



*Presented by Corealis Pharma & Charles River*

## LE PARCOURS CHAMPÊTRE, 1<sup>st</sup> EDITION

**What:** A hybrid race that will satisfy both running enthusiasts and families, allowing everyone to take up their personal challenge, regardless of their level!

**When:** Sunday, October 3<sup>rd</sup>, 2021

**Where:** At the Cité de la Biotech in Laval, where the National Institute of Scientific Research, as well as major players of the industries of pharmaceuticals, pharmatechnologies, scientific research and development lead their activities. Participants are invited to run at the very heart of the INRS's Centre Armand-Frappier Santé Biotechnologie Campus, surrounded by the exquisite autumn foliage of the Cité!

**Philanthropic goal:** Le Parcours champêtre will raise scholarship funds for undergraduate internships, for the Apprentis chercheurs mentorship program of the Armand-Frappier Santé Biotechnologie Research Center, and for the development of the core mission of the Armand-Frappier Foundation. A portion of the funds will also be donated to the Congrès Armand-Frappier, as a recognition of their continued volunteer commitment to the Foundation's cause.

**Why participate:** This hybrid race (5km, 2.5km) will bring together corporate actors of the Greater Montreal region, including employees of pharmaceutical and biotechnology companies located in La Cité de la Biotech de Laval, as well as their families, in a spirit of camaraderie and team-building. Le Parcours champêtre will also offer exceptional visibility and networking opportunities to the sponsors present on-site.

**How to participate at this corporate event:** Companies that register for the event will be able to invite a set number of employees and their family members according to their sponsorship level.

**For more details:** [www.fondationafrappier.ca](http://www.fondationafrappier.ca)

**For inquiries:** [admin@fondationafrappier.ca](mailto:admin@fondationafrappier.ca)

**Phone:** 450-686-5360 poste 3



NETWORKING

ANIMATION,  
LUNCH AND  
OUTDOOR  
ACTIVITIES

TEAM  
BUILDING

# Partnership plan



## Gold Presenting Sponsor \$20,000

- Le Parcours champêtre presented by XXX
- Mention of sponsorship on all written and oral communications
- Arrival/departure arch bearing sponsor's logo
- Possibility to have a tent to distribute or expose promotional products (subject to FAF approval)
- Registration of 40 participants (adults and children over 12 years old)\*
- Logo on event T-shirts
- Logo and hyperlink towards sponsor's website on the Parcours champêtre webpage
- Tailor-made visibility opportunities (to be discussed)



## Red Sponsor \$10,000

- Mention of sponsorship on all written and oral communications
- Choice between:
  - A tent to distribute or expose promotional products (subject to FAF approval) and 2 representatives on-site
  - Registration of 20 participants (adults and children over 12 years old)\*
- Logo on event T-shirts (if sponsorship received before September 8, 2021)
- Logo and hyperlink towards sponsor's website on Le Parcours champêtre webpage
- Tailor-made visibility opportunities (to be discussed)



## Orange Sponsor \$5,000

- Mention of sponsorship on all written and oral communications
- Possibility to distribute promotional products or advertising on-site (subject to FAF approval)
- Logo and hyperlink towards sponsor's website on Le Parcours champêtre webpage
- Registration of 12 participants (adults and children over 12 years old)\*



## Yellow Sponsor \$2,500

- Mention of sponsorship on all written and oral communications
- Logo and hyperlink towards sponsor's website on Le Parcours champêtre webpage
- Registration of 8 participants (adults and children over 12 years old)\*



## Green Sponsor \$1,000

- Logo and hyperlink towards sponsor's website on Le Parcours champêtre webpage
- Registration of 4 participants (adults and children over 12 years old)\*

For all sponsorship categories, a tax receipt will be issued for the eligible amount.

\*Sponsors can register additional participants



## Registration fee for additional participants

5 km run/walk	\$60,00
1 to 2,5km family run:	
Adultes and children over 12 years old	\$50,00
Children of 12 and under	FREE
For accompanying visitors*	\$40,00

## Included in the registration of participants

- 📄 Event t-shirt
- 📄 Microchip for 5 km race tracking
- 📄 Participation medal
- 📄 Healthy lunchbox meal
- 📄 Fruits and snacks
- 📄 Inflatable games
- 📄 Animation

\*Registration for accompanying visitors who will not take part in the run includes: healthy lunchbox meal, fruits and snacks, inflatable games, animation.