



**McGill**

Centre de recherche sur le cancer  
Rosalind & Morris Goodman  
Cancer Research Centre

# The Lung Cancer Network: Collaborate to Cure

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**The Gala**

Wednesday, June 6, 2018

Opportunities for Support

# Everything You Need to Know About the 2018 Gala —

**World-class collaboration.** Join us on June 6, 2018 to support and celebrate our internationally renowned researchers in their quest to improve the lives of cancer patients through translational research and clinical partnerships across Quebec.

- Theme** The Lung Cancer Network: Collaborate to Cure
- When** Wednesday, June 6, 2018
- Where** McGill University, Lower Campus
- What** The biennial Goodman Cancer Research Gala, one of the largest and most prestigious events on Montreal's social calendar, raises much-needed funds to support innovative cancer research at the Rosalind and Morris Goodman Cancer Research Centre (GCRC) at McGill University.
- Who** The Gala attracts a sell-out crowd of 800 prominent guests that includes McGill alumni, corporate sponsors, friends and donors committed to the fight against cancer at the GCRC.
- Why** The 2018 Gala celebrates the establishment of a large, innovative **Lung Cancer Network** that will bring together the greatest minds, big data, the best technology and the highest quality research to tackle the challenges of **lung cancer and metastatic disease**.  
At the GCRC, we know that **the key to making strides in treating cancer is close collaboration** among scientists, clinicians and their patients. Our goal is for hospitals across Montreal to partner with the GCRC in a united mission to **double the number of lung cancer survivors** in Quebec over the next 10 years.
- For** Funds will support new discoveries in the most frequent causes of cancer-related death: lung cancer and metastatic disease. By supporting the 2018 Gala, you are joining McGill to fight this disease together.
- Join us in our united mission to Collaborate to Cure.**

# The Rosalind and Morris Cancer Research Centre at McGill University —

A state-of-the-art hub for ground-breaking cancer research that has attracted and retained brilliant scientists from around the world.

Established in 1978, through a bequest from Sir Mortimer B. Davis, the McGill Cancer Centre was renamed the Rosalind and Morris Goodman Cancer Research Centre (GCRC) in 2008 in honour of the major benefactors, Rosalind and Morris Goodman.



The GCRC, located within McGill's Life Sciences Complex, is a state-of-the-art hub for ground-breaking cancer research that has attracted and retained brilliant scientists from around the world. The outstanding and diverse team includes 56 principal investigators and associate members and 300 trainees and support staff, including postdoctoral fellows, Ph.D. students, M.Sc. students, research associates and assistants, laboratory technicians, and administrative staff.

Research activities at the GCRC represent the first line of offence in the fight against cancer. Investigators focus on biomedical research and on translating these findings into new treatments and therapies that will cure or help to better manage this devastating disease.

Biomedical researchers at the GCRC are making ground-breaking discoveries, but their work is costly. Remarkable discoveries are not limited by a lack of knowledge, but rather by a lack of funding. Private donations offer vital support for innovative research initiatives that are not typically funded by large granting agencies.

# Leading The Way to The Cure ---

One in two Canadians will be diagnosed with cancer in their lifetime.

With fifty percent of the population likely to be affected by this disease, there has never been a more important time to get involved and support cancer research. The challenge may be great, but we can't allow it to overcome or deter us from what we know we can accomplish—eliminating this disease.

However, to do so we must work together with fellow scientists, clinicians and supporters like you.

A line is often drawn dividing clinicians' and scientists' roles within cancer treatments. At the GCRC, we are striving to remove these silos. We are strengthening our alliances – recognizing that together we are more powerful and effective to discover and implement new treatments – now.

The world of research is ever-changing. The GCRC pushes the boundaries of new technologies with a goal to help patients.

Did you know, the GCRC is the leading place in Canada to study the metabolism of cancer cells? With cancer depending on different metabolites to grow and spread, this is a new way to attack it.

With more than \$8.5 million in funds raised from our Galas, we not only ensure that we are keeping pace, but also taking the lead.

I am proud to say that since the first Gala was held, the GCRC has made remarkable advances.

We are continuously learning how cancers spread and why some are resistant to therapies.

It used to take a long time for basic research to make its way from the bench to the bedside. Not anymore. We now have high-end technology tools,



which have led to exciting discoveries in personalized medicine that are rapidly translated to the clinic. As a result of our efforts, cancer patients are living longer and better.

This year, we celebrate the 5th Gala, the 10th anniversary of the naming of the GCRC and the 40th anniversary of the Cancer Centre at McGill University. Join us on June 6, 2018, as we toast to future successes and continue to fight this unrelenting disease.

Together, we can create a world without cancer.

Sincerely,  
**Morag Park, Ph.D.**

*Director, Rosalind and Morris Goodman Cancer Research Centre*

*Diane and Sal Guerrero Chair in Cancer Genetics*

*James McGill Professor*

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# The Lung Cancer Network: Collaborate to Cure

In 2018, our vision is to create The Lung Cancer Network that brings together local clinical and research institutions dedicated to treating lung cancer in a networked, collaborative model. Through collaboration, we are able to leverage knowledge, expertise, resources and strategies, and the chances of success multiply. A first in Montreal, this network is poised to be best-in-class in Canada and, indeed, the world.

