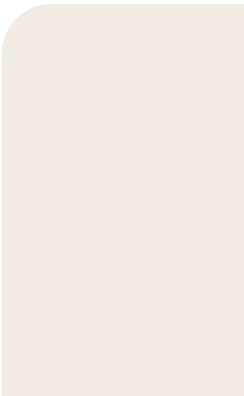


2025-2026 PARTNERSHIP PLAN WITH THE HÉMA-QUÉBEC FOUNDATION

United for giving.
Entwined by life.



United by donation. Connected by life.

"Join the chain of hope and generosity supported by Héma-Québec and its Foundation. From donor to recipient, every link is essential. Our partners play a key role in supporting our mission and enabling Héma-Québec to save lives.

The portraits on the following pages showcase the dedication of those who make this human chain possible. You'll also discover Charlie's story—a recipient whose life was profoundly transformed.

This partnership plan offers you a unique opportunity to contribute to a vital mission that impacts thousands of people each year, while supporting innovative initiatives to save even more lives.

By becoming a partner of the Foundation, you are doing more than just making a gesture—you are becoming a key player in change. Your impact will be immense."

Lise Plante, MBA
General Director of the
Héma-Québec Foundation



2025-2026 PARTNERSHIP PLAN

United by the gift of life.

"The Héma-Québec Foundation has been by our side for 25 years in this wonderful journey of giving life.

I commend the team's unwavering dedication, creative ideas, and immense generosity, which inspire generosity in everyone. The most beautiful aspect of this portrait is that all these qualities serve our shared mission—one of profound importance."



**"Thank you
for everything!"**

Mrs. Nathalie Fagnan
FCPA, IAS.A
President and Chief
Executive Officer, Héma-Québec

United by science.

"Thanks to its financial partners, the Héma-Québec Foundation drives innovation and accelerates essential advancements. By funding the feasibility study that led to the creation of the Public Mothers' Milk Bank and supporting plasma donation awareness initiatives, it enables Héma-Québec to go further, faster—for the great benefit of the Quebec population.



Your support is a powerful catalyst for transforming the future of donation and saving even more lives. Thank you for being a key player in this vital mission!"

Dr. Marc Germain
MD, Ph. D., FRCPC,
Vice-President, Medical Affairs
and Innovation, Héma-Québec



**Join this
magnificent
human
adventure!**



Marie-Chantal Perron
Ambassador of the
Héma-Québec Foundation

"The Héma-Québec Foundation is a vast human chain of hope, solidarity, and generosity. This chain includes you, me— all of us, united by the kindness in our hearts and our desire to make a difference.

By becoming a partner of our Foundation, you help bring smiles and renewed hope to thousands of recipients across Québec and their families."



Your donations change lives.

In late December 2024, Charlie's mother, worried about her daughter's health, rushed her to the hospital. Her immune system was so severely compromised that doctors had little hope.

After just one week and several blood transfusions, Charlie regained enough strength for a lumbar puncture, allowing her to return home.

A month later, at a follow-up appointment, the leukemia diagnosis was confirmed. Fortunately, thanks to the blood transfusions, Charlie had gained the strength needed to begin her treatment.



