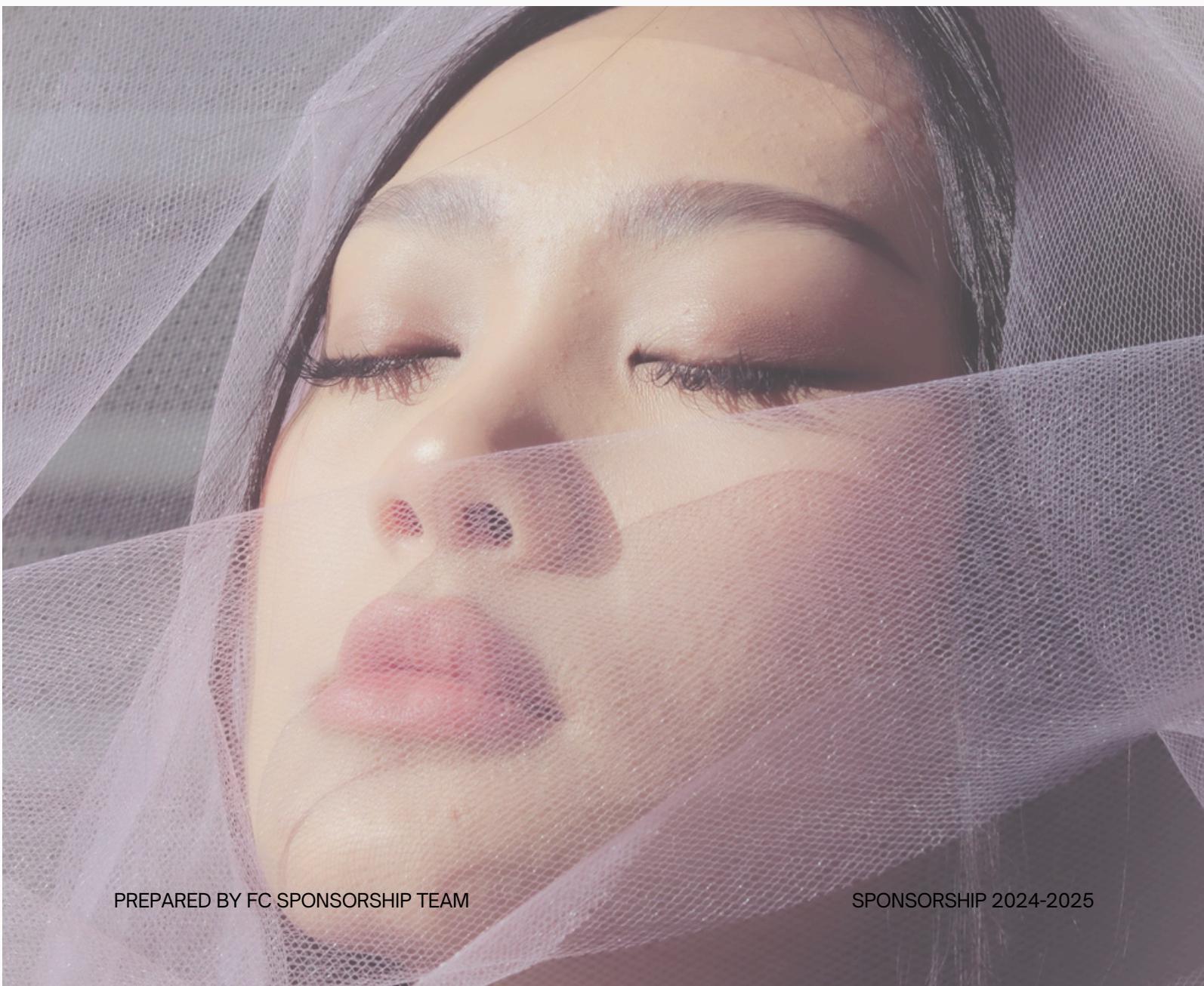


FASHION FOR CHANGE

Sponsorship Package



Who Is FC?



“The biggest annual charity fashion showcase in the KW region”
- Her Campus

Raised over \$125,000 for charity

Fashion for Change, or ‘FC’, is much more than just a collective of student talent. It’s a vibrant community acting as a catalyst for change. Through showcases, alongside an annual fashion show, our team has been able to successfully raise money for various charities and causes including the KW Humane society. Our mission is to use the power of fashion and community to inspire positive change and uplift those in need. Each year, we unite students from all disciplines, fostering both artistic growth and a deep sense of social responsibility. FC’s influence extends beyond the campus, reaching into the broader community to engage people in meaningful conversations about sustainability, inclusivity, and social justice. As we look ahead, we’re committed to expanding our efforts, supporting even more charitable initiatives, and continuing to be a force for good, proving that fashion can truly drive transformative change.



Our People:

- Largest student-run charity fashion show in the Tri-City Area (Kitchener-Cambridge-Waterloo)
- 1500+ audience members
- 130 team members, collaborating to put together the annual fashion show

Benefits

As a sponsor, not only do you get the opportunity to shine a light on your business/organization, you get to play a key role in our philanthropic endeavors. By partnering with us, you will find yourself amongst a collective force that is actively working towards a more creative and impactful future.

01 Enhanced Visibility

Increase your brand's exposure amongst a diverse and engaged audience comprised of students and the local KW Community

02 Tailored Sponsorship

Our team offers sponsorship opportunities that cater towards your marketing objectives and budget, whether that be brand awareness, lead generation or community engagement

03 Dedicated Team

Our Sponsorship Director and Managers are committed to delivering a seamless experience, where your satisfaction is top of mind



04 Competitive Edge

Associate your brand with socially conscious and innovative initiatives. Working with FC allows you to position your brand as you desire

05 Multi-Channel Brand Promotion

Your brand will be promoted across a range of channels, including social media platforms, press releases and event materials, ensuring maximum reach

Marketing Opportunities

Promotional Channels

FC offers many opportunities for sponsors to be promoted within the FC community as well as to FC's audience. Here are just a few of the opportunities available as promotional channels:

- Instagram Post/Story
- Magazine
- Showday Book
- Campus Posters
- Website

01 Model/Dance Workshops

- Training Sessions for 80+ models/dancers
- 2 full days of learning and exercise
- Amazing opportunity to serve food/refreshments

02 Holiday Showcase

- Holiday themed 'coffee house' for 200-300 attendees
- Opportunity for booths to sell sponsored food/refreshments, baked goods, holiday items

03 Theme Release Party

- Theme, date, charity goal announcement party for highly anticipated annual show, with 200+ attendees
- Opportunity for sponsored food/refreshments, gift bag items

04 Show Day

- Annual FC Charity Fashion Show, with 700+ attendees
- Multimedia presentations, exciting catwalks, entertaining show
- Vigorous on-campus + online promotion
- Opportunity to have Sponsor Booths for sale of goods, as well as opportunity to sponsor clothing, makeup, materials, decor, etc. for scenes

Previous Sponsors



Monetary Packages

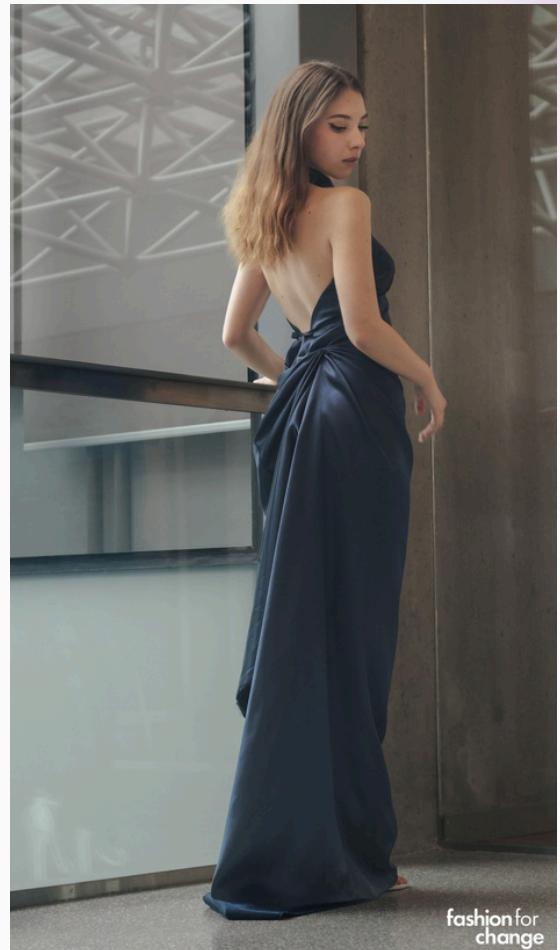
	Bronze \$200	Silver \$350	Gold \$500	Platinum \$1000
Logo in Show Promo	✓	✓	✓	✓
Booth at Show	✓	✓	✓	✓
5 min Intermission Lease				✓
Honorable Mention		✓	✓	✓
Sponsor Scene				✓
Print Ad in Show Programme	✓	✓	✓	✓
Feature in Promo Videos			✓	✓
Recognition in Press Coverage				✓
Profile on Social Media		✓	✓	✓
Logo on T-Shirts				✓
VIP Pass to Show	✓	✓	✓	✓
Distribute Company Swag	✓	✓	✓	✓

Non-Monetary Options

FC offers various opportunities for organizations to provide non-monetary sponsorships.

Unlock the power of non-monetary sponsorship opportunities to boost your brand's presence and make a remarkable impact at Fashion for Change events. These valuable partnerships not only elevate the quality of our events but also showcase your brand's commitment to community engagement.

- **Food and Beverage:** Enhance your brand's reach by providing culinary delights, ensuring a taste of your quality at our events.
- **Printing & Design Services:** Capture immediate attention by contributing visually stunning promotional materials that highlight your brand's commitment to quality and innovation.
- **Clothing/Textile:** Provide clothing and accessories that adorn our models, showcasing your brand's style.
- **Beauty and Hair:** Enhance the allure of our models by partnering with us to provide makeup/hair services.
- **Equipment and Technology:** Take your brand's reputation to new heights with cutting-edge technology support, reinforcing your commitment to delivering exceptional event experiences.
- **Media & Publicity:** Make headlines by providing extensive coverage for our events through a media outlet
- **Decor & Set:** Create visually captivating backdrops for our events, ensuring your brand's visual presence and artistic sophistication are in the spotlight.
- **Venue:** Elevate your brand by partnering with us to transform event spaces into memorable, experiences that reflect your commitment to excellence.
- And more!
 - In place of tangible goods/services, your brand can also provide gift cards and coupons



fashion for
change

Contact

You can reach out to us for any questions or to move forward with our proposal.

-  Kaavya Subas
-  Sponsorship Director, Board of Directors
-  fcsponsorship2025@gmail.com