

VOGUE CHARITY FASHION SHOW

2020 SPONSORSHIP PACKAGE



Canada's largest student run fashion show.
voguecharityfashionshow.com



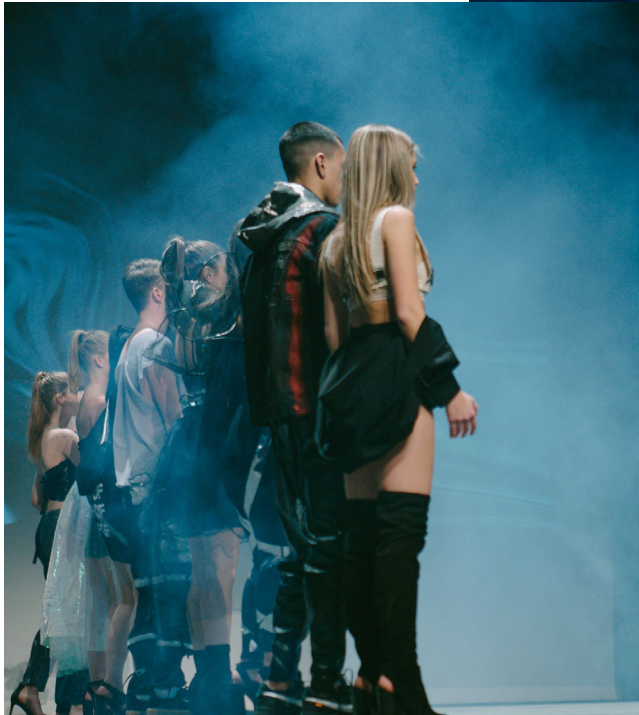
OUR MISSION

The Vogue Charity Fashion Show (VCFS) is Canada's largest student-run fashion show. Located at Queen's University in Kingston, Ontario, VCFS aspires to combine all facets of fashion, art, and philanthropy in order to raise money for a deserving charity in the Kingston area. VCFS unites the student body in order to give back to our community through charity and creativity.

22 Years

Comprised of over 130 talented and passionate dancers, models, choreographers, student designers, musicians, artists, and a dedicated executive committee, VCFS has donated over \$500,000 to more than a dozen charities since its inception. VCFS strives to maintain our reputation as one of the best sources of entertainment, while also providing students with the unique opportunity to showcase their creative talents and for ambitious leaders to drive action, all while functioning as a symbol of social responsibility and impact.

EST. 1997



Partnering with VCFS is much more than a one-off monetary donation. Our goal is to work with your organization to create an invaluable experience that maximizes your return on investment. No matter the request, our team will work to ensure that we actively contribute to your organizational goals. The unprecedented exposure of your socially responsible brand will directly contribute to a successful student-run production while providing students with the opportunity to showcase their talents and passion.



A HISTORY OF **GIVING**

Year after year, Vogue Charity Fashion Show expands on its philanthropic efforts. Here are the past charities we've supported:

- 2007 - \$23,000 for Kingston General Hospital
- 2008 - \$28,000 for Kingston Youth Shelter
- 2009 - \$32,000 for Queen's Camp Outlook
- 2010 - \$25,000 for Literacy Development
- 2011 - \$27,000 for Learning Disabilities Kingston
- 2012 - \$22,000 for Kingston Home Base Housing
- 2013 - \$44,000 for The Sunshine Foundation
- 2014 - \$44,000 for Community Living Kingston
- 2015 - \$43,000 for Jack.org
- 2016 - \$37,000 for the Happy Soul Project
- 2017 - \$56,500 for Camp Trillium
- 2018 - \$61,500 for the Canadian Mental Health Association Kingston
- 2019 - \$85,400 for the Sexual Assault Centre Kingston

OUR **CHARITY**



VCFS 2020 is proud to support Youth Diversion, a charitable organization which has offered service to youth in the Kingston area since 1974. Their core mandate is to help youth overcome challenges by providing individualized services to divert youth from risk, providing both intervention and prevention services, and working collaboratively with youth, their families and our community. They achieve this mandate through programs including Mentorship, the Youth Outreach Worker Program, SNAP, Rebound, MEND, Kairos, the Intersection Program and various Youth Justice Programs.