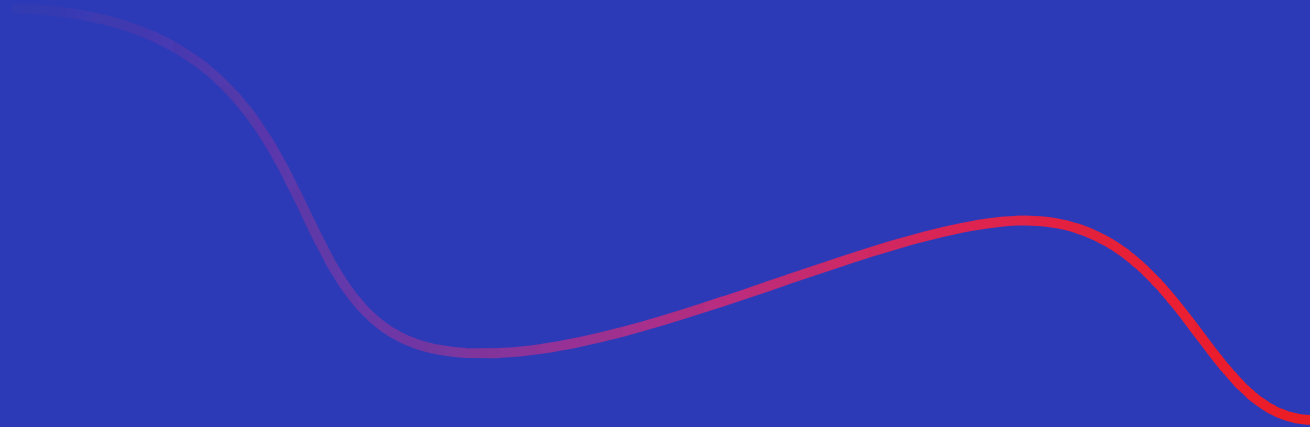
Charlie, 15 years old
Student and leukemia survivor

Now fully recovered, Charlie has the chance to live a normal, happy, and healthy life.

Becoming a partner of the Foundation means making a profound difference in the lives of all the little Charlies out there.



Opportunities for Visibility 2025–2026



Partnership Events 2025-2026



Awareness campaign created
and designed by Sid Lee,
powered by Tam-Tam\TBWA



FALL 2025



United for plasma.
A mission in gold.



OCTOBER 29, 2025



Cocktail fundraiser in support
of the Fetal RhD project.



MARCH 2026



Héma-Québec Foundation Awareness Campaign



**Television awareness
campaign created and
conceived by Sid Lee.**



FALL 2025

The Héma-Québec Foundation: A Committed Brand, A Vital Impact.

The Montreal-based creative agency Sid Lee, now established worldwide, has designed and developed a large-scale brand campaign with a clear mission: to mobilize, raise awareness, and inspire Quebecers to support the Héma-Québec Foundation.

Through this initiative, the Foundation reaffirms its essential role in supporting Héma-Québec's mission.

The Foundation offers its **Official Presenter, Platinum, and Gold partners** the opportunity to feature their logo in this television campaign, allowing them to gain visibility alongside the Foundation.

Powered by the media expertise of the agency Tam-Tam\TBWA, this campaign will benefit from broad media reach, connecting with a wide audience across major TV channels and digital platforms.

Join us in this powerful movement.
**Because together, we have the power to
make a difference.**



Become a Partner of *La Soirée de l'Exceptionnel*



Shine for Plasma

This golden liquid drawn from our blood, discreet yet vital, saves lives.

It is used in the production of essential medications that each year allow thousands of people suffering from conditions like hemophilia, immune deficiencies, or neurological disorders...

...to continue living, moving, and hoping.

Yet, here in Quebec, self-sufficiency in plasma remains an objective to achieve. To reach it, we must mobilize. And to mobilize, we need your support.

The Héma-Québec Foundation invites you to play a key role in the first edition of *La Soirée de l'Exceptionnel*, a unique event celebrating commitment and generosity. This is your chance to experience an unforgettable night at the legendary Le 9^e venue in Montreal with over 150 guests!

Why become a partner?

- ♥ **An immersive experience:** Enjoy an evening filled with emotions and inspiring encounters.
- ♥ **Exclusive visibility:** Associate your brand with an essential cause and benefit from strategic exposure.
- ♥ **A tangible impact:** Actively support Héma-Québec's golden mission and help transform lives.

All united for plasma.



Become a Partner of the Cocktail Fundraiser in Support of the Fetal RhD Project



The Héma-Québec Foundation invites you to the second edition of its Cocktail Fundraiser,

a dynamic event supporting a vital project—led by women, for women. Your commitment will allow expectant mothers across Québec to access a crucial test that determines their baby's blood type, ensuring optimal medical care throughout pregnancy.

