

GOAL
INITIATIVES
FOUNDATION

GOAL initiatives Foundation 2023

Partner Opportunity



The GOAL initiatives foundation enables the next generation to play and benefit from the many positive aspects of football.

We believe promoting a culture of health and wellness through play is a great way to encourage people to stay active and engaged, and to foster a sense of fun and enjoyment in physical activity and conversation.



‘Because Football is for Everyone’

GOAL INITIATIVES

FOUNDATION

Founder



Paul Desbaillets

Restaurateur, Entrepreneur, Co-Founder of the Burgundy Lion Group, Host of The 1st Half Podcast, Philanthropist, Father.

GOAL'S 4 PILLARS

ENCOURAGE PARTICIPATION ON ALL LEVELS

Make it:

**ACCESSIBLE
SOCIAL
FUN**



HOW?

- By providing scholarships to kids that are marginalized and in underprivileged community settings.
- Helping fund youth football programs for kids that are marginalized and in underprivileged community settings.
- Supporting clinics and camps
- Partnering with schools and community organizations that focus on youth development & support.



GOAL MTL - Main initiative

2023 Beneficiaries



PATRICE BERNIER



SOCCER
QUEBEC



DeRo
FOUNDATION
DEVELOP • STRENGTHEN • SUSTAIN



GRASSROOTSOCCER



HEARTSHAPEDHANDS
A KEI KAMARA FOUNDATION

Some of our past recipients



KANFE



Tyndale St-Georges
Fondation • Foundation



DANS LA RUE 30^{ANS}



PARTAGEONS L'ESPOIR | SHARE THE WARMTH



PLAY
PROUD



BLACK
PLAYERS
FOR
CHANGE



RIGHT TO PLAY
PROTECT. EDUCATE. EMPOWER.



Montreal Community
Cares Foundation



as our Marketing Partner

VISIBILITY WITH EVENKO.CA

- 5.3 million unique visitors
- 32.2 million page views

INCLUSION IN VARIOUS EVENKO NEWSLETTERS

- 420,000+ subscribers

VISIBILITY ON EVENKO SOCIAL MEDIA CHANNELS

- Facebook: 310k+
- Twitter: 93.4k+
- Instagram: 47.8k+

PR SUPPORT

- 400+ media list

POSSIBILITY OF BRAND ACTIVATIONS AT VARIOUS EVENKO EVENTS WHERE GOAL IS PRESENT

- Bell Centre, Osheaga, ileSoniq, etc.

*subject to fit and approvals

ACCESS TO THE EVENKO NETWORK

- Comprised of management clients, ambassadors and influencers

GOAL Month - Social Media Visibility



18 179

Organic Engagements

On original
@GOALinitiatives



3 210 189

Organic Social Reach

@GOALinitiatives

Some of our contributors...

- Senator Tony Loffreda
- Radio Host, Meeker Guerrier
- Deputy Mayor of Montreal, Sterling Downey
- Team Canada & CF MTL, Joel Watermann
- Chef Antonio Park
- Actor & Personality, Nir Guzinski
- Soccer Hall of Famer, Amy Walsh
- TV & Radio Host, Patrick Langlois
- Soccer Player, Kei Kamara

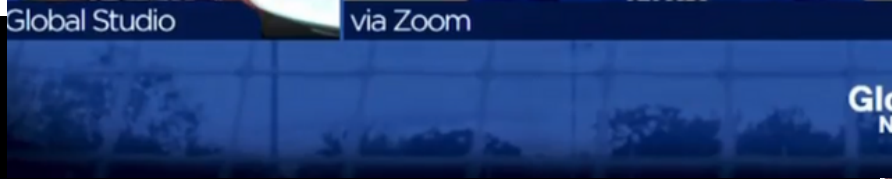


Montreal soccer culture festival GOAL MTL celebrates the beautiful game on Sunday.

by Dave MacIntyre

The all-day free event promises a mixed-gender match, all ages, live art, music, Premier League matches on a big screen, and more.

twitter | facebook | pinterest | linkedin



cvdm1t
Drake • Massive

cvdm1t Team Work Makes The Dream Work!
They don't call it Sunday Fun Day for no reason.
Congratulations @pauldesbaillets and @goalinitiatives on
such a wonderful event. We sweated! We laughed! We
danced!! We won 2 games out of 3, and it was all for a great
cause.

glangl_kenol Vam
tw 2 likes Reply

pauldesbaillets V
tw 2 likes Reply

emerson_turner
tw 1 like Reply

goalinitiatives We
board!