This organization offers immediate and effective resources on issues pertaining to disengagement, violence, crime, poverty, substance use and alienation among at-risk youth in the Kingston community. The funds raised through VCFS will directly benefit Youth Diversion's Mentoring, Rebound and Kairos programs. Expanding the reach of these initiatives will enable Youth Diversion to increase accessibility, engage a greater proportion of Kingston youth, and aid individuals in building strong social and emotional skills.

KAIROS

- Education on issues pertaining to substance use and abuse
- Supports 400 children and youth between the ages of 9-24
- Various outreach channels ranging from schools to custody facilities

REBOUND

- 10-week program which arms students in grades 7-8 with cognitive skills
- Lessons on communication, decision making and goal setting

MENTORSHIP

- Pairs youth with allies through a rigorous matching process
- Provides additional support to individuals overcoming seemingly insurmountable barriers

Your partnership with the Vogue Charity Fashion Show will enable Youth Diversion to expand their programs while spreading awareness and lowering youth incarceration rates. We are thrilled to embark on this journey in collaboration with Youth Diversion and hope that your support will aid in strengthening the Kingston community and supporting all youth in making positive choices.

PARTNERSHIP OPPORTUNITIES

TITLE SPONSOR: \$4000

This prestigious tier is an exceptional opportunity for omni channel promotion while receiving the highest level of brand exposure for your organization. As the VCFS 2020 Title Sponsor, your organization will have the distinct opportunity of headlining the largest student run fashion show in Canada.

- Comprehensive two page feature contained within the VCFS show guide
- Impactful display of company details on VCFS' digital platforms
- Prominent display of company logo throughout the duration of the fashion show
- Distinctive promotional material included within all 150 VIP Bags
- Two VIP tickets

GOLD SPONSOR: \$2000

As a Gold Tier Sponsor you have the unique opportunity to host a VCFS promotional event or an after party. You will also retain the ability to present two of VCFS' highly acclaimed photo shoots which garners an audience in excess of 20,000 individuals.

- Comprehensive one page feature contained within the VCFS show guide
- Impactful display of company details on VCFS' digital platforms
- Exclusive opportunity to host a VCFS after party
- Prominent display of company logo throughout the duration of the fashion show
- One VIP ticket

SILVER SPONSOR: \$1000

As a Silver Tier Sponsor you will obtain high profile exposure through Queen's University and the broader Kingston Community. You will also retain the ability to present one of VCFS' highly acclaimed photo shoots which garners an audience in excess of 10,000 individuals.

- Comprehensive half page feature contained within the VCFS show guide
- Impactful display of company details on VCFS' digital platforms
- Prominent display of company logo throughout the duration of the fashion show
- One General Admission ticket

BRONZE SPONSOR: \$500

As a Bronze Tier Sponsor, you will gain immense organizational exposure through an omni channel marketing approach. Promotional content will be disseminated through various social media platforms and digital outlets.

- Prominent display of company logo contained within the VCFS show guide
- Impactful display of company details on VCFS' digital platforms
- One General Admission ticket





ADDITIONAL OPPORTUNITIES

VCFS offers an exclusive opportunity for your organization to promote your products to high caliber students from Queen's University. Opportunities for in-kind contributions include but are not limited to the following:

VIP BAGS

Product contributions provide a unique marketing opportunity for your organization to gain direct exposure to 150 VIP guests. This prominent access is supplemented with branded promotional content displayed on VIP invitations and distributed within all 150 VIP Bags.

- Prominent display of company logo contained within the VCFS show guide
- Company branded VIP invitations
- Distinctive promotional material included within all 150 VIP Bags

SILENT AUCTION

Products and services contributed to the VCFS silent auction play a pivotal role in raising monetary capital which will be donated directly to VCFS' 2020 charity. Contributions in this capacity drive impactful exposure for your brand and will be promoted through both physical and digital capacities.

- Prominent display of company logo contained within the VCFS show guide
- Impactful display of company details on VCFS' Silent Auction digital platform
- Distinctive promotional material included within all Silent Auction items
- Two tickets for an exclusive advanced showing of all auction items

