



The 20th Annual

VOGUE CHARITY FASHION SHOW

2017 Sponsorship Package



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A Letter from the Co-Presidents

Hello to our Sponsors!

We are delighted to present to you our 20th annual Vogue Charity Fashion Show (VCFS), and our charity of the year, The Trillium Childhood Cancer Support Center (Camp Trillium). VCFS is one of the largest student-run and charitable organizations at Queen's University, as well as one of the most highly anticipated events within the Queen's and Kingston communities. As we approach our 20th year, the VCFS team wants to unite the student body and the City of Kingston to celebrate this significant anniversary. VCFS strives to give back to our community through charity and creativity.



This year, we have chosen to support Camp Trillium because many people in the Queen's community know, or have known, someone who has been afflicted by cancer, and thus, this organization has a very special place in all of our hearts, which makes us even more passionate about supporting them.



Over \$350,000 has been donated to deserving groups in the last two decades, and with our combined efforts, this number will surely grow. VCFS depends on the generosity of our sponsors, the hard work of our executive committee, and talent of our carefully selected dancers, models, independent designers, choreographers, musicians, photographers, hairstylists, makeup artists and interns to support our goals for the Kingston community.



Once again, thank you for considering a partnership with the Vogue Charity Fashion Show. It is only because of your generosity, for which we are truly grateful, that we can continue to increase growth and success year after year, and continue to showcase the amazing work, talent and creativity of a completely student-driven team. We look forward to working with you.



Sincerely Yours,

Kathryn Woodward and Susannah Davis

2017 Co-Presidents

About VCFS



The Vogue Charity Fashion Show (VCFS) is an annual fundraising performing arts show produced and executed entirely by Queen's University students. VCFS aspires to promote social responsibility by fundraising for a deserving charity every year. We have grown to become one of the largest student-run organizations on campus, comprising of over 150 students, including talented and passionate dancers, models, choreographers, student designers, and the executive committee.

Although we are a large group, VCFS has developed a tight-knit community of club members, alumni, and supporters, all of whom are instrumental in helping us achieve our fundraising goals. As we attract over 2,000 viewers to our show annually, we strive to maintain our reputation as one of the best sources of entertainment not only for Queen's University students, but also for the Kingston community.



Our 20th Show

taking place on

March

10th, 11th, 12th

At the Grand Theatre in the heart of downtown Kingston

First established in 1997, the ever-expanding show has attracted a diverse audience from the Queen's and Kingston community, and has been a creative spectacle fusing fashion, dance and art into one show. Now entering our 20th year, the show will leave audiences spellbound as we combine both locally sponsored and student designed clothing scenes with original student-choreographed dance scenes.

Our 2017 theme, MUSIC, explores the minds of iconic musicians, and the movements inspired by them throughout the 20th century. We aim to look into the social, political, and artistic worlds created by these iconic musicians, and to try to represent their legacies through fashion, dance, and music.

We hope that our fundraising and community events will expose the Kingston community to the benefits of philanthropy and the arts.



Camp Trillium

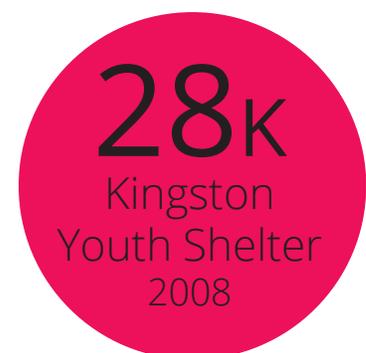
Camp Trillium (officially The Trillium Childhood Cancer Support Centre) offers year-round recreational experiences to bring children with cancer and their families together. They work to provide an environment that normalizes relationships and experiences by helping children in their healing process and enhancing their quality of life. The best part of Camp Trillium is that they offer all of their programs free to families, and are solely supported by generous donors like you.

The children who attend Camp Trillium are either battling cancer or are in remission, which would prevent them from fully experiencing the childhood many of us were lucky to have. Allowing these children to attend Camp Trillium gives them a safe space to still be children and spend time with their families, as well as keep their minds off the difficulties they are enduring during their battle with cancer.

Your support will continue to enhance the programs that Camp Trillium offers to the children, as well as help keep them running so that they will be able to touch the lives of many more children.

Our Past Charities

**amounts shown in thousands of dollars, rounded to the nearest thousand*



Why Sponsor VCFS 2017?

INCREASE YOUR BRAND EXPOSURE AND STRENGTHEN YOUR BRAND IMAGE

By partnering with the Vogue Charity Fashion Show, your company's name and logo will be directly exposed to over 2,000 students who will be attending the show, 4,000+ followers on our social media channels, as well as to over 20,000 students and faculty staff members at Queen's. Our past sponsors have reported that this increased visibility has helped their company grow as more students were interested in what they had to offer.



MAKE A DIFFERENCE AT CAMP TRILLIUM

Over the past ten years, VCFS has raised money to support charities and other worthy causes. A large majority of the funds we raised were donated by generous companies like yours.