Liked by goalini

GOAL Mtl. friendly soccer festival Percival Molson Stadium A

Aug 4, 2022 Updated Aug 5, 2022



GOAL Month Notable Mentions

DARBY

GOAL INITIATIVES

A Football Festival in the Heart of Montreal



darbymag • Follow
Montreal, Quebec

darbymag Summer
pro ballers, and stad
a great cause.

The annual @goalini
event, Canada's larg
festival and tournam
their biggest edition

This year, DARBY ca
@pauldesbaillets , fo
initiatives and Mtl

Liked by jaredpolla
184 others

AUGUST 24

Add a comment...



betobarroco • F
Fugazzi Pizza

betobarroco Dic
yet? Only a fe
the Lady Gaga a
support of the in
every LG sold go
initiatives Found
@goalinitiatives

FR
Avez-vous comm
? Plus que qu
commander le L
@fugazzinizza e

l'init
sera
initia

Edite

Like
173

AUGUST 30

Add a



barber.streisand • Follow
Percival Molson Memorial Stadium

barber.streisand This Sunday I'll
doing live art for a great cause

goalinitiatives and barber.streisand
goalinitiatives • Original audio

GOAL INITIATIVES

FOUNDATION

X

Leandro
Vergara



GOAL X MLS



STADE SAPUTO TO HOST GOAL MTL EVENT ON OCTOBER 17

MONTREAL - For the first time ever, Stade Saputo will host GOAL MTL, a friendly community soccer tournament and skills competition event, on Sunday, October 17, at 11am.

This annual event celebrates the Montreal restaurant industry while raising money for the [Goal Initiatives Foundation](#).

The Goal Initiatives Foundation, whose mission is to promote mental health and well-being through soccer, has been organizing such events since 2010.

"We are thrilled to team up with CF Montréal for this year's event. Soccer has the ability to bring together Montreal's diverse community like no other sport. As such, Stade Saputo is the perfect venue for this tournament," said Paul Desbaillets, founder of the Goal Initiatives Foundation. "The past 18 months have been a trying time for Montreal's restaurant and bar industry, as has been the case for numerous small businesses around the world. As we edge closer to a return to normalcy, we are pleased to be able to come together again to fundraise for a cause so dear to our hearts."

This revamped version of GOAL MTL will include more than 20 teams made up of key figures from all across Montreal's restaurant and small business communities who will compete in a tournament and skills competition. Live music, artist performances, an array of food and beverages, and several special activities will be awaiting participants at the door!

Access to this event is reserved for season tickets members and [Collectif CFM](#) subscribers. More details will be communicated to members in the coming days.







HEARTSHAPEDHANDS
A KEI KAMARA FOUNDATION



GOAL INITIATIVES

FOUNDATION

Some GOAL Events

1 Caribbean Carnival x GOAL
@ Pub Burgundy Lion
February 19th, 2023

2 GOAL's "Balls Out" Ball
@ Hyatt Centric Old Montreal
May 2023

3 GOAL MTL - Annual Footy
Festival & Tournament
July 23rd, 2023

4 GOAL Ontario
August 2023



SOME OF OUR PARTNERS



PARK

Silver Star
MONTREAL

JACK DANIEL'S



Carlsberg®

CAFÉ
OLIMPICO

el Jimador®



Allstate®
You're in good hands.

DRIV *The
1st
Half*

88 big bang

X BY GLENMORANGIE
A SINGLE MALT WHISKY MADE FOR MIXING

www.goalinitiatives.org

GOAL iNITIATiVES

FOUNDATION

Connect with our Team: initiativegoal@gmail.com

Paul Desbaillets: Paul@goalinitiatives.org