

SPONSORSHIP PLAN CHARITY EVENT

25 YEARS OF DEDICATION!

FOR THE BENEFIT OF ANOREXIA AND BULIMIA QUEBEC (ANEB)

A WORD FROM JOSÉE

25 YEARS OF DEDICATION!

This year, ANEB is celebrating its 25th anniversary, and its 5th fundraising campaign is underway.

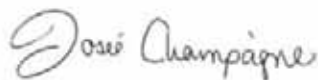
We've come a long way over the years, but there's still a lot of work to be done, considering eating disorders are often misunderstood and trivialized.

Our financial goal is ambitious, but crucial in enabling us to continue in our outreach to those who suffer in silence, prisoners to their eating disorder.

Every donation is appreciated, and allows us to help improve the quality of life of the men and women who suffer from an eating disorder, through the services we provide.

I encourage you to take a look at the various levels of sponsorship available.

A memorable evening awaits you at Metropolis on Thursday March 20, 2012—
we're counting on you to be there!



Josée Champagne
Executive director, ANEB

jchampagne@anebquebec.com
www.anebquebec.com

25 YEARS OF THANK YOU!

WHY SUPPORT ANEB?

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For the past 25 years, ANEB has been providing professional support and assistance, free of charge, to those suffering from an eating disorder (anorexia, bulimia and binge eating disorder) and their loved ones.

By the age of 18, **80%** of women have gone on a diet, which is a major trigger of eating disorders.

300,000 Quebecers are vulnerable to developing an eating disorder.

More than **65,000** Quebecers between the ages of 12 and 30 suffer from anorexia or bulimia.

Eating disorders are the third most common chronic illness among adolescents.

Men are also affected: **40%** of individuals suffering from binge-eating disorder are men.

Eating disorders involve high rates of chronicity, relapse and death.

Anorexia has the highest mortality rate of all mental illnesses.

A WORD FROM SASKIA

SPOKESPERSON OF THE 2011-2012 FUNDRAISING CAMPAIGN

I am delighted to be the spokesperson of this fundraising campaign, in support of those suffering from an eating disorder.

It is a cause that I hold dear and I am reminded of the issue on a daily basis. Not a day goes by that I don't hear some comment about my physical appearance: it's either too much this or not enough that—it's hard to keep track.

All I want is to be myself, as I am, healthy and in harmony with my body, which belongs to me. My body isn't one dimensional—it has curves, and every day it allows me to breathe, to savour, to love, to sing and to dance! How could I not love my body, since it never lets me down? For me, beauty is reflected in how I see myself, with gentle, caring and accepting eyes and my arms wide open—because I want to embrace life!

SASKIA THUOT

Spokesperson of the 2011-2012 fundraising campaign

«C'Est Extra !» TV Host
on « V » (TV channel)

« Décore ta vie » TV Host
on « Canal Vie » (TV channel)

Nominee for Best TV Program Host
at 2011 MetroStars' Gala

Spokeswoman
for Dove Self-Esteem Fund

SPOKESPERSON

PLANNING

The charity event, 25 YEARS OF DEDICATION!, will take place Tuesday, March 20 at the Metropolis in Montreal. The show, colourful and rich in emotion, will be preceded by a cocktail reception which will welcome approximately 400 illustrious guests from the Quebec business world.

6 : 30

VIP Cocktail Reception, start of Silent Auction

7 : 45

Speeches and word of thanks

8 : 00

Show

9 : 30

Acknowledgements and end of Silent Auction

ARTISTS

We welcome, among others:

Marc Hervieux

Nadja

Brigitte Boisjoli

Julie Massicotte

Étienne Drapeau

Gill Poitras

MASTER OF CEREMONIES

Louise DesChâtelets

HONORARY BOARD

Philip Ryan - President

Executive vice president
and Chief Financial Officer,
Power Corporation of Canada

Denis Amoroso

Senior Investment Advisor
Canaccord Wealth Management

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8D Technologies

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Triton Pharma

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Vice-president, Branding and content Women's sector, decoration and services
TVA Publications

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Marsh Canada Ltd.

François Lavallée, LL.B.

Senior Vice President
Legal Affairs Financial Markets and
Wealth Management,
National Bank Financial

Michel Lebeuf

Lawyer
De Grandpré Chait

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Marsh Canada Ltd.

