

GAULTIER

SPONSORSHIP PACKAGE



WESTERN CANADA
FASHION WEEK



WESTERN CANADA FASHION WEEK

Creating a Community, Building an Industry

Western Canada Fashion Week (WCFW), the second-largest Fashion Week in Canada, was established in 2005 and has developed into a nationally-recognized event. WCFW continues to grow each season, creating a community of designers, stylists and industry professionals who shape this unique experience.

WCFW showcases local, national and international designers by providing a progressive environment for them to promote their work. Through this, we also create opportunities for models, stylists, makeup and hair artists, and photographers to collaborate with them.

Thank you for your interest in WCFW—we hope you will join us in the excitement of fashion, art and design at our bi-annual runway shows. We encourage you to support our mission and join our community through sponsoring our events. Your contributions make a positive impact to the success of our events and are recognized before our audience and the media.



PHOTO: HEIDI FERGUSON

WESTERN CANADA FASHION WEEK

At a Glance

Main Event: Two Fashion Weeks per year, Mar. + Sep.; 7-10 days of runway shows

Designers: Approximately 50 local, national and international designers per season; notable past presenters include David Dixon, G-Star Raw, Izzy Cammerlari, Joeffer Caoc and Paul Hardy

Models: 400+ per year

Audience: 15,000+ attendees for WCFW and other fashion events per year

Incubator Program: Developed to nurture and support Western Canada's young, local fashion entrepreneurs by providing them resources needed to create a marketable line

Media Coverage: Extensive recognition including magazines (Avenue, Elle Canada, Flare, LOULOU), TV (City, CTV, Global), newspapers (Calgary Herald, Edmonton Journal, Globe and Mail, National Post, Vancouver Sun), radio (CBC Radio, HOT 107)

Community Involvement: Lois Hole Hospital for Women, Canadian Breast Cancer Foundation, Global Women with Vision, Bavaria BMW fundraiser for Maier Centre for Autism Services, The Works Art and Design Festival, Edmonton International Fringe Theatre Festival, Couture for Cambodia, Bissell Center, HIV Edmonton

Unique to WCFW: Competitions to develop the design community such as the Emerging Designer Competition, Costume Design Competition, Fantasy Hair and Makeup Competition, PHABRIKATED Design Competition Winter City Competition, Lois Hole Hospital Competition, Salon Showcase (featuring innovative hair teams and salons)

Charitable Seats: Sponsored seats for youth and organizations including Archbishop Oscar Romero High School, Chimo Youth Retreat Centre, Youth Empowerment & Support Services, Terra Centre, Queen Elizabeth High School, St. Joseph High School



WHY SPONSOR WESTERN CANADA FASHION WEEK

Exclusive Benefits + Reasons to Join the WCFW Community

1. Cultivate the Art + Culture Scene

When WCFW launched, it formed a fashion design and art community that continues to grow and evolve each season. WCFW events add to the cultural richness of the city, bringing in designers, artists, and audience from across the city and Western Canada.

Being associated with fashion is very positive for your brand. We have seen great results in brand recall and action for our sponsors, including a luxury car brand that saw sales increase among the WCFW community year after year.

2. Quality of Brand Exposure

WCFW has built a large audience of fashionable, forward-thinking consumers across multiple demographics. By showcasing up-and-coming young designers as well as established industry professionals, we draw an audience that ranges from trendsetting young adults who are looking for exciting new ways to express their personality, to high-income professionals wanting to enrich their lives with luxury goods and services.

With 8 nights of shows with different themes, WCFW sponsors get exposure to a new audience of attendees (350 per night) and show participants each night (1000+ per season).

Sponsors get promotion across all media channels, prior, during and after the event. In addition to being recognized at each show, WCFW acknowledges sponsors on our website for six months after fashion week. WCFW has a very active social media presence and coverage through blogs and fashion websites.

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3. Support Small Businesses

One of the main missions of WCFW is to help and support the growth of small businesses in the fashion, beauty and design industries. Small businesses are the backbone of the economy and comprise 98% of all businesses in Canada (Consumer Trend update www.ic.gc.ca, Sep. 2012). Through our events, we help promote and create opportunities for fashion retailers, beauty salons and emerging designers.

