

**GOAL
INITIATIVES**
FOUNDATION

GOAL initiatives Foundation 2024





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

2024 Beneficiaries





la fondation
Patrice Bernier

Some of our past recipients



HEARTSHAPEDHANDS
A KEI KAMARA FOUNDATION



SOCCER
QUÉBEC



Tyndale St-Georges
Fondation • Foundation



KANPE



DANS LA RUE 30



PLAY
PROUD



BLACK
PLAYERS
FOR
CHANGE



PARTAGEONS | SHARE THE
L'ESPOIR | WARMTH
RIGHT TO PLAY
PROTECT. EDUCATE. EMPOWER.



Montreal Community
Cares Foundation





 **DeRo**
FOUNDATION
DEVELOP • STRENGTHEN • SUSTAIN



la fondation
Patrice Bernier







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





as our Marketing Partner

Cult MTL is a daily web and monthly magazine focusing on Montreal arts, culture, news, sports and city life. Along with interviewing artists, promoters, entrepreneurs and other prominent local and international figures, we feature analysis and criticism by our editorial staff, columnists and freelancers, curate a daily To-Do List and run the annual Best of MTL readers poll.

It is our primary goal and mission to promote culture in this incredible city.



GOAL VISIBILITY WITH CULT MTL

- Print & DPDF
- CultMTL.com
- Social Media

Cult MTL READERSHIP

Monthly page views
1.3M

Monthly online users
1.1M

Monthly print readership
100K

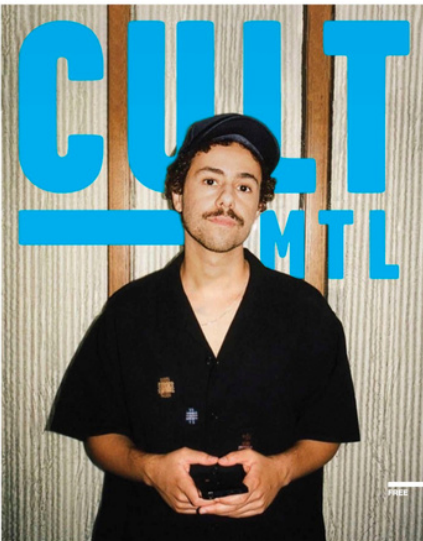
Social Media (montly reach)

Facebook 6M

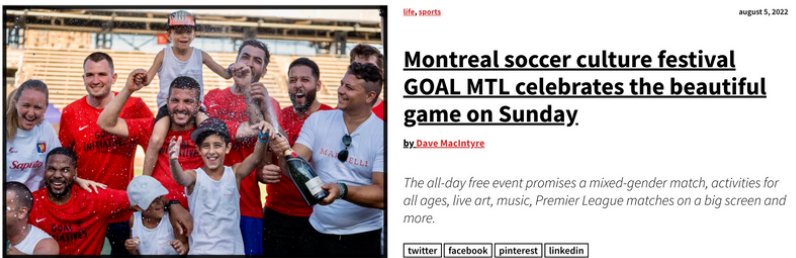
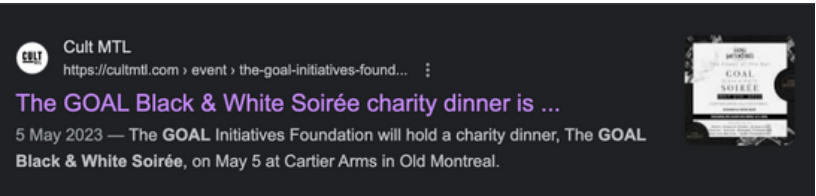
Twitter 1M

Instagram 200K

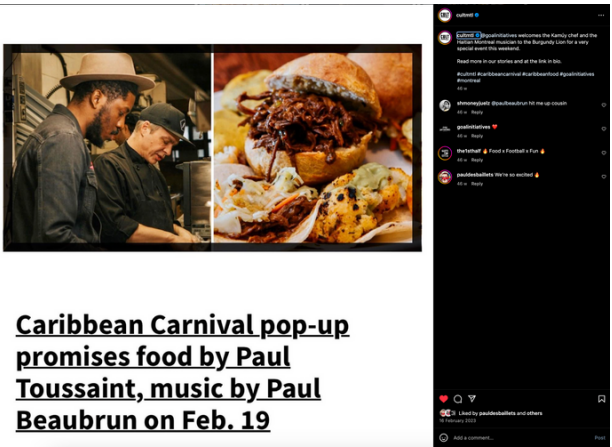
Digital & Print



CULTMTL.com



Social Platforms





DARBY
GOAL INITIATIVES

A Football Festival in the Heart of Montreal



food & drink, music

february 15, 2023

Caribbean Carnival pop-up
promises food by Paul Toussaint,
music by Paul Beaubrun on Feb. 19

by Lorraine Carpenter

GOAL Initiatives welcomes the Kamúy chef and the Haitian Montreal musician to the Burgundy Lion for a very special event.



