

GAULTIER



WCFW WESTERN
CANADA
FASHION
WEEK



Creating a Community, Building an Industry

Western Canada Fashion Week (WCFW), a prominent Fashion Week in Canada, was established in 2002 and has developed into an internationally recognized event. WCFW grows 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.

At a Glance

Main Events: Fashion Week events, wcfw.ca for information

Designers: Local, national and international designers per season; notable past presenters include David Dixon, G-Star Raw, Joeffer Caoc, Diesel Jeans Simons, Joli Poli, Cherry Veric. Hairstylist celebrity Angelo Seminara, Retailer such as Holt Renfrew and La Maison Simons

Models: 200+ per year. Freelance and agency models welcome, information wcfw.ca

Audience: attendees for WCFW: A vibrant tapestry of entrepreneurs, design and business communities

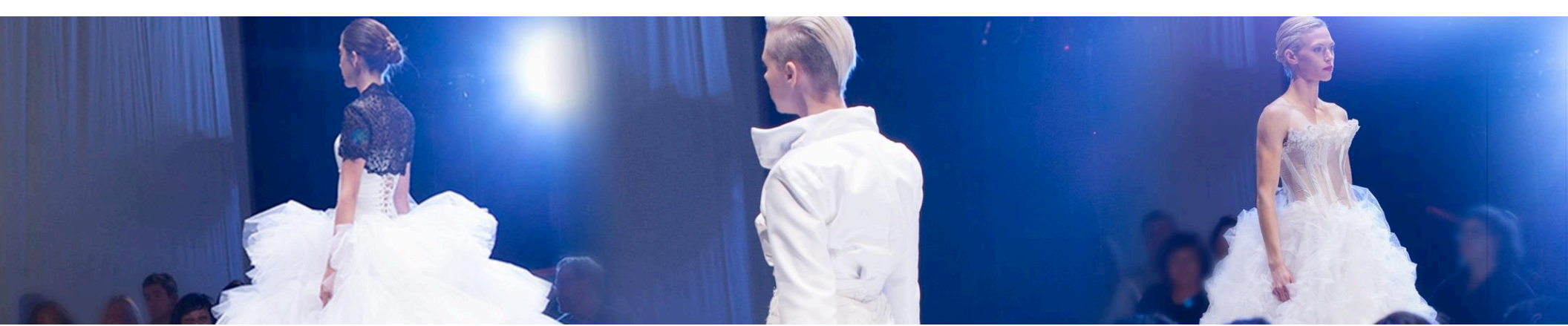
Incubator Program: Developed to nurture and support Western Canada's, local fashion entrepreneurs by providing them information needed to create a marketable line.

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, Bissell Center, HIV Edmonton, Youth Emergency Shelter, Terra Centre.

Unique to WCFW: Competitions to develop the design community such as the Emerging Designer Competition, Costume Design Competition, Hair and Makeup Competition, PHABRIKATED Design Competition. Not held every season.

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 WCFW? *Exclusive Benefits + Reasons to Join the WCFW Community*

1. *Cultivate the Art + Culture Scene*

WCFW formed a fashion design and art community that continues to grow and evolve. WCFW events add to the cultural richness of the city, bringing in designers, artists, and audience from across Canada as well as international. Being associated with our fashion week is very positive for your brand. We have witnessed great results for our sponsors, including luxury car brands that saw sales increase among the WCFW community year after year.

2. *Quality of Brand Exposure*

WCFW has built a large audiences 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 personalities, to high-income professionals wanting to enrich their lives with luxury goods and services.

WCFW sponsors get exposure to a new audience of attendees and show participants each night. Sponsors receive cross promotion by several media channels, prior, during and after the events. In addition to being recognized at each show, WCFW acknowledges sponsors on our website for six months after fashion week. We receive over 1 million hits each season in a combination of our social media and website.

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). We help promote and create opportunities for fashion retailers, beauty salons and emerging designers.

4. *Give Back to Local Causes*

We support organizations that change the fabric of our society such as Youth Empowerment & Support Services and 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— 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 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. Sponsorship packages are arranged per season or special discounts can be negotiated for full year sponsorships.



WCFW SPONSORSHIP LEVELS + OPPORTUNITIES

Platinum—\$10,000 - Exclusive Title Sponsor - Sponsorship packages can be customized to maximize the benefits for the sponsor.

- Category exclusivity. First right of refusal on the title sponsorship for next season.
- Blog posts and 6 months website recognition; logo and link on WCFW website Homepage.
- Placement of promotional material.
- Mentions on media interviews, press releases, social media (pre, during and post event) plus radio/television.
- During the Events: 40 complimentary tickets; Giveaways from runway stage; Verbal recognition at runway show; Logo on media wall; Collaborative video and photography projects.

Gold—\$5,000

- 6 months website recognition; logo and link on WCFW website Homepage.
- Mentions on all media interviews, press releases, social media (pre, during and post event) and radio/television.
- During the Events: 20 complimentary tickets; Verbal recognition at runway show; Logo on media wall.

Silver—\$1,000

- 6 months website recognition; logo and link on WCFW website Homepage.
- Press releases, social media (pre, during and post event).
- During the Events: 10 complimentary tickets; Verbal recognition at runway show; logo on media wall.

Bronze—\$500

- Logo on WCFW website Sponsors Page for 6 months.
- During the Events: 8 complimentary tickets.

Donors—\$200+

- Name on WCFW website Sponsors Page.
- During the Events: 4 complimentary tickets.



EMERGING DESIGNER COMPETITION SEPTEMBER

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. Not held every event. Emerging Designer Competition. Launching Stars and Shaping Careers. Visit website for information.

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 \$20 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 (minimum 10 seats).

Upcoming WCFW Dates

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