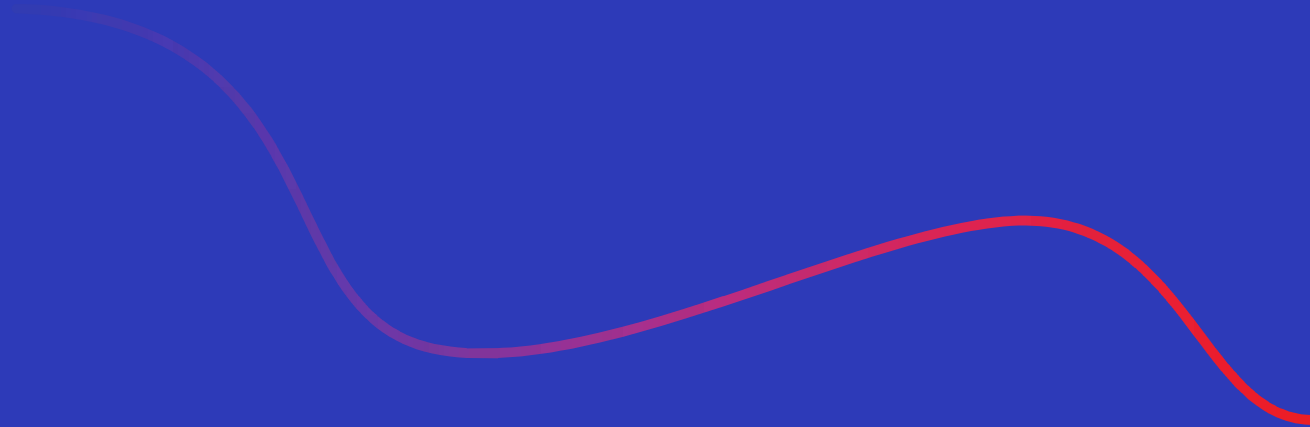
Why become a partner?

- ♥ **A cause filled with hope:** Support medical innovation for pregnant women.
- ♥ **Exclusive visibility:** Align your brand with an essential and impactful initiative.
- ♥ **A tangible impact:** Contribute to a project that enhances perinatal care in meaningful ways.

Join us for this exclusive evening, bringing together business leaders in a unique venue in Montreal!



Partnership Plan 2025-2026



Official Presenter
\$50,000



Official Presenter

TV Campaign – Fall 2025

- ♥ Your logo featured in the closing panel and lower banner of our TV ad airing in Fall 2025
- ♥ Broadcast of a filmed interview between a representative of your organization and the Héma-Québec Foundation on our digital platforms, discussing your involvement
- ♥ Mention of our partnership in the press release announcing the Héma-Québec Foundation's awareness campaign
- ♥ Visit to Héma-Québec's Montreal facilities, including lunch with members of Héma-Québec and the Foundation
- ♥ Exclusive preview screening of the Héma-Québec Foundation advertisement
- ♥ Partnership promotion on the Foundation's social media channels
- ♥ Partnership promotion in the Foundation's newsletter
- ♥ Your logo displayed on the homepage of the Foundation's website to promote our TV ad
- ♥ Official photo with members of the Foundation's board of directors
- ♥ Broadcast of the TV ad, including your logo, in all 11 permanent Héma-Québec centers
- ♥ Mention of our partnership in the Foundation's annual report

La Soirée de l'Exceptionnel – Octobre 29, 2025

- ♥ 2 tables of 8 guests
- ♥ Honorary presidency (prime table and participation in the event organizing committee)
- ♥ Your profile featured as honorary president in our newsletter
- ♥ Mention of your organization at the beginning of the evening
- ♥ Welcome speech (4 minutes) by a representative of your organization at the start of the event
- ♥ Your logo on all event communication materials
- ♥ Promotion of the partnership on the Foundation's social media channels
- ♥ Your logo in the Foundation's newsletter announcing the event
- ♥ Your logo in the "Events" section of the Foundation's website
- ♥ Your logo displayed during the event
- ♥ Your logo included in the thank-you letter to participants
- ♥ Mention in the Foundation's annual report

