



Leucan larger *than* life


THE EXPERIENCE
leucan 

PRESENTED BY
 OLYMEL 
Feeding the world

OCTOBER 9, 2025
BONSECOURS MARKET
VIEUX-MONTRÉAL

The Leucan Experience, presented by Olymel, is the Association's major corporate benefit event. Since the first edition in 2011, the generosity of nearly 5,500 guests and numerous partners has raised over \$5,250,000.

For this 13th edition, we invite you to an enchanted forest for a journey through a magical, yet deeply symbolic world. Like a family going through the ordeal of a child's cancer, the path through this forest will be strewn with pitfalls, uncertainties and challenges. Yet, at every turn, benevolent guides will appear, offering support, comfort and strength.

Together, let's join forces to prove that **Leucan** is truly **larger than life**, lighting the way for nearly 300 families every year with hope and courage.

OUR FOREST GUIDES 2025



Honorary President

Yanick Gervais
President & CEO
Olymel



President of the committee

Germain Bureau
General Manager
Corporate Clients Group
RBC

Ambassadors

Alain St-Laurent

Partner
Demers Beaulne

Alexandre Gowett

Vice-President Treasury
Pomerleau

Amélie Gaudet

Director
National Accounts Group
National Bank

Antoine Niding

Investment Advisor
RBC Wealth Management

Caroline Casabon

President
L'Exécutive

Francois Beaudoin

QBO Senior Project Director
Pomerleau

Glenda Gilcorado

Human Ressources Strategist

Jean-François Chevigny

Brand Manager
Intersand

Jean-Grégoire Morand

Partner
Asset Management Consulting
Normandin Beaudry

Juli Meilleur

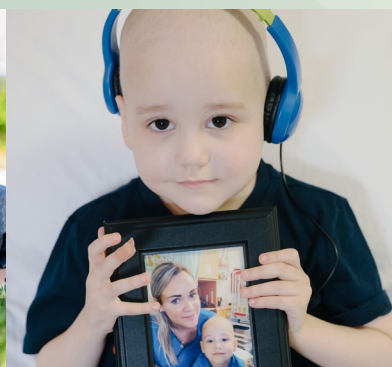
Executive Manager
Leucan

Lucy Emery

Partner
PwC

Olivier Jetté

Partner
Petrie Raymond



BECOME A PARTNER

Visibility	Co-presenter \$30,000	The Enchanter \$15,000	The Protector \$12,500	The Magical \$10,000	The Mysterious \$7,500
Mention on documentation	As co-host				
Speaking on stage	★				
Media relations	★				
Mention in the newsletter L'Espoir	★				
Presence on Leucan's website	Portrait + News section	Portrait	Logo	Logo	Mention
Presence on The Leucan Experience' website	★	★	★	★	★
Mention in the annual report	★	★	★	★	★
Mention on Leucan's social networks (Facebook and LinkedIn)	Provincial and regional pages	Regional FB page	Grouped on the regional FB page	Grouped on the regional FB page	Grouped on the regional FB page
Logo on the evening program and on screen	Corporate advertising	Logo	Logo	Logo	Grouped
Sponsorship activation on site*	Personalized	Category A	Category B	Category C	Category D

Hospitality benefits	Co-presenter \$30,000	The Enchanter \$15,000	The Magical \$12,500	The Magical \$10,000	The Mysterious \$7,500
Access to the pre-event (3-4 weeks before)	4	4	4	2	2
Access to the evening	8	6	4	4	2
Places at the head table	2				

*Categories: Partners can choose to participate in the sponsorship activation they prefer, based on the category provided in the plan (see options in the appendix). Choices are granted as partners confirm their participation in each category.



SPONSORSHIP ACTIVATION CATEGORIES

CATEGORY A

- ★ **Pre-event Happy Hour** (1 opportunity)
- ★ **Cocktail** (1 option) - SOLD
- ★ **Opening number** (1 opportunity)
- ★ **Closing number** (1 opportunity)

CATEGORY B

- ★ **Invitation of a family - 2 tickets**
(4 opportunity)

CATEGORY C

- ★ **Auction and Live Auction** (1 opportunity) - SOLD
- ★ **Raffle** (1 opportunity) - SOLD
- ★ **Souvenir Photos** (1 opportunity) - SOLD
- ★ **Parking** (1 opportunity) - SOLD

CATEGORY D

- ★ **One of the meal services** (4 opportunity)
- ★ **Surprise activity** (opportunities to be determined)
- ★ **Cloakroom** (1 opportunity)
- ★ **Bathroom** (2 opportunity)

BUY TICKETS

TABLE (8 PEOPLE)

Presale price:
\$7,500

Regular price from June 14, 2025:
\$8,000

A partial tax receipt will be provided
to the purchaser of the table.

TICKET (1 PERSON)

Presale price:
\$950

Regular price from June 14, 2025:
\$1,000

A partial tax receipt will be provided
to the purchaser of the ticket.



PURCHASE FORM

INFORMATION ON THE CHOSEN PARTNERSHIP:

Co-host	\$30,000	The Mysterious	\$7,500
The Enchanter	\$15,000	Table (8-seat table)	\$8,000
The Protector	\$12,500	Ticket	\$1,000
The Magical	\$10,000	Donation	\$

Name of the forest guide who contacted you:

BUYER INFORMATION:

Business Purchase

Personal Purchase

Company:

Buyer's Name:

Title:

Address:

Postal Code:

Phone:

Email:

Date:

Signature: _____

PAYMENT INFORMATION:

Mail check payable to Leucan in the amount of \$

Credit card in the amount of \$

MasterCard

Visa

Number:

3-digit security code:

Expiration date

(located on the back of your card, to the right of the signature strip)

Signature: _____

Name of the person to whom the purchase or donation details should be communicated:

Phone:

Email: