

THE
CANADIAN
ARTS &
fashion
AWARDS
2019



MAY 30, 2019 | THE FAIRMONT ROYAL YORK HOTEL | TORONTO

CAFA was created to celebrate and support the Canadian Fashion Industry.

Through the recognition and promotion of outstanding achievement and emerging talent in Canadian fashion, CAFA is dedicated to generating a stronger appreciation and market for our artists both in Canada and abroad and to the economic development of the Canadian fashion industry.

CAFA is committed to further developing and cultivating our home grown talent by creating educational programs, mentorship and financial opportunities and establishing collaborative relationships that strive to unite the fashion community and the various existing, national fashion initiatives.

A stylish and sophisticated evening, the CAFA Gala unites artists and influencers from across the country to celebrate the diversity and creativity inherent in Canadian fashion as we recognize Canada's most promising designers, stylists, image makers, models and business leaders.





From left to right: Suzanne Rogers on the red carpet, Aldo Bensadoun receiving The Outstanding Achievement Award with Cheryl Hickey on stage, Supermodel Meghan Collison.

THE OPPORTUNITY

Be a part of the premiere fashion industry event in Canada.

CAFA presents an excellent opportunity for organizations to create a highly visible alignment with Canadian culture, creativity and innovation. Partnering with CAFA provides access to a valuable demographic of forward-thinking business leaders, stylish innovators, and early adapters.

In its 5th year, CAFA successfully garnered:

- Over 200+ million media impressions
- Over 20 million social media impressions
- 740+ pieces of key media coverage from across the country

CAFA was represented in a combination of broadcast and strong print and digital coverage from both fashion and traditional media outlets with an advertising value equivalent of over \$10 million+.

In addition to the Awards event, CAFA is committed to creating and delivering focused and engaging programming throughout the year in support of the Canadian fashion industry. Events including industry round tables, speaker series', cross-sector collaborations and trunk shows provide on-going opportunities for co-branding and sponsorship.

There are unlimited opportunities for involvement and we will work with you to customize a package to meet your specific needs and goals.

Contact Vicky Milner for more information at vmilner@cafawards.ca



From top left: Sylvia Mantella on the red carpet, DJ at the after-party, Aleece Wilson receiving The Fresh Face of the Year Award.

AWARD CATEGORIES

The Womenswear Designer of the Year Award

The Menswear Designer of the Year Award

The Award for Emerging Talent, Fashion

The Award for Emerging Talent, Accessories

The Accessory Designer of the Year Award

The Fashion Innovation Award

The Image Maker Award

The International Canadian Designer Award

The Stylist of the Year Award

The Model of the Year Award

The Fresh Face of the Year Award

The Fashion Impact Award

The Digital Fashion Influencer Award

The Fashion Design Student Award

Outerwear Brand of the Year

Outstanding Achievement Award

Makeup Artist of the Year

Hair Artist of the Year

The Sustainability Award

The Vanguard Award



From top left: Triarchy receives The H&M Sustainability Award with Jessica Stasskewitsch and Supermodel Alek Wek, CAFA Founding Director Brittney Kuczynski on stage, the after-party.

LEAD SPONSORSHIP

\$100,000

- title sponsorship of a designer of the year award category (womenswear or menswear)
- category exclusivity
- legacy title of founding presenting sponsor for all subsequent CAFA Galas
- three branded tables of 10 people (30 guests) at the exclusive gala dinner and awards ceremony with preferred table placement
- 30 tickets to the official after-party
- verbal recognition during the opening remarks at the gala dinner and awards ceremony
- speaking opportunity (3-5 min) during the gala dinner and awards ceremony
- opportunity to brand a custom cocktail
- full page ad in the CAFA program
- logo inclusion on Gala Step & Repeat
- logo and sponsorship recognition on all marketing materials in premium position
- inclusion in all print and digital media
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad in premium position
- inclusion in the social media campaign through Twitter feeds, Facebook pages, and Instagram
- first right of refusal for 2019 sponsorship

PLATINUM SPONSORSHIP

\$75,000

- category exclusivity
- two branded tables of 10 people (20 guests) at the exclusive gala dinner and awards ceremony with preferred table placement
- 20 tickets to the official after-party
- verbal recognition during the opening remarks at the gala dinner and awards ceremony
- speaking opportunity (3-5 min) during the gala dinner and awards ceremony
- opportunity to do an onsite-activation
- full page ad in the CAFA program
- logo inclusion on Gala Step & Repeat
- logo and sponsorship recognition on all marketing materials in premium position
- inclusion in all print and digital media
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad in premium position
- inclusion in the social media campaign through Twitter feeds, Facebook pages, and Instagram
- first right of refusal for 2019 sponsorship



From top left: Jessica Mulroney at the awards dinner, Maripier Morin on stage, Cailli and Sam Beckerman on the red carpet, the awards dinner with CAFA President Vicky Milner on stage.