Les Rendez-vous pour la vie – March 2026

- ♥ 8 tickets for the evening
- ♥ Honorary presidency (prime table and participation in the event organizing committee)
- ♥ Your profile featured as honorary president in our newsletter
- ♥ Mention of your organization at the beginning of the evening
- ♥ Welcome speech (4 minutes) by a representative of your organization at the start of the event
- ♥ Your logo on all event communication materials
- ♥ Promotion of the partnership on the Foundation's social media channels
- ♥ Your logo in the Foundation's newsletter announcing the event
- ♥ Your logo in the "Events and Partners" section of the Foundation's website
- ♥ Your logo displayed during the event
- ♥ Your logo included in the thank-you letter to participants
- ♥ Mention in the Foundation's annual report



Platinum Partner
\$25,000



Platinum Partner

TV Campaign – Fall 2025

- ♥ Your logo in the bottom banner of our television advertisement broadcast in fall 2025
- ♥ Broadcast of a filmed interview between a representative of your organization and FHQ on our digital platforms regarding your involvement
- ♥ Mention of our partnership in the press release announcing the FHQ awareness campaign
- ♥ Visit to Héma-Québec's Montreal facilities and lunch with members of Héma-Québec and FHQ
- ♥ Exclusive preview screening of the FHQ advertisement
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Promotion of the partnership in FHQ's newsletter
- ♥ Your logo on the homepage of FHQ's website to promote our advertisement
- ♥ Official photo with the members of FHQ's board of directors
- ♥ Broadcast of the television advertisement, including your logo, in the 11 permanent Héma-Québec centers
- ♥ Mention of our partnership in FHQ's annual report

La Soirée de l'Exceptionnel – Octobre 29, 2025

- ♥ 1 table for 8 people
- ♥ Mention of your company at the beginning of the evening
- ♥ A 2-minute welcome speech by a representative of your organization at the start of the evening
- ♥ Your logo on all communication materials for the event
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Your logo in FHQ's newsletter announcing the event
- ♥ Your logo in the Events and Partners section of FHQ's website
- ♥ Your logo projected during the event
- ♥ Your logo in the thank-you letter to participants
- ♥ Mention in FHQ's annual report

Les Rendez-vous pour la vie – March 2026

- ♥ 6 tickets for the evening
- ♥ Mention of your organization at the beginning of the evening
- ♥ Welcome speech (2 minutes) by a representative of your organization at the start of the event
- ♥ Your logo on all event communication materials
- ♥ Promotion of the partnership on the Foundation's social media channels
- ♥ Your logo in the Foundation's newsletter announcing the event
- ♥ Your logo in the "Events and Partners" section of the Foundation's website
- ♥ Your logo displayed during the event
- ♥ Your logo included in the thank-you letter to participants
- ♥ Mention in the Foundation's annual report

Gold Partner
\$20,000



Gold Partner

TV Campaign – Fall 2025

- ♥ Your logo in the bottom banner of our television advertisement broadcast in fall 2025
- ♥ Mention of our partnership in the press release announcing the FHQ awareness campaign
- ♥ Visit to Héma-Québec's Montreal facilities and lunch with members of Héma-Québec and FHQ
- ♥ Exclusive preview screening of the FHQ advertisement
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Promotion of the partnership in FHQ's newsletter
- ♥ Your logo on the homepage of FHQ's website to promote our advertisement
- ♥ Official photo with the members of FHQ's board of directors
- ♥ Broadcast of the television advertisement, including your logo, in the 11 permanent Héma-Québec centers
- ♥ Mention of our partnership in FHQ's annual report

La Soirée de l'Exceptionnel – Octobre 29, 2025

- ♥ 4 tickets for the evening
- ♥ Mention of your company at the beginning of the evening
- ♥ Your logo on all communication materials for the event
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Your logo in FHQ's newsletter announcing the event
- ♥ Your logo in the Events and Partners section of FHQ's website
- ♥ Your logo projected during the event
- ♥ Your logo in the thank-you letter to participants
- ♥ Mention in FHQ's annual report

Les Rendez-vous pour la vie – March 2026

- ♥ 4 tickets for the evening
- ♥ Mention of your company at the beginning of the evening
- ♥ Your logo on all communication materials for the event
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Your logo in FHQ's newsletter announcing the event
- ♥ Your logo in the Events and Partners section of FHQ's website
- ♥ Your logo projected during the event
- ♥ Your logo in the thank-you letter to participants
- ♥ Mention in FHQ's annual report



