

LOBSTER | 2019 FEST | 2019

the Jérôme Ferrer experience



Fundraising Event | May 30, 2019

A unique culinary journey, 6 p.m., Jérôme Ferrer – Europea Restaurant

1065 De La Montagne Street, Montreal, QC H3G 0B7

25th

edition

Fondation Santé Urbaine

Hôpital Notre-Dame Hôpital de Verdun CLSC and CHSLD of
Centre intégré universitaire de santé et de services sociaux du
Centre-Sud-de-l'Île-de-Montréal

A MULTI- SENSORY EXPERIENCE

FOR THE 25TH ANNUAL
LOBSTER FEST

The meeting between a chef and a stage director,
for an **immersive, unique culinary journey**

*"Seeing, touching, hearing, smelling and tasting
come together into one single sense—pleasure!"*

Anonymous

WE TAKE CARE OF EVERYTHING

- Valet parking service
- Open bar
- Prestigious trip to be won
- Electronic auction
- Interaction with the chefs, pastry chefs and sommelier
- And more!



MESSAGE FROM ANDRÉ HÉROUX, HONORARY CHAIRMAN

Connecting people. That's the contribution I want to make, both in my professional life and as part of my personal endeavours. When the Fondation approached me for chairing its board of directors in summer 2018, I felt honoured and invested with an important responsibility. It seemed natural for me to begin this new role by accepting the honorary chairmanship of the Lobster Fest for a second year in a row.

Connecting people in communities where Telecon works every day means bringing together donors and youth, families, seniors and patients like you and me around a unifying cause: health and wellness.

Because the health and well-being of our fellow Montréalers is a matter that concerns each and every one of us, and because Fondation Santé Urbaine offers solutions to pressing needs, getting involved in its mission was an obvious decision for me.

A unique venue for a unique occasion! I am very excited to be celebrating the 25th anniversary of the event in Europea Restaurant's beautiful, innovative setting. One-of-a-kind tastings, an incredible decor and a refined touch in everything will make for an unforgettable evening that will transport guests into a whole new culinary and artistic universe.

Looking forward to seeing you there!

André Héroux
President and Chief Executive Officer, Telecon Group



So you think you know what a high-end restaurant is? To celebrate the 25th anniversary of the Lobster Fest, Fondation Santé Urbaine invites you to challenge the status quo. Get ready for an unexpected, amazing fine-dining experience that will awaken all your senses.

Jérôme Ferrer is one of those French people Quebecers have a soft spot for! He is the Executive Chef of Jérôme Ferrer - Europea Restaurant and a Relais & Châteaux Grand Chef. His award-winning cuisine has been recognized by Les Grandes Tables du Monde, among others. With his restaurants, gourmet food trucks, and features on television and in print media, Jérôme Ferrer has become an icon of culinary arts both in Quebec and internationally.



JF
JEROME FERRER
EUROPEA

MESSAGE FROM JÉRÔME FERRER

I will be truly honoured to host you in our new restaurant for the 25th edition of the Lobster Fest.

Food is about generosity and creating connections—the generosity with which my grandmother taught me everything, and the connections with my friends and partners who believed in Europea and with the welcoming people of Quebec who trusted us. But it's also about offering an enjoyable, comforting moment, quite simply. Many vulnerable people get to experience such moments only rarely, if at all, except through the involvement of organizations such as Fondation Santé Urbaine.

It is extremely touching to see the Fondation's wonderful work, and as restaurateurs, contributing to the well-being of our communities is also part of our mission.

Thank you for your trust and for supporting this worthy cause.

Jérôme Ferrer
Relais & Châteaux Grand Chef
President, Europea Group

FONDATION SANTÉ URBAINE

The Fondation contributes to providing primary health care and improving the well-being of vulnerable citizens in the CIUSSS du Centre-Sud-de-l'Île-de-Montréal territory.

WORKING IN THE COMMUNITY

The Fondation takes care of patients and their well-being, supports doctors, helps people in need access treatment and inspires youth to learn and succeed—all thanks to you.

Born out of the merger of Fondation santé et mieux-être Jeanne-Mance and Fondation des hôpitaux de Verdun et Notre-Dame, the new Fondation Santé Urbaine now encompasses the 8 CLSCs and 14 CHSLDs of Centre intégré universitaire de santé et de services sociaux du Centre-Sud-de-l'Île-de-Montréal in addition to the two hospitals.





COMMUNITY PROJECTS

- Dropout prevention and psychosocial interventions among at-risk youth (**Bien dans mes baskets** and **Boxing for School** programs)
- Emergency funds for families
- Vacation camps
- Scholarships
- Social integration of marginalized children
- Dental care for street youth



HOUSING PROJECTS

- Environmental design
- Non-subsidized specialized equipment
- Therapy artists
- Major events, themed parties, outings and entertaining, urban horticulture



HOSPITAL PROJECTS

- Transportation service for oncology patients
- Kinesiology service for hemodialysis patients
- Psychiatry peer helper program
- Non-subsidized specialized equipment
- Renovation of the Verdun Hospital's family lounges
- Emergency funds for patients (for medications and food)

SOME OF THE
PROJECTS
SUPPORTED
BY THE
FONDATION

PART NERS

Diamond Partner: \$20,000

- 16 tickets
- Two-minute speech at the event
- Logo on the photo booth decor
- Logo in projections at the event
- Logo on the Fondation website
- Logo on the Facebook page
- Mention in the intranet of CIUSSS du Centre-Sud-de-l'Île-de-Montréal, which has over 12,000 employees

Platinum Partner – Cocktail and bar: \$15,000

- 10 tickets
- Welcome cocktail presented by “your company”
- Branded bar area
- Logo in projections at the event
- Logo on the Fondation website
- Logo on the Facebook page
- Mention in the intranet of CIUSSS du Centre-Sud-de-l'Île-de-Montréal, which has over 12,000 employees

Gold Partner – Valet: \$10,000

- 8 tickets
- Valet parking service identified to your name
- Business card or promotional item in each vehicle (to be provided by you)
- Logo in projections at the event
- Logo on the Fondation website
- Logo on the Facebook page
- Mention in the intranet of CIUSSS du Centre-Sud-de-l'Île-de-Montréal, which has over 12,000 employees

Silver Partner – Auction: \$5,000

- 4 tickets
- Auction presented by “your company”
- Logo on the electronic auction interactive platform visible by all guests on their phones
- Mention in projections at the event
- Logo on the Fondation website
- Logo on the Facebook page

Bronze Partner: \$2,000

- 2 tickets
- Mention in projections at the event
- Logo on the Fondation website
- Logo on the Facebook page

Tickets

- Individual ticket: \$625
- Corporate package: \$5,000 – 8 tickets + donor visibility at the event

Donation

- You can also make a donation. A tax receipt will be issued for every donation.

CONTACT



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Event Director

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YOUR SPOT!

[FondationSanteUrbaine.com/
evenements/FestinHomard2019](http://FondationSanteUrbaine.com/evenements/FestinHomard2019)

25th
ANNUAL LOBSTER FEST

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Verdun Hospital

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