Après-Ski
GOURMET COCKTAIL



PARTNERSHIP PLAN 2027

March 20, 2027 · 4 to 7 PM · Fairmont Tremblant

Associate your brand with the event that marks the close of Tremblant's ski season and help local children dream bigger.

Fondation Tremblant | 30th anniversary

AN EVENT PRESENTED BY

GROUPE LECLAIR

65 ANS DE PASSION AUTOMOBILE

HONDA · HYUNDAI · SUBARU

Entertainment by DJ Abeille

Gourmet food stations hosted by local chefs

Our signature Annual Auction

THE CONCEPT

The Last Après-Ski of the Season. The First Must-Attend Event in the Region.



For its 30th anniversary, Fondation Tremblant is reinventing itself. On March 20, 2027, during one of the final ski weekends of the season, we're closing out the winter in style with a festive and relaxed cocktail reception, the perfect transition from the last run of the day to an unforgettable evening.

3 hours

of Energy, Fun and Generosity

300+

guests: business leaders, homeowners, seasonal residents and passionate skiers

Local Chefs

Gourmet food stations

DJ Abeille

performing throughout the evening

Auction

Silent and live

30 years

of Impact for the Children in the MRC des Laurentides

+$10M

granted to hundreds of organizations since 1997

Thousands

of children supported through meaningful community initiatives

WHY PARTNER WITH US

Six Great Reasons to Join the Celebration

1 A High-Value Audience

Business owners, professionals, seasonal residents and decision-makers from across the region gathered in one room, relaxed and ready to connect.

2 Visibility That Lasts

Pre-event promotion, an online auction running for more than a week, social media exposure, and post-event recognition.

3 A Meaningful Brand Association

Align your company with 30 years of tangible impact: food security, specialized support services, and sports, educational and cultural programs for local children.

4 Effortless Networking

No seated dinner. Just a lively cocktail reception where guests mingle naturally, build relationships, and create business opportunities.

5 A New Annual Tradition

Be part of the inaugural edition of an event designed to become Tremblant's premier end-of-season tradition.

6 A Valuable Investment

A sponsorship receipt is provided for your contribution.

OVERVIEW

Choose Your Trail

Just like on the mountain, each sponsorship level represents a different level of visibility. The more challenging the trail, the closer your brand is to the summit.

Double black diamond	Over $10 000
Black diamond	$7 500 to $10 000
Blue square	$5 000
Green circle	Less than $5 000

	Package	Investment	Tickets	Availability
★	**Partenaire Présentateur**	**$30,000**	8	Reserved
◆◆	**Le Refuge**	**$15,000**	6	2
◆◆	**Le Bandeau officiel**	**$12,500**	5	Only 1
◆	**L'Ambiance – DJ & animation**	**$10,000**	4	Only 1
◆	**Le Bar du Sommet**	**$7,500**	3	Only 1
■	**Le Chalet Photo**	**$5,000**	2	Only 1
■	**Le Moment Impact**	**$5,000**	2	Only 1
●	**Le Cocktail de bienvenue**	**$3,000**	2	Only 1
●	**Table Chalet (6) / Table Sommet (8)**	**$2,500 / $3,000**	6 / 8	8 tables
●	**Ami de la Montagne**	**$1,000**	1	10
●	**Donateur Encan**	***Variable***		

THE BASE PACKAGE

Included with All Partnership Packages

Website

Your logo featured on the Foundation's website, with a hyperlink to your website, for one year.

Event Slideshow

Your logo displayed throughout the evening on event screens, according to your sponsorship level.

Recognition

Acknowledgement in the Foundation's newsletter, social media channels and local media after the event.

Annual Report

Recognition of your support in the Foundation's annual report.

Official Event Photos

Access to event photography for use in your own communications.

First Right of Refusal for 2028

Priority renewal for the second edition of the event (available to partners contributing $5,000 or more).

PRESENTING PARTNER

Presenting Partner

RESERVED: Groupe Leclair

Your name on the region's premier end-of-season event.

INVESTMENT

$30,000

8 tickets

RESERVED

WHY IT MATTERS

The Presenting Partner is inseparable from the event. Your name appears on every ticket, every promotional piece, and every key event communication. It is the most prominent partnership position of the evening, aligned with 30 years of impact supporting children across the Laurentians.

