draw
- 9:00 p.m. Close of evening

Join us for an unforgettable evening of discovery and creativity. Our festive atmosphere is sure to delight as we host some 500 distinguished guests from Quebec's esteemed business community.

# HONORARY COMMITTEE

We are proud and privileged to have the exceptional commitment of the members of the Honorary Committee to make this evening a success.

United by their determination and energy, the Committee members have come together to rally the business community behind ANEB's important mission. Their commitment is reflected in their deep desire to bring about meaningful change, initiate crucial conversations about eating disorders and, above all, enable ANEB to continue providing its vital services.



**Christian Labbé**  
Vice President, Canadian Wood  
Products, McGill St-Laurent



**Valérie Héroux**  
Vice President, Content  
Acquisition and Programming  
Stingray Music



**Eddy Khury**  
President, Hannah Promotions



**Sophia Zito**  
Co-producer and Co-host Intention Inc.  
President, ANEB+ Foundation



**Jean-Philippe Cousineau**  
CEO and Head of Institutional Sales  
National Bank



**Sybil Dahan**  
Chair, Board of Directors, ANEB



# DID YOU KNOW?

1

Did you know that eating disorders are still today too often considered just a passing phase or a lifestyle choice?

2

Did you know that approximately 300,000 people in Quebec are at risk of developing an eating disorder?

3

Did you know that 5% to 10% of those suffering from anorexia and 10% to 15% of those suffering from bulimia are men or boys.

4

Did you know that according to the Canadian Paediatric Society (2003), eating disorders are the third most common chronic illness among adolescents?

5

Did you know that eating disorders have the highest mortality rate of any mental illness?

6

Did you know that people sometimes spend a year or more on a waiting list before receiving the help they need for their eating disorder (disease severity at time of assessment can affect waiting time)?

7

Did you know that more men than women are diagnosed with binge eating disorder (2 men for every 3 women according to the most recent statistics)?

8

Did you know that children as young as 9 are hospitalized at Ste-Justine hospital in Montréal for anorexia?

9

Did you know that 5% to 20% of people who suffer from anorexia in Canada die from complications of their eating

10

Did you know that 80.97% of adolescents and 75.38% of adults diagnosed with an eating disorder actually suffer from an "other specified feeding or eating disorder (OSFED)," making this the most common eating disorder?

11

Did you know that the number of hospitalizations for eating disorders at Ste-Justine children's hospital in Montréal increased by 44% between 2008 and 2013?

12

Did you know that approximately 3% of women suffer from a severe eating disorder and that at least 10% of women between the ages of 13 and 30 in Quebec suffer from a moderate-to-severe eating disorder?



# SPONSORSHIP PLAN

Sponsorship	CHAMPION	DEFENDER	SUPPORTER	ADVOCATE	BENEFACTOR	CONTRIBUTOR	SERVICES
<b>Total</b>	<b>\$50 000</b>	<b>\$35 000</b>	<b>\$25 000</b>	<b>\$15 000</b>	<b>\$10 000</b>	<b>\$5 000</b>	
<b>What you will</b>							
Exclusivity in your business line and title sponsorship	•						
Video message from a representative of your company shared on social media and our web site (2 or 3 times during the year)	•						
Speech by a representative of your company at our Benefit Gala (if desired)	•						
Acknowledgment of your company in our press releases, including a quote from one of your representatives	•	•					
Access to our members for an exclusive market offer of your brand (conditions apply)	•	•					
Profile of your company and its involvement in our communication tools (e.g., social media and newsletter)	•	•	•				
Content offering for your company	•	•	•				
Information session for your employees	•	•	•	•			
Placement of a banner or flag at events and distribution of promotional material to guests at our Benefit Gala	•	•	•	•			
Your logo on our web site with a link to your company's site	•	•	•	•			
Banner with your logo as a page footer in our newsletter	•	•	•	•			
Your company's logo on our web site (no link)	•	•	•	•	•		
Reference to your company in our annual report	•	•	•	•	•	•	•
Your company's logo on our program and on banners at the gala	•	•	•	•	•	•	•
Networking at our fundraising gala (number of tickets)	20	10	10	8	6	4	2

# SERVICE SPONSORS



## Beverages

The beverage sponsorship offers your company the opportunity to be the official beverage partner, providing unique visibility and a direct association with the event experience.