Silver Partner
\$15,000



Silver Partner

La Soirée de l'Exceptionnel – Octobre 29, 2025

- ♥ 3 tickets for the evening
- ♥ Your logo on all communication materials for the event
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Your logo in FHQ's newsletter announcing the event
- ♥ Your logo in the Events and Partners section of FHQ's website
- ♥ Your logo projected during the event
- ♥ Your logo in the thank-you letter to participants
- ♥ Mention in FHQ's annual report

Les Rendez-vous pour la vie – March 2026

- ♥ 3 tickets for the evening
- ♥ Your logo on all communication materials for the event
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Your logo in FHQ's newsletter announcing the event
- ♥ Your logo in the Events and Partners section of FHQ's website
- ♥ Your logo projected during the event
- ♥ Your logo in the thank-you letter to participants
- ♥ Mention in FHQ's annual report

Bronze Partner
\$5,000



Bonze Partner

La Soirée de l'Exceptionnel – Octobre 29, 2025

- ♥ 2 tickets for the evening
- ♥ Your logo on all communication materials for the event
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Your logo in FHQ's newsletter announcing the event
- ♥ Your logo in the Events and Partners section of FHQ's website
- ♥ Your logo projected during the event
- ♥ Your logo in the thank-you letter to participants
- ♥ Mention in FHQ's annual report

Les Rendez-vous pour la vie – March 2026

- ♥ 2 tickets for the evening
- ♥ Your logo on all communication materials for the event
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Your logo in FHQ's newsletter announcing the event
- ♥ Your logo in the Events and Partners section of FHQ's website
- ♥ Your logo projected during the event
- ♥ Your logo in the thank-you letter to participants
- ♥ Mention in FHQ's annual report



Travel Partner

The travel partner commits to offering a pair of round-trip airline tickets to Europe or North America for each of the two Foundation events:

1. *La Soirée de l'Exceptionnel*
2. *Les Rendez-vous pour la vie*



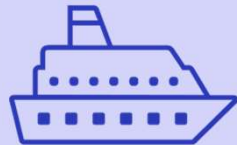
Travel Partner

La Soirée de l'Exceptionnel – Octobre 29, 2025

- ♥ 1 ticket for the evening
- ♥ Your logo on all communication materials for the event
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Your logo in the Events and Partners section of FHQ's website
- ♥ Your logo projected during the event
- ♥ Your logo in the thank-you letter to participants
- ♥ Mention in FHQ's annual report

Les Rendez-vous pour la vie – March 2026

- ♥ 1 ticket for the evening
- ♥ Your logo on all communication materials for the event
- ♥ Promotion of the partnership on FHQ's social media channels
- ♥ Your logo in the Events and Partners section of FHQ's website
- ♥ Your logo projected during the event
- ♥ Your logo in the thank-you letter to participants
- ♥ Mention in FHQ's annual report



Partner Exceptional Auction Lots

The partner commits to providing one or more prestigious auction lots at each of the two Foundation events:

- 1. La Soirée de l'Exceptionnel*
- 2. Les rendez-vous pour la vie*

Please note that a tax receipt equivalent to the market value of the prize will be issued to you.



