SPONSORSHIP PLAN

RED DRESS 2027

THURSDAY MARCH 11, 2027

COCKTAIL RECEPTION
MONTRÉAL
EDITION

Combine urgency with elegance,
one life breath at a time!

red dress Gala

For the benefit of:
Cœur+AVC

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COCKTAIL RECEPTION

MONTRÉAL

EDITION

There are events that bring people together. And then there are events that transform them.

The Red Dress Gala is one of those events.

Founded in 2012 in Gatineau, the Gala was born from a simple yet powerful belief: that elegance can serve urgency, and that the prestige of a remarkable evening can be devoted to a cause that saves lives. Over the past decade, we have raised more than $1 million for the Heart and Stroke Foundation. Behind every dollar is a father who made it home, a mother who watched her children grow up, and a survivor who was given the chance to reclaim their life.

Montreal has not hosted an event of this scale for the Heart and Stroke Foundation since 2019. That silence has lasted long enough.

In March 2027, the Red Dress Gala will make its debut in the city as an elegant cocktail reception, bringing with it more than a decade of legacy, a community of committed leaders, and a cause that knows no boundaries. Cardiovascular disease remains the leading cause of death in Canada, affecting women far too often in silence and far too late. It is for them—and for all Canadians—that we proudly carry this mission forward.

The red dress is far more than a symbol. It is a declaration. It represents every woman who has survived, every woman still fighting, and everyone who refuses to let this reality remain in the shadows. It embodies strength, resilience, and the unwavering belief that change is possible—and indeed inevitable—when the right people choose to stand together.
The Red Dress Gala Montreal will bring together exceptional ambassadors and business leaders who understand that inspiring a room and championing a cause are one and the same act of leadership and courage.

We invite you to be among the first to help write this new chapter with us.

The Red Dress Gala Montreal Team

WHY BECOMING A PARTNER?

Montreal. A city of leaders, builders, and people who step forward when it matters most.

It is here that the Red Dress Gala will plant its roots in 2027—and it is with you that we will write this first chapter.

The Red Dress Gala Montreal team, together with its ambassadors, is united in funding vital research—the kind that makes the difference between a life lost and a life saved. We invite you to join this movement and help build a brighter future for everyone living with heart disease or the lasting effects of stroke.

In Canada, every five minutes, someone loses their life to heart disease, stroke, or vascular cognitive impairment. More than 3.5 million Canadians —of every age, background, and gender—are living with these conditions today. Yet researchers stand on the brink of extraordinary breakthroughs. Discoveries that will save lives. Innovations that will change futures. Your partnership can help make them possible.

Become a partner of the Red Dress Gala Montreal. Help fund the next breakthrough. Advance the science, collaboration, and solutions that will ensure fewer families experience what far too many already have. Secure your partnership today and become part of a movement that is creating lasting change.

Together, let us unite elegance with urgency. Together, let us fight heart disease and stroke.

Thank you for standing with us and carrying this cause forward.



The Red Dress Gala Montreal Team and its Ambassadors

PARTNERS WITH HEART

1 PARTNER ONLY

PRIMARY PARTNER
25 000$

Be part of the selection committee for the 2027 featured artist and have the main stage named in your honour!

Before the Event

- Participate in the selection committee to choose the 2027 featured artist (selection must be completed before September 1, 2026).
- Your logo displayed on the event website through March 2027.
- Recognition of your partnership across the event website and social media channels.
- One dedicated social media post highlighting your organization, featuring content provided by the partner.

During the Event

- Ten (10) VIP tickets.
- An exclusive VIP lounge branded with your company logo.
- A five-minute speaking opportunity.
- Photo opportunity with the featured artist.
- Your logo displayed on the Red Carpet step-and-repeat (paparazzi wall).
- Your logo featured on the event screens throughout the venue.
- Your logo prominently displayed on the main stage.
- Recognition by the Master of Ceremonies during the evening.
- Your corporate banner strategically displayed at the event.
- Your corporate advertisement showcased on the venue's large screens throughout the evening.

PARTNERS WITH HEART

EXCEPTIONAL DECORATOR

15 000$

Leave your signature on an unforgettable evening by designing the décor for the entire Gala.

(Exclusive opportunity – one partner only.)

Before the Event

- *Collaborate in the creation of the event's overall vision and design.*
- *Your logo featured on the event website through March 2027.*
- *Recognition of your partnership across the event website and social media channels.*

During the Event

- *Eight (8) event tickets.*
- *Your logo displayed on the Red Carpet step-and-repeat (paparazzi wall).*
- *Your logo featured on the event screens.*
- *Recognition by the Master of Ceremonies during the evening.*
- *Your corporate banner strategically displayed throughout the venue.*
- *Your corporate advertisement showcased on the venue's large screens throughout the evening.*
- *Your logo displayed throughout the VIP lounge areas.*

SILENT AUCTION

7 500$

Present the Silent Auction and become its exclusive presenting partner.

(Exclusive opportunity – one partner only.)

Before the Event

- *Your logo featured on the event website through March 2027.*
- *Recognition of your partnership across the event website and social media channels.*
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During the Event

- *Six (6) event tickets.*
- *Your logo displayed on the Red Carpet step-and-repeat (paparazzi wall).*
- *Your logo featured on the event screens throughout the venue.*
- *Recognition by the Master of Ceremonies during the evening.*
- *Your corporate banner strategically displayed throughout the venue.*
- *Your corporate advertisement showcased on the venue's large screens throughout the evening.*
- *The Silent Auction prominently presented in your company's name (e.g., "The [Partner Name] Silent Auction").*

OTHER PARTNERS

VITALITY PARTNER

10 000$

(limited spots)

- Eight (8) event tickets.
- Logo displayed on the Red Carpet step-and-repeat (paparazzi wall).
- Logo featured on the event screens throughout the venue.
- Recognition by the Master of Ceremonies during the evening.
- Corporate banner strategically displayed throughout the venue.
- Corporate advertisement showcased on the venue's large screens throughout the evening.
- Logo prominently displayed throughout the lounge areas.

HOPE PARTNER

5 500$

(limited spots)

- Six (6) event tickets.
- Logo featured on cocktail table.
- Large Logo on rotation on screens
- Logo on event website until March 2027
- Shared on our social media

BREATHE OF LIFE PARTNER

4 000$

(limited spots)

- Four (4) event tickets.
- Logo featured on cocktail table.
- Medium Logo on rotation on screens
- Logo on event website until March 2027
- Shared on our social media

ELEGANCE PARTNER

2 500$

- Two (2) event tickets.
- Small Logo on rotation on screens
- Logo on event website until March 2027
- Shared on our social media

THANK YOU FOR YOUR SUPPORT

Reserve your partnership today and begin this meaningful journey with us.

Contact Jo-Anne or Gina to become part of our Heart Partner family and help create a lasting impact together.

Jo-Anne Swanson
Director, Red Dress Gala
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Gina Cairney
Associate Director and Lead Coordinator
roberouge.reddress@gmail.com

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