VISIBILITY

- Event naming rights for both the Après-Ski Gourmet Cocktail and the Annual Auction (presented by)
- Priority logo placement on all event materials and the auction platform
- Logo projection within the event venue
- Logo featured on Fairmont's digital displays
- Banner logo placement on the continuous event slideshow throughout the evening
- Dedicated social media post
- Recognition in press releases and advertising
- Logo printed on cocktail napkins
- Customized on-stage recognition by the event host

EXPERIENCE & ACTIVATION

- Speaking opportunity for a representative during the event
- Exclusive on-stage announcement of the total amount raised
- Premium activation space inside or outside the venue
- 8 event tickets included



DOUBLE BLACK DIAMOND

The Refuge

Your Branded Lounge Experience

The most sought-after spot of the evening carries your name.

INVESTMENT

$15,000

6 tickets

2 AVAILABLES

WHY IT MATTERS

A warm and inviting lounge space designed in your organization's colours, where guests gather to fully enjoy the Après-Ski atmosphere. Located at the heart of the event, The Refuge offers premium visibility while associating your brand with comfort, connection, and conviviality.

VISIBILITY

- Naming rights for The Refuge
- Logo included on event materials, aligned with your sponsorship level
- Dedicated social media post on the Foundation's channels
- Personalized recognition from the event host

EXPERIENCE & ACTIVATION

- Custom-designed lounge space created in collaboration with our production team and tailored to your brand
- Space available for product sampling or brand activation, if desired
- 6 tickets included



DOUBLE BLACK DIAMOND

The Official Headband

The Event Keepsake

The only sponsorship guests will wear all winter long.

INVESTMENT

$12,500

5 tickets

ONLY 1

WHY IT MATTERS

Every guest leaves with a co-branded ski headband featuring both Fondation Tremblant and your brand. Worn on the slopes, in the village, and throughout the community, it turns more than 250 guests into ambassadors for your brand, season after season.

VISIBILITY

- Your logo on the official event headband (approximately 250 units)
- Featured element of the pre-event promotional campaign
- Dedicated social media post
- Presence in event photos and social media coverage
- Logo included on event materials, aligned with your sponsorship level

EXPERIENCE & ACTIVATION

- 5 headbands included; additional units available at cost for staff and clients
- Opportunity for your representatives to distribute headbands at guest registration
- 5 tickets included



BLACK DIAMOND

The Vibe

DJ & Event Entertainment

When the music rises, your name is part of the experience.

INVESTMENT

$10,000

4 tickets

ONLY 1

WHY IT MATTERS

DJ Abeille sets the tone from the first beat to the last. By presenting the event entertainment, your brand becomes part of the energy of the evening and reaches a community that extends well beyond the venue through the artist's social media presence.

VISIBILITY

- DJ booth branded with your logo and "Entertainment Presented by" recognition
- Verbal acknowledgements by the DJ throughout the evening
- Dedicated social media post

EXPERIENCE & ACTIVATION

- Signature moment, "The Last Run", the season-closing song launched in your name
- "Après-Ski 2027" playlist shared with guests after the event
- Official photo opportunity with the DJ for your social media channels
- 4 tickets included



BLACK DIAMOND

The Summit Bar

Signature Cocktail

The evening's favorite gathering place.

INVESTMENT

$7,500

3 tickets

ONLY 1

WHY IT MATTERS

A natural meeting point throughout the event, The Summit Bar is one of the busiest and most visible locations of the evening. Through a signature cocktail created in your name and integrated brand exposure, your organization becomes part of the celebration, networking, and memorable moments that define the Après-Ski experience.

VISIBILITY

- Signature cocktail named after your brand
- Logo displayed on the bar front and beverage menu
- Dedicated social media post

EXPERIENCE & ACTIVATION

- Official end-of-season toast at 6:00 p.m., announced in your name
- 3 tickets included



BLUE SQUARE

The Photo Chalet

Photo Lounge & Photobooth

Your logo on every memory shared

INVESTMENT

$5,000

2 tickets

ONLY 1

WHY IT MATTERS

Striped lounge chairs, mountain-inspired décor, colourful toques and Après-Ski accessories make this one of the most photographed spaces of the evening. Every printed and digital photo features your logo, extending your visibility long after the event.