Isabelle Roy

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Borden Ladner Gervais

Dr Howard Steiger

Chief, Eating Disorders Program,
Douglas Mental Health University
Institute, Professor,
Department of Psychiatry,
McGill University

Dr Jean Wilkins

Director of the Eating Disorder Clinic,
Adolescent Medicine,
CHU Ste-Justine

PHILIP RYAN -**PRESIDENT OF THE 2012
HONORARY BOARD****ORGANIZING COMMITTEE**

Line Boivin

Coordinator
of ANEB's fundraising campaign
Sales-Marketing-Image Consultant

Émilie Bourque

President
TriCYK Communications and Marketing

Luisa Capogreco

Writer-editor
La Plume révée

Josée Champagne

Executive Director
ANEB

Anne-Marie Lelièvre

Event Planner

Dr Stéphanie Léonard

Psychologist specialising in eating
disorders, private practice. Creator of
educational website on eating habits and
body image
www.drestephanieleonard.com

Suzanne Raby

Info-Services S.R. Enr.
Administration and accounting

SPONSORSHIP PLAN

PLATINUM
\$25 000

GOLD
\$15 000

SILVER
\$10 000

BRONZE
\$5 000

Exclusivity of your field of business

x

x

VISIBILITY LEADING UP TO CHARITY

Press release mentioning your involvement

x

Logo on the internet (TVA Publications)

x

Logo in newspapers (TVA Publications)

x

x

Logo on ANEB website

x

x

x

Logo on VIP tickets

x

x

VISIBILITY AT CHARITY EVENT

Lounge space in your name

x

Speech by a representative on stage

x

Presentation of your business on stage

x

x

x

x

Thank you in credits at end of awareness video

x

x

Message from a representative in the program

x

A page of promotion in the program

x

1\2 page of promotion in the program

x

1\4 page of promotion in the program

x

Your logo in the program

x

Projection of your logo on the screens

x

x

x

x

Your banner surrounding the stage

x

x

Your banner at the entrance

x

x

Logo on volunteer's sweaters

x

NETWORKING

Invitation to networking cocktail reception and show

10

10

6

4

ADDITIONAL PRIVILEGES

Free parking

x

x

x

x

Open bar during the evening

x

x

x

x

Opportunity to meet the artists after the show

x

x

x

x

GENERAL ADMISSION - MEZZANINE

Tickets for the general public are on sale at the cost of \$25 each. They will be available on the Metropolis website at www.montrealmetropolis.ca or on the Admission network at www.admission.com. The members of the Organizing Committee will also be responsible for the sale of tickets.

VIP TICKETS - FLOOR

The floor tickets are on sale at the cost of \$250 a ticket. Floor tickets include:

- Cocktail reception and show
- Seats on the main floor

PURCHASE OF 10 VIP FLOOR TICKETS**10 TICKETS**

The following privileges are included with a purchase of 10 tickets:

- Cocktail reception and show
- Reserved seating under your company's name

PURCHASE OF 20 VIP FLOOR TICKETS**20 TICKETS**

The following privileges are included with a purchase of 20 tickets:

- Cocktail reception and show
- Reserved seating under your company's name
- Free parking
- Open bar during the evening
- Possibility of meeting the artists after the show

REGISTRATION FORM

REGISTRATION FORM

Business : _____

First Name : _____

Last Name : _____

Contact Person : _____

Address : _____

City : _____

Postal Code : _____

Telephone : _____

Fax : _____

Email : _____

I wish to sponsor the evening (please check the level of sponsorship)

PLATINUM – \$25 000

GOLD – \$15 000

SILVER – \$10 000

BRONZE – \$5 000

I wish to buy tickets (please check the type and number of tickets)

(A tax receipt of \$200 will be issued)

VIP tickets

\$250 x _____ = \$ _____

Set of 10 VIP tickets

\$2 500 x _____ = \$ _____

Set of 20 VIP tickets

\$5 000 x _____ = \$ _____

I wish to make a donation to the Silent Auction

Nature of the donation : _____

Estimated value : \$ _____

Minimum recommended bid : \$ _____

I wish to make a monetary donation in the amount of : \$ _____
(you will be given a tax receipt)

Here is my check addressed to the order of ANEB Québec

I wish to receive an invoice

FOR FURTHER INFORMATION,
PLEASE CONTACT JOSÉE
CHAMPAGNE, EXECUTIVE
DIRECTOR OF ANEB QUÉBEC,

AT 514 630-0907 OR
1 800 630-0907 OR
jchampagne@anebquebec.com

PLEASE SEND YOUR
COMPLETED REGISTRATION
AND YOUR CHECK TO THE
FOLLOWING ADDRESS :

ANEB QUEBEC
5500, TRANSCANADIENNE
POINTE-CLAIRE
QUÉBEC H9R 1B6