

# SPONSORSHIP OPPORTUNITIES

Les rendez-vous **Audace**

IRIC virtual conferences

In support of cancer research

April 2021

Les rendez-vous **Audace**

April 2021

## LE TEMPS D'UNE DÉCOUVERTE

**Ultramodern research hub and training centre**, the Institute for research in immunology and cancer (IRIC) was created in 2003 to better understand the mechanisms of cancer and accelerate the discovery of new and more efficient therapies against the disease.

Since 2014, IRIC has been organizing the Audacious benefit event, which annually **contributes to funding breakthroughs in the fight against cancer**. Exceptionally this year, the Institute is offering you a new virtual formula that is just as promising, free of charge, with a view to democratizing science.

Audacious is therefore making way for Les Rendez-vous Audace, a **series of 3 fascinating and resolutely daring conferences** revolving around an inspiring theme: **Le temps d'une découverte**.

This series is divided into 3 chapters:

- **IRIC: from a vision to a revolution**
- **AI: an engine for accelerating research**
- **From the lab to the patient: the crucial stages of research**

Les Rendez-vous Audace invites you to take the time to **discover our Institute**. You will learn that at IRIC, we do things differently. We are speeding up the equation from research to therapy. Since its creation, the Institute has taken charge of changing the landscape of cancer research and acts as a leader in the training of emerging researchers, the genesis of new knowledge and the discovery of therapies. To achieve different results – to better understand, seek, find and treat cancer – IRIC is forging its own path.

So take the time to come and discover the work of women and men who have the strength to dream big and **defy time to accelerate the discovery of better therapies for cancer patients**.

Les rendez-vous **Audace**

April 2021

## IRIC: FROM A VISION TO A REVOLUTION

April 13, 2021 – From 12:00 pm to 1:00 pm

The research efforts carried out at IRIC for nearly 20 years are the result of the unique vision of the founders of the Institute and the boundless determination of the 29 research teams. Some would say that spectacular advances in oncology are at the heart of a real revolution.

How has research changed over the past few years? What is the winning recipe for making a discovery?

What can we expect for cancer patients in the near future?

Come hear the Rector of the Université de Montréal, Mr. Daniel Jutras, in conversation with the founder of IRIC, Guy Sauvageau, also hematologist and Principal Investigator at IRIC.

## AI: AN ENGINE FOR ACCELERATING RESEARCH

April 20, 2021 – From 12:00 pm to 1:00 pm

In recent years, IRIC has been confronted with the amount of massive data generated by new technologies. Faced with this reality, the Institute has chosen to acquire, in partnership with the Montreal artificial intelligence ecosystem, remarkable expertise in bioinformatics and biomedical data.

Is AI transforming the way we think about traditional research? How does it apply to the field of cancerology? Does it really have the potential to accelerate discovery for the benefit of patients?

Do not miss this conference by Sébastien Lemieux, Principal Investigator at IRIC, accompanied by Yoshua Bengio, Scientific Director of the Quebec Artificial Intelligence Institute (Mila).

## FROM THE LAB TO THE PATIENT: THE CRUCIAL STAGES OF RESEARCH

April 27, 2021 – From 12:00 pm to 1:00 pm

It sometimes seems like it takes forever to develop a promising treatment. There are many steps from basic research to discovering therapies and the road is often strewn with pitfalls. But why does it take so long to develop a treatment? What are the challenges faced by the various stakeholders? Has laboratory research borne fruit at IRIC in recent years?

Be there for this discussion between Anne Marinier, Principal Investigator and Director of Medicinal Chemistry at IRIC, and Guy Sauvageau, hematologist and Principal Investigator at IRIC.

Les rendez-vous

**Audace**

April 2021

## SPONSORSHIP OFFERS

By sponsoring Les Rendez-vous Audace, you are **supporting innovation and confirming your leading role for one of the most important causes: cancer research.**

You benefit from **exceptional visibility** within the framework of 3 virtual conferences with a business community and partners of the research ecosystem.

You show your solidarity with cancer patients and their families. You ensure the training of the next generation of scientists.

You are helping to **accelerate the discovery of innovative and cutting-edge cancer drugs and treatments.** You position Montreal as a world leader in cancer research.

# SPONSORSHIP OFFERS

Les rendez-vous **Audace**

VISIBILITY AND MENTION	GOLD SPONSORSHIP \$ 50 000	SILVER SPONSORSHIP \$ 25 000	BRONZE SPONSORSHIP \$ 10 000
Exclusive sponsor of the conference series	✓		
Sponsor of one conference in the series		✓	
Mention of the sponsor's name by the host	✓		
Mention in the La Presse ad	✓		
Mention in the paid Facebook promotional campaign	✓		
Possibility for an IRIC investigator to offer a conference to the company (according to current health standards)	✓		
Testimonial from the head of the company if desired	✓		
Unlimited access guaranteed for all conferences; on registration only	✓	✓	✓
Logo on registration platform	✓	✓	
Logo on the webinar platform at the opening and closing of each conference / official presenter of the series	✓	✓	
Logo on downloadable content from the webinar platform	✓	✓	✓
Logo on the official IRIC website	✓	✓	✓
Mention of the donation on the list of donors	✓	✓	✓
Private IRIC visit upon request (according to current health standards)	✓	✓	✓
CSR Toolbox	✓	✓	✓
Promotion on social media and in newsletter	✓	✓	✓

## Scientific partners and personalized sponsorships

It is possible to develop a tailor-made sponsorship that takes into account your needs and your philanthropic commitment  
Do not hesitate to contact for more information: [audace@iric.ca](mailto:audace@iric.ca), 514 343-6141.



Université   
de Montréal

For more information on Audacious  
or for a personalized sponsorship:

 [audace@iric.ca](mailto:audace@iric.ca)

514 343-6141

2950, Chemin de Polytechnique  
Pavillon Marcelle-Coutu  
Montréal, QC H3T 1J4

[www.iric.ca/en/](http://www.iric.ca/en/)