



**F A S H I O N  
H E A L S**

HOSTED BY

**TORONTO FASHION WEEK**

## *About Fashion Heals*

Fashion Heals is an annual fashion show and fundraiser featuring the patients, caregivers, and employees of SickKids Hospital. The proceeds from the event support an Innovation Grant for Paediatric Cancer Research and Care, enabling SickKids researchers to develop new procedures, therapies, and treatments for children with cancer as well as the SickKids VS Limits Campaign.

The event showcases the accomplishments and impact of the amazing SickKids community through the involvement of SickKids patients, caregivers and doctors. It is an impressive evening filled with inspiring stories, great music, delicious food and drinks, and, of course, great fashion!

It is a night where SickKids patients and families can forget about illness and celebrate with other patients and families and the SickKids staff that helped them heal.

This year will be the 5th edition of Fashion Heals and will once again be hosted by Toronto Fashion Week in February, 2019, in the heart of Yorkville.

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*I truly have never done something like that before, and it is an experience I will never forget. I felt confident, strong, and beautiful walking down that runway. Hearing the crowd cheer and the words of my story being told was an indescribable feeling of pride and gratitude. I am so thankful for all of the memories I made that night.”*

— Emily (2018 Model and Patient)

**2018  
Sold Out**

Two Weeks Prior to the event

**50+**