GOLD SPONSORSHIP

\$55,000

(maximum of 4 gold sponsors)

- two branded tables of 10 people (20 guests) at the exclusive gala dinner and awards ceremony with preferred table placement
- 20 tickets to the official after-party
- full page ad in the CAFA program
- logo inclusion on Gala Step & Repeat
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad in premium position
- inclusion in all print and digital media
- inclusion in the social media campaign through Twitter feeds, Facebook pages, and Instagram

SILVER SPONSORSHIP

\$35,000
(maximum of 6 silver sponsors)

- one branded table of 10 people at the exclusive gala dinner and awards ceremony with preferred table placement
- 20 tickets to the official after-party
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad
- full page ad in the CAFA program
- inclusion in all print and digital media
- inclusion in the social media campaign through Twitter feeds, Facebook pages, and Instagram

BRONZE SPONSORSHIP

\$25,000

(maximum of 10 bronze sponsors)

- one branded table of 10 people at the exclusive gala dinner and awards ceremony
- 10 tickets to the official after-party
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad
- half page ad in the CAFA program
- inclusion in all print and digital media
- inclusion in the social media campaign through Twitter feeds, Facebook pages, and Instagram



From left to right: Supermodel Kim Cloutier on the red carpet, Joe Zee host of CAFA 2018 on stage, CAFA President Vicky Milner on the red carpet.



From top left: Richard Simons on the red carpet, Interview with Greta Constantine, Ela and Martin Aldorsson winners of The Accessory Designer of the Year Award, Kardinal Offishall presenting The Menswear Designer of the Year Award to Atelier New Regime.

AWARD CATEGORY SPONSORSHIP

\$40,000

(maximum of 20 category sponsors)

- title sponsorship of award category
- opportunity to present award at Gala
- one branded table of 10 people at the exclusive gala dinner and awards ceremony
- 10 tickets to the official after-party
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad
- inclusion in all print and digital media
- full page ad in the CAFA program
- inclusion in the social media campaign through Twitter feeds, Facebook pages, and Instagram

PRESENTING ENTERTAINMENT SPONSOR

\$35,000

- one branded table of 10 people at the exclusive gala dinner and awards ceremony
- 10 tickets to the official after-party
- exclusive media opportunity with the Entertainer
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad
- half page ad in the CAFA program
- inclusion in all print and digital media
- inclusion in the social media campaign through Twitter feeds, Facebook pages, and Instagram

AFTER-PARTY PRESENTING SPONSOR

\$60,000

- one branded table of 10 people at the exclusive gala dinner and awards ceremony with preferred table placement
- 10 tickets to the official after-party
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- logo inclusion on Gala Step & Repeat
- onsite activation opportunities
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad
- inclusion in all print and digital media
- full page ad in the CAFA program
- inclusion in the social media campaign through Twitter feeds, Facebook pages, and Instagram



From left to right: Brian Richards, Renata Kaveh, and Anya Nordström at the after-party, Singer & songwriter Francesco Yates, Chloe Rogers, Jenna Bitove and Christi Himmelheber with guest.

VALET PARKING SPONSORSHIP

\$30,000

- one branded table of 10 people at the exclusive gala dinner and awards ceremony
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- sponsorship recognition in post event thank you ad
- sponsorship recognition on digital screens throughout evening
- logo on valet parking signage and valet parking ticket
- inclusion in all print and digital media
- inclusion in the social media campaign through Twitter feeds, Facebook pages, and Instagram

CORPORATE TABLE

\$10,000

- one branded table for 10 people at the exclusive gala dinner and awards ceremony
- preferred table placement
- 10 tickets to the official after-party
- logo recognition in CAFA program
- sponsorship recognition on digital screens throughout evening
- logo recognition in post event thank you ad

PATRON TABLE

\$6,000

- one table for 10 people at the exclusive gala dinner and awards ceremony
- 10 tickets to the official after-party



From left to right: Canadian National Ballet Dancer Evan McKie on the red carpet, Supermodel Grace Mahary on stage, Boxing champion Lennox Lewis on the red carpet.

THE PEOPLE

VICKY MILNER *President*

BRITTNEY KUCZYNSKI *Founding Director*

VANESSA MULRONEY & JANE HANRAHAN *Directors of Brand & Strategy Development*

COREY MANDELL *Event Producer*

DEBORAH LAU-YU *Director of Graphic Arts*

MARIA VARVARIKOS PEART & BRITTANY ELLIOT *Zoi Agency, Public Relations*

LISA KISBER *Director of Digital Content*

DONNA BISHOP *Director of Programming*

QASIM MOHAMMAD *Innovation Advisor*



THANK YOU

We hope that you can be a part of
this amazing night.

WWW.CAFAVARDS.CA