Partner Exceptional Auction Lots

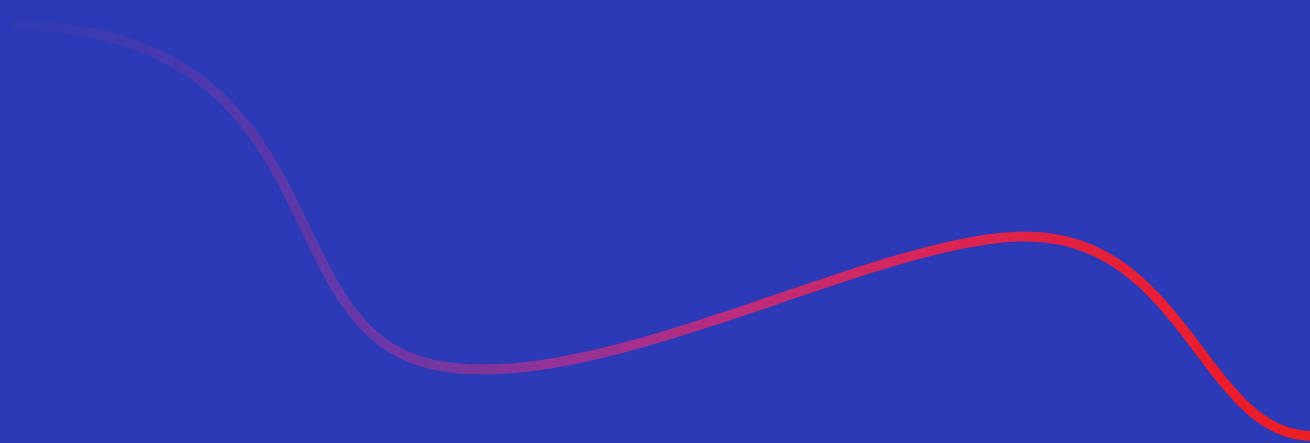
La Soirée de l'Exceptionnel – Octobre 29, 2025

-  Your logo projected during the event
-  Your logo in the thank-you letter to participants
-  Mention in FHQ's annual report

Les Rendez-vous pour la vie – March 2026

-  Your logo projected during the event
-  Your logo in the thank-you letter to participants
-  Mention in FHQ's annual report

Héma-Québec Foundation



Our action is vast. Your impact, immense.

Join us as a partner of the Foundation.

How will the funds be used?

The funds raised will help strengthen the human chain that Héma-Québec relies on by financing education and donor recruitment activities for biological products, as well as funding special projects and the purchase of cutting-edge equipment.



Ongoing Funded Projects

- ♥ Plasma donor education and recruitment program
- ♥ Recruitment activities for biological product donors
- ♥ RhD fetal project
- ♥ Training in serum studies
- ♥ HLA study for First Nations



Some projects funded in the past 25 years

- ♥ Public human milk bank
- ♥ Chair in transfusion medicine
- ♥ Mobile collection units
- ♥ Specular microscopes
- ♥ Rouge Sang Kit



Board of Directors

Mrs. Sophie English

President of the Board
Héma-Québec Foundation

Mrs. Nathalie Fagnan, FCPA, IAS.A

President and Chief Executive Officer
Héma-Québec

Mrs. Andr  a Fortin, MBA

Lead — Brand Strategy
Les   vad  s

Monsieur Miville Mercier

Provincial President of the Association des
b  n  voles du don de sang

Monsieur Denis Pich  , FCSI, ASC

Portfolio Manager and Senior Wealth Advisor
RBC Dominion securities

Mrs. Nadine Lalande, B. Eng., MBA, PMP

Vice-President, Information Technology
Ovivo inc.

Monsieur Massoud El Baini

Account Director
RBC Royal Bank of Canada

M   Pierre Gauthier

Lawyer
Cain Lamarre Casgrain Wells S.E.N.C.R.L.

Monsieur Sebastian Molina Calvo, CPA

Director
Finance Transformation & Systems
Intact Corporation Financ  re

Monsieur Michel Poulin

Senior Consultant in Philanthropic Strategy

Mrs. Marie-Chantal Perron

Ambassador of the Foundation

Permanent Team of the Foundation

Mrs. Lise Plante MBA

Executive Director of the Foundation
H  ma-Qu  bec Foundation

Mrs. Marjorie Pena

Deputy Executive Director
and Operations Coordinator
H  ma-Qu  bec Foundation

Mrs. Marine Chevanne

Communications, Philanthropic
Development and Partnerships
Advisor H  ma-Qu  bec
Foundation



Your contribution as a partner is essential.
Together, let's innovate for the health of future generations.

Thank you

United for giving.
Entwined by life.

For any information regarding our partnership packages,
please contact Marine Chevanne at
marine.chevanne@hema-quebec.qc.ca
Cell: (263) 362-8537



Foundati^on
HémaQuébec