



THE
CANADIAN
ARTS &
fashion
AWARDS
2020

MAY 29, 2020 | 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.





On stage with winners and presenters from left to right: Hung Vannho with presenter Sarah Gadon, Sid Neigum with presenter and sponsor, Suzanne Rogers, Max Abadian and host Jessi Cruickshank.

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 adaptors.

In its 6th year, CAFA successfully garnered:

- Over 350+ million media impressions
- Over 30+ million social media impressions
- 1,790+ 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 \$15,787,000.

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 left to right: Supermodel Coco Rocha, award winner Sid Neigum, sponsor and presenter, Sylvia Mantella, and co-founder and designer of Greta Constantine, Kirk Pickersgill, Krystal Koo and co-founder and designer of Greta Constantine, Stephen Wong.

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



Top left: Model Krow Kian with TV host Sangital Patel.

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



On the red carpet from left to right: Singer Tyler Shaw, actress & singer Vanessa Williams, actress Karine Vanasse and supermodel Rachel Roberts.

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



Left: Francoise Kirkland, special Outstanding Achievement Award honoree Douglas Kirkland and presenter Catherine Martin. Middle top: Actress, Amanda Brugel, KOTN co-founders, Ben Sehl, Mackenzie Yeates and Rami Helali. Middle bottom: Mackage co-founders, Eran Elfassay, Elisa Dahan, TV personality Tracy Moore. Right: Stylist Carey Tauben with Youtube star Gigi Gorgeous.

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: CAFA International Canadian Designer Honoree, Aurora James with author Rupri Kaur, Viktor Horsting, CAFA Vanguard honoree Thierry-Maxime Loriot, Rolf Snoeren, and TV personality Traci Melchor.

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



Left: Erdem on the red carpet. Middle top: Jason Wu on stage. Middle bottom: Imran Amed on stage. Right: Iris Apfel on the red carpet.



Right: Supermodels Tasha Tilberg and Dayle Haddon.

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



From left to right: Digital fashion personalities, Cailli and Sam Beckerman, Co-Founders of Goodee, Byron Peart & Dexter Peart and Founder of Frank and Oak, Ethan Song, fashion influencer Valeria Lipovetsky and fashion icon, Jeanne Beker.

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

\$7,000

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



Left: Stylist and fashion personality, Jessica Mulroney. Right: Dancer and digital star, Donté Colley.

THE PEOPLE

VICKY MILNER *President*

BRITTNEY KELLEHER *Founding Director*

DONNA BISHOP *Director of Programming*

MICHAEL MONACO *Director of Business Development*

DEBORAH LAU-YU *Director of Graphic Arts*

ZOÏ AGENCY *Public Relations*

QASIM MOHAMMAD *Innovation Advisor*

LISA KISBER *Director of Digital Video Content*



THANK YOU

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

WWW.CAFAVARDS.CA