VISIBILITY

- Logo on all printed and digital photo frames
- Branded décor identified as "The [Your Brand] Photo Chalet"
- Co-branded event hashtag for social media sharing
- Dedicated social media post

EXPERIENCE & ACTIVATION

- Branded Après-Ski accessories (sunglasses, toques, signs, etc.)
- Instant photo printing for guests
- 2 tickets included



BLUE SQUARE

The Impact Moment

An Inspiring Video Presentation

The moment that gives meaning to the evening.

INVESTMENT

$5,000

2 tickets

ONLY 1

WHY IT MATTERS

At the heart of the event, The Impact Moment invites guests to discover the Foundation's mission and impact through inspiring stories and testimonials. By associating your organization with this keynote presentation, you help shine a light on the lives being transformed through the Foundation's work.

VISIBILITY

- Dedicated social media post
- Logo displayed on screen before the video presentation, with recognition as "The Impact Moment Presented By"

EXPERIENCE & ACTIVATION

- Brief remarks by a representative prior to the video presentation
- 2 tickets included



GREEN CIRCLE

The Welcome Cocktail

Welcome Drink

The evening's first toast.

INVESTMENT

$3,000

2 tickets

1 SEUL

WHY IT MATTERS

From the moment guests arrive, they are welcomed with a cocktail offered by your organization. This first interaction sets the tone for the evening and associates your brand with a warm, festive, and memorable start to the Après-Ski experience.

VISIBILITY

- Welcome signage recognizing "Welcome Cocktail Offered by [Your Brand]"
- Logo featured on drink markers attached to each welcome beverage
- Dedicated social media post

EXPERIENCE & ACTIVATION

- Contribution may be made through cash, products, or a combination of both
- 2 tickets included



RESERVED COCKTAIL TABLES

Your Meeting Point, Reserved and Ready

Host clients or reward your team while enjoying a reserved, well-located gathering space identified with your company name.

Chalet Table

6 guests

$2,500

LIMITED AVAILABILITY

Sommit Table

8 guests

$3,000

LIMITED AVAILABILITY

INCLUDED WITH EVERY TABLE

- Reserved cocktail table identified with your company name
- Table signage featuring your logo
- Sparkling wine served upon arrival
- Appetizer platter served at the table
- Company name featured in the event slideshow



GREEN CIRCLE

Friend of the Mountain

Community Partner

For local businesses that want to be part of the celebration.

INVESTMENT

$1,000

1 ticket

10 AVAILABLE

WHY IT MATTERS

An accessible opportunity for local businesses and SMEs to demonstrate their commitment to children in the Laurentians while gaining visibility among influential members of the community.

VISIBILITY

- Logo featured in the continuous event slideshow
- Logo displayed on the event website for one year
- Collective recognition of all Friends of the Mountain during the event
- Collective thank-you recognition on social media

EXPERIENCE & ACTIVATION

- Recognition in the Foundation's annual report
- 1 ticket included



Auction Donor

Donate an Item for the Annual Auction

Become part of a 30-year tradition.

INVESTMENT

$200 ou plus

WHY IT MATTERS

For three decades, the annual auction has brought together exceptional experiences, products, and packages generously donated by our partners. By contributing an item, you directly support the Foundation's mission while showcasing your organization to our guests.

VISIBILITY

- Logo and item photo featured on the online auction platform
- Auction item displayed on-site with your logo

Suggested donations: vacation stays, ski packages, wellness experiences, fine dining, exclusive experiences.

EXPERIENCE & ACTIVATION

- Recognition in the Foundation's annual report



RESERVE YOUR TRAIL

The Best Opportunities Go First

1. **Choose** your sponsorship package and options.
2. **Confirm** your participation with a signed partnership agreement.
3. **Submit** your vector logo by January 15,2027.
4. **Receive** your sponsorship invoice.

Fist come, first served. Most sponsorship opportunities are exclusive.

CONTACT

Marie-Eve Dicaire Brunet

General Manager, Fondation Tremblant

marie-eve@fondationtremblant.com

819 200-8418

fondationtremblant.com

Fondation Tremblant | 30e anniversaire

Together, let's give children the opportunity to dream bigger.