4. Give Back to Local Causes

WCFW is committed to working with organizations that change the fabric of our society. In 2016 we are supporting the Youth Empowerment & Support Services. Our main charity for 2014 was the Lois Hole Hospital for Women. *“The Lois Hole Hospital for Women provides excellence in care to women of all ages and in all stages of life, and this latest technology positions our hospital to continue to be at the forefront for our grandmothers, mothers, our daughters, our sisters, and our friends.”* —Lynn Mandel

5. Fantastic Networking + Team-building Opportunity

Sponsors receive passes to attend WCFW shows. Bring along your staff and clients to enjoy an inspiring event with performers, runway fashion shows, art competitions and more—with 8 nights of different programs, there’s something for everyone.

All WCFW Sponsorship Packages can be customized to maximize the benefits for the sponsor.

We sincerely appreciate our returning sponsors each season and look forward to working with new sponsors. The individuals and organizations who support WCFW make a difference not only for the local fashion industry, but for the greater community, impacting the face of art and culture across Western Canada. Sponsorship packages are arranged per season. For two seasons (full year sponsorship), special discounts can be negotiated. Please contact us today to learn more.

Sandra Sing Fernandes, Director

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Skype: phabrikmagazine

Web: www.westerncanadafashionweek.com



WCFW SPONSORSHIP LEVELS + OPPORTUNITIES

Platinum—\$25,000

Exclusive Title Sponsor

Advertising:

- Category exclusivity
- First right of refusal on the title sponsorship for next season
- Blog post on wcfw.ca
- 6 months website recognition; logo on WCFW website Homepage
- Coverage on all media interviews, press releases, social media (pre, during and post event) and radio/television

During 7-10 Day WCFW Event:

- 40 complimentary All Week passes
- Video clips, commercial or photography on main runway screen
- Logo placement on main runway screen
- Giveaways from runway stage
- Verbal recognition at runway show
- Logo on media wall
- Promotional material on seats each evening
- Display table, branding material in lobby

Gold—\$10,000

Advertising:

- 6 months website recognition; logo on WCFW website Sponsors page
- Blog post on wcfw.ca
- Coverage on all media interviews, press releases, social media (pre, during and post event) and radio/television

During 7-10 Day WCFW Event:

- 20 complimentary All Week passes
- Video clips, commercial or photography on main runway screen
- Logo placement on main runway screen
- Giveaways from runway stage
- Verbal recognition at runway show
- Logo on media wall
- Promotional material on seats each evening
- Display table, branding material in lobby

Silver—\$5,000

Advertising:

- 6 months website recognition; logo on WCFW website Sponsors page
- Coverage on all media interviews, press releases, social media (pre, during and post event)

During 7-10 Day WCFW Event:

- 10 complimentary All Week passes
- Logo placement on main runway screen
- Giveaways from runway stage
- Verbal recognition at runway show
- Logo on media wall
- Promotional material on seats
- Display table, branding material in lobby

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Bronze—\$1,000

Advertising:

- Logo on WCFW website Sponsors Page for 6 months

During 7-10 Day WCFW Event:

- 4 complimentary All Week passes
- Logo on media wall
- Promotional material on seats
- Display table, branding material in lobby

Donors—\$500+

Advertising:

- Name on WCFW website Sponsors Page

During 7-10 Day WCFW Event:

- 2 complimentary All Week passes

PHABRIKATED Competition Sponsor— Various

WCFW's PHABRIKATED Competition is a design competition in which designers must create a gown using any non-fabric material. Donors can contribute to the monetary prize awarded to the competition finalists. Sponsors will be recognized during the event, which is publicized by the media, as well as on the WCFW website Sponsors Page for 6 months.

In-Kind Donations

In-kind donations are much appreciated for our attendees and competition participants. In-kind donors will be recognized during WCFW as well as on the WCFW website Sponsors Page for 6 months.

Charitable Seats Sponsor—Various

WCFW has an outreach program that provides free tickets to disadvantaged youth from local high schools. Donating seats at \$25 per seat is a fantastic way to make an impact on the community. Donors receive recognition on the WCFW website Sponsors Page for 6 months and on the access lanyards worn by the youth.

Upcoming WCFW Dates

Sponsorship packages are arranged per season. Please refer to the website for the details: <http://wcfw.ca/events-tickets>