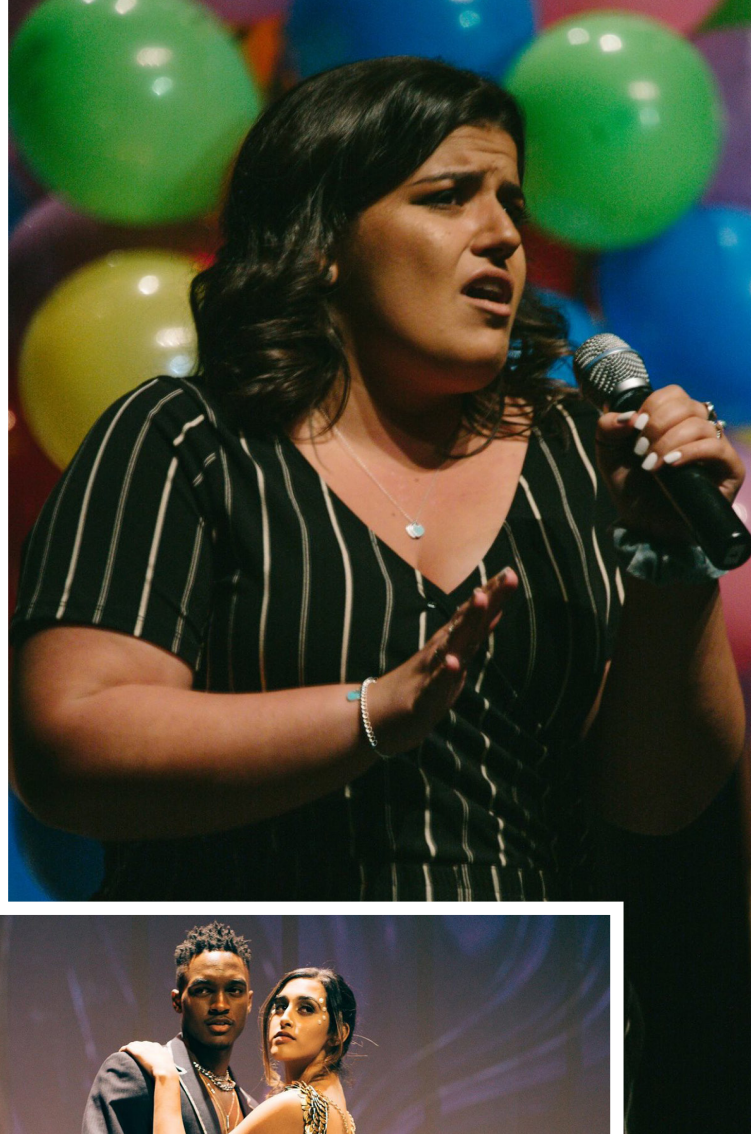
CLOTHING & DESIGN

Clothing is integrated directly into VCFS through a stylist transaction while allows VCFS to temporarily borrow items for a 4 week period. Damage deposits in tandem with contractual agreements will supplement all contributions.

Benefactions will assist in the designers in the actualization of their vision will play a pivotal role in supporting talented students in pursuit of competitive careers within the fashion industry.

- Prominent display of company logo contained within the VCFS show guide
- Distinctive promotional material included within all 150 VIP Bags
- Company branded reservation material

We are committed to directly integrating your products into our fashion show in order to promote your brand. Please contact the VCFS Sponsorship Team for unique sponsorship opportunities, and additional information.



BRAND EXPOSURE

VCFS' approach to marketing is both creative and effective. Each year, our experienced Marketing Team creates a rigorous promotional strategy which includes a social media promotionns, expansion objectives, and an integrated, omnichannel approach to achieve our specified projections. Your choice to partner with VCFS is endorsed by a powerful and widely-recognized brand, positioned on a foundation of passion and philanthropy. Our exposure is climbing exponentially as we relentlessly explore new avenues for growth. VCFS works diligently to execute campaigns which prioritize the interests of our partners, maintain a high degree of professionalism and emphasize creativity as a driving force behind our brand.





OUR REACH

Instagram - Weekly Profile Visits: 12,000+

Instagram - Average Post Likes: 525+

Facebook - Total Fiscal Year Reach: 250,000+

Facebook - Total Fiscal Year Impressions: 500,000+

Facebook - Average Unique Daily Engaged Users: 400+

LinkedIn - Average Post Views - 9,600+

Total Social Media Followers: 7,000+

Website - Monthly Pageviews: 4,400+



DEMOGRAPHIC PROFILE

- 75% Women
- Age 18-34
- Location: Kingston and Toronto

For more detailed information on demographic profiles, reach, and how we can work together to promote our shared values, please contact VCFS Heads of Marketing, Callum Linden and Moriah Chiang, at vcfs.eventsmarketing@gmail.com.

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Thank you for taking the time to read through this package. We look forward to working with you.

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