ESTABLISH DEEP ROOTS IN THE KINGSTON AND QUEEN'S COMMUNITY

For returning sponsors, you can further establish your company as one that students and faculty members alike can call their "go-to's", whether it be for dining, apparel, or other goods. For new sponsors, once you have planted yourself in the Kingston community, you will find that the people here strive to support and build up businesses, and you will see an increased interest in your brand and what you have to offer.





Sponsorship Levels

Title Sponsor: \$10,000+

Diamond Sponsor: \$5,000 - \$9,999

Platinum Sponsor: \$1,000 - \$4,999

Gold Sponsor: \$500 - \$999

SPONSORSHIP OPPORTUNITIES

Each year, VCFS develops a variety of different sponsorship opportunities for companies to get involved. A large part of our success is due to the generous contributions from our past corporate, local and clothing sponsors.

As our sponsor, you will have the opportunity to connect with VCFS' diverse group of students from all faculties at Queen's, as well as with our growing external audience.



TITLE SPONSOR {\$10,000}

This exclusive level of sponsorship provides the highest level of brand exposure for your company. As title sponsor, your company will have the benefit of headlining our annual show in March in the format as shown on the right.

Additionally, you will be able to work with our creative team to approve of any collateral featuring your logo to ensure that your brand is properly represented.

Finally, you have the option to present up to 5 of our theme photoshoots, which is a collaboration between a local Kingston company and VCFS, which have individually reached over 7,000 viewers in previous years. These photoshoots are held in conjunction with local Kingston businesses. Please contact us for further customization.

[Your Company]

presents

Vogue Charity Fashion
Show

2017

Sponsorship Overview

	TITLE	DIAMOND	PLATINUM	GOLD
Contribution	\$10,000 +	\$5,000 +	\$1,000 +	\$500 +
Available Spots	1	18	Unlimited	Unlimited

Company recognition and Promotional Opportunities

Signage placement at the Grand Theatre	3	2	1	1
Programme Advertisement	2 Full pages	1 Full page	1/2 page	1/4 page
"VCFS thanks our sponsors" blog post	Individual Post	Individual Post	Shared Post	
Logo feature on VCFS promotional materials	X-Large	Large	Medium	Small
Company promotional material inclusion in each of the 450 VIP bags	3 items	2 items	1 item	1 item
Company logo featured on projection screen before the show	X-Large	Large	Medium	Small
Company logo on VCFS website	X-Large	Large	Medium	Small
Notable mention at the beginning of the show	●			
Company name + logo visible on VIP seats	●			

Show Invitations

VIP Admission	4	2		
Regular Admission	2	2	2	1

More Sponsorship Opportunities

VIP BAG SPONSOR {\$2,500}

As the official VIP Bag Sponsor, your contribution will be used for purchasing our VIP bags, as well as towards other products that may be included in the bags.

Your company's logo will be printed on marketing materials that will be included in each of the 450 VIP Bags (magnets, keychains, pens, etc.). Your company name will be included on the VIP reservation card on each seat to increase exposure of your contribution to our event. Additionally, your company and logo will be mentioned in our "VCFS Thanks to our Sponsors" blog post. 2 Company representatives will also have the opportunity to experience the show in VIP seats.



SILENT AUCTION SPONSOR {\$1,500}

Your generous contribution will be used for running the silent auction, and your company will be highlighted in our nightly program booklet. Your company's logo will be featured prominently on the silent auction website and all auction related marketing materials. Additionally, your company and logo will be mentioned in our "VCFS Thanks to our Sponsors" blog post. 2 representatives from your company will also be given an opportunity to attend an advanced showing of the silent auction items for sale.



PRODUCT DONATIONS

VCFS hosts numerous events throughout the year and we can work with your company to incorporate your product(s) into our events. You could donate products to be used in the giveaways or the silent auction. As well, you can donate company merchandise to be included in each of the 450 VIP bags.

Past Sponsors

Thank you to our past sponsors for supporting us, and we look forward to forming partnerships with both past and future sponsors!

AIR CANADA 

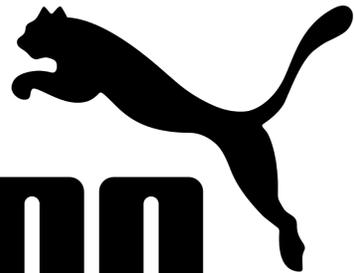


**American
Apparel[®]**

**AleHOUSE
& CANTEN**

 **MOKSHA YOGA**
Tommy's
metro

DAVIDsTEA



RONA

PUMA[®]



Johnson & Johnson

Thank You

At VCFS, we are passionate about making a difference in our community. We treasure the relationships we have forged with sponsors in the past, and we are excited to form new relationships in the future. Through this partnership, we are committed to meeting the needs of your company, and we look forward to working with you in creating yet another one-of-a-kind production.

On behalf of the entire VCFS executive team, cast and crew, we would like to thank you for taking the time to review this package and consider partnering with the 2017 Vogue Charity Fashion Show. If you have any questions, or would like to solidify your partnership as a VCFS sponsor, please feel free to contact us at any time – we would be thrilled to discuss sponsorship opportunities with you in further detail.

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