DIARY OF A SOCIAL GAL

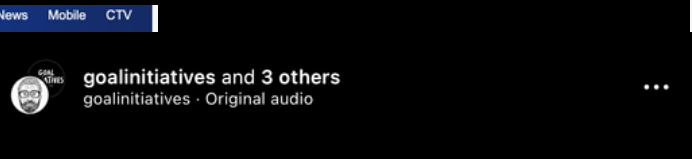
PARTY ~ LOOK THE PARTY ~ MAKE THE PARTY ~ ESCAPE THE PARTY ~ INSPIRE THE PARTY ~ DIARYTV ~ DIARY DETAILS ~

GOAL INITIATIVES INAUGURAL GOAL SOIREE THE POWER OF THE BALL!

MAY 8, 2023 by JENN CAMPBELL in PARTIES

A round of applause is in order for the incredibly impactful inaugural **Goal Initiatives' GOAL Soiree** at the new **Cartier Arms**, where Initiatives founder/beloved Montreal Restaurateur **Paul Desbaillets** – and his dream team – outdid themselves. Indeed, the “Power of the Ball theme” resonated throughout the glam fun evening (notably attended by a pack of elite athletes, creatives and business leaders), underscoring for one and all the profound impact that community and the joy of play assume in young lives. For more information, or to get involved, head to the [Goal Initiatives Foundation](#).

Photography VASILI VROULIS



Soirée caribéenne au Burgundy Lion Pub



PHOTO FOURNIE PAR LA FONDATION GOAL INITIATIVES
Les chefs Michel Childe et Paul Toussaint créeront un menu à quatre mains pour une soirée au profit de la Fondation Goal Initiatives.

Sortez vos habits colorés et votre bonne humeur pour une soirée carnavalesque inspirée des Caraïbes, alors que les chefs Paul Toussaint (Kamuy) et Michel Childe (Brugundy Lion Pub) concocteront un menu unique, le 19 février.

Publié le 9 février



ASSISTER À DES MATCHS DE FOOTBALL ET
AMASSEZ DES FONDs

7 AOÛT 9H-17H

MC GILL STADIUM 475 PINE AVE

GRATUIT FREE

Le dimanche 7 août, de 9 h à 17 h, c'est au Stade McGill qu'il faut être! Vous pourrez visionner un film de la English Premier League, déguster des sandwichs du Burgundy Lion et du café de Café Olimpico mais surtout, assister à des tournois de football où 20 équipes représentant l'industrie hôtelière et la communauté d'affaires locales s'affronteront. Ce n'est pas tout, on y retrouvera également des activités pour adultes et enfants de tous âges, de la musique, des DJ et des coupes de cheveux gratuites offertes par Maison Privée. Cette journée organisée par **Goal Montreal** est une collecte de fonds afin d'offrir un soutien

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ONE37 PM

Goal Initiatives Football Festival Returns to Montreal



clubeleven and goalinitiatives







GOAL X MLS



Press release

DROIT DEVANT

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.





7 AU 17 JUIN
GOAL INITIATIVE
PRÉSENTE
TITI

el Jimador Grolsch®

SPRAYING BRICKS FC MURAL

ART PAR PETE FOWLER





GOAL Corporate Package 2024

‘Presented By’ Partnership for Festival

Your **\$15,000** GOAL Partnership for the Festival will include:

Complete Logo Visibility

Full Employee Experience at the Festival

Full Perks and Marketing Materials

Featured Brand Activation

Charity Receipt

**Special rate on entry for a team in the
GOAL Golf Tournament**

GOAL INITIATIVES

FOUNDATION

2024 GOAL Events

1

GOAL x MURAL

Spring 2024

2

GOAL Golf Tournament & Gala

Thursday, June 13th 2024

3

GOAL MTL - Annual Footy Festival & Tournament

Sunday, July 14th 2024

4

GOAL eSports Tournament 2024



SOME OF OUR PARTNERS

evenko

el Jimador

JACK DANIEL'S
OLD
N^o 7
BRAND

CAFÉ
OLIMPICO

**The
1st
Half**



Allstate[®]
You're in good hands.

DRIV


Labatt

CULT
MTL

Carlsberg[®]

KPMG

www.goalinitiatives.org

GOAL initiatives

FOUNDATION

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