The Goodman Cancer Research Centre is proud to play a central role in this network by delivering research outcomes supported by advanced technological platforms and highly trained research professionals. Its goal is to improve our understanding of lung cancer, which in turn will lead to new therapeutic strategies and improved patient outcomes.

## The Lung Cancer Network will:

- **facilitate collaboration** among basic and clinician scientists, clinicians and patients leading to new approaches to understand lung cancer in the non-smoking population;
- **improve prevention, diagnosis and treatments** for lung cancer;
- **become one of the premier lung oncology networks** with local, national and international partnerships.

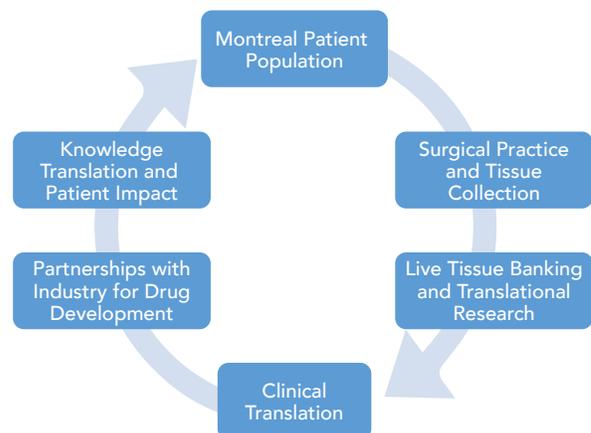


## The key scientists linked to the GCRC research in lung cancer are:

**Logan Walsh** | Expert in genomic and immune changes in lung cancer and new therapeutic targets for lung cancer.

**Sidong Huang** | Expert in understanding mechanisms to overcome resistance to therapy.

**William Muller and David Dankort** | Experts in novel preclinical animal models of lung cancer.



The network's core activities include state-of-the-art diagnosis and treatment, specialized diagnostic tests, cutting-edge translational research in lung cancer treatment and expanding the cancer biorepository, as well as crucial clinical trial networks and metrics centered on improving outcomes.

# Message from Morris Goodman ---

**Our family's story with cancer isn't unique, but perhaps that is what makes it all the more powerful.**

A diagnosis of cancer is no longer the exception, but the rule. In 2014, our family, just like thousands of other families, lost a loved one to this terrible disease.

Our connection to the Centre began in 2008 when my late wife and I discovered what was then known as the McGill Cancer Centre. We entered the building and were quickly transported into a realm of hope. Within the walls of this centre, ground-breaking cancer research was taking place, new discoveries were being made and future scientists were being trained so that, one day, they could lead the battle against cancer.



It was through Rosalind's passion for philanthropy that we are able to continue honouring her determination to eradicate this disease. By supporting the centre through events such as the Gala, we are not only funding cancer research, but we are also changing the landscape and prolonging lives.

The Gala was something conceptualized by Rosalind, and she would be very proud to know that we have raised \$8.5 million for cancer research over the past 8 years.

On June 6, 2018, we hope to surpass \$10 million.

We can't do it without you. To continue the fight against this disease, we need your help and support to finance new research and ensure scientists engage in ground-breaking research using the latest and most up-to-date technology and equipment.

Sincerely,  
Morris Goodman



# Sponsorship Opportunities

Benefits	Lead Gala Sponsor \$100,000	Platinum Sponsor \$50,000	Gold Sponsor \$25,000	Silver Sponsor \$18,000	Bronze Sponsor \$10,000
Tickets to the Gala	12	10	10	10	10
Speaking opportunity at the Gala	✓				
Premier table for guests	✓	✓	✓		
VIP photo opportunity	✓	✓	✓	✓	✓
Complimentary valet parking	✓	✓	✓	✓	✓
A private meet and greet with the GCRC's director and researchers of your choice	✓	✓			
A behind-the-scenes tour with the Director of the GCRC			✓		
Invitation to future GCRC signature events	✓	✓			
Open house tour of the GCRC				✓	✓
Acknowledgements	Lead Gala Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Logo placement on mailed invitation	Premier				
Placement on the event's signage boards	Premier	Premier	✓	✓	✓
Publicity online and in print advertising	Premier	✓	✓	✓	✓
Acknowledgement in the Gala's printed event program	Premier	Premier	✓	✓	✓
Digital name on the video screen during the event	Spotlighted	Highlighted	Highlighted	Highlighted	Highlighted
Name placement in e-newsletters and e-blasts	Premier	✓	✓	✓	✓

## Sponsorship Commitments

Gala sponsorships must be confirmed in writing by **April 15, 2018**, in order to achieve maximum media and promotional exposure, and receive all the offered benefits. Sponsorships can be purchased by completing the enclosed pledge form.

Donations of gifts-in-kind that directly underwrite costs associated with the 2018 Gala are welcome. All business/tax receipts will be issued in accordance with CRA guidelines.

For more information on how you can support the Lung Cancer Network: Collaborate to Cure, please contact:

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