All benefits of a "Protector sponsorship"

Your company name featured in communications related to beverages (posters at the bar and announcements during the event)

Your company logo on posters dedicated to beverages

Networking at our fundraising event (8 tickets)

**\$ 15,000**



## Photobooth

The photo booth sponsorship provides your company with the opportunity to have its logo featured on the ANEB website, where all photos from the event's photo booth will be displayed.

Mention of your company in our annual report

Your company's logo on our fundraising event banners

Networking at our fundraising event (2 tickets)

**\$ 2,500**



## Photographer

The photographer sponsorship provides your company with the opportunity to have its logo featured on the ANEB website, where all photos from the event, taken by a professional, will be displayed.

Mention of your company in our annual report

Your company's logo on our fundraising event banners

Networking at our fundraising event (2 tickets)

**\$ 2,500**



## Gifts

Not only monetary sponsorships have value! Donate goods or services for our raffle during this event..

Mention of your company in our annual report

Your company's logo on our fundraising event banners

Networking at our fundraising event (2 tickets)

\*\*For prizes with a value of \$400 or more

**Raffle prizes**

# FORM

Business: \_\_\_\_\_

First Name: \_\_\_\_\_ Name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_ Province: \_\_\_\_\_ Postal \_\_\_\_\_

Telephone : (    ) \_\_\_\_\_ Code: \_\_\_\_\_

E-mail : \_\_\_\_\_ Fax : (    ) \_\_\_\_\_

## I want to sponsor the evening

Please check level of sponsorship

- Champion (\$50,000)       Defender (\$35,000)       Supporter (\$25,000)  
 Advocate (\$15,000)       Benefactor (\$10,000)       Contributor (\$5,000)

## I want to buy tickets

### Online

Click [HERE](#)

### By cheque

Please indicate type and number of tickets

#### SINGLE TICKETS

\$300 x \_\_\_\_\_ = \$ \_\_\_\_\_

(a tax receipt of \$175 will be issued)

#### PACKET OF 10 TICKETS

\$2,750 x \_\_\_\_\_ = \$ \_\_\_\_\_

(a tax receipt of \$1,500 per packet of 10 tickets will be issued)

## I want to make a monetary donation

In the amount of \$ \_\_\_\_\_ (tax receipt will be issued)

- Here is my cheque made out to of ANEB Québec       I would like an invoice (cheque sent later).

FOR MORE INFORMATION, PLEASE CONTACT

Kim Sauvé, Event Planning and Philanthropic Development, 514 266-0044 or [k.sauveaneb@gmail.com](mailto:k.sauveaneb@gmail.com)

SEND YOUR COMPLETED REGISTRATION FORM AND YOUR CHEQUE TO:  
ANEB QUEBEC, 5500 RTE TRANSCANADIENNE, POINTE-CLAIRE, QUÉBEC H9R 1B6

# PARTNER/SUPPLIER OF GOODS AND SERVICES

We are always looking for professional partners whose expertise can help us make this event a success. Support our cause and get a chance to showcase your product or service to a prestigious business clientele.

In exchange for your product or service, we will be happy to offer the equivalent value in visibility indicated in our sponsorship plan.

I wish to be a partner or a supplier of goods and services.

Business: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Telephone : ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail : \_\_\_\_\_

## Product/Service

Please describe your product/service:

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Value of product/service: \$ \_\_\_\_\_

(Please note that tax receipts are not issued for sponsorships) .

Send this completed form together with your organization's logo in colour and in vector format (.AI or .EPS) to [k.sauveaneb@gmail.com](mailto:k.sauveaneb@gmail.com).

Thank you for your generosity. Your donations are crucial for the success of this fundraising event.



Feel like continuing  
*the discussion?*

**KIM SAUVÉ**

Event planning and  
Philanthropic Development

514 266-0044  
k.sauve@anebquebec.com

aneb

Anorexie et boulimie Québec

514 630-0907  
1 800 630-0907 (toll free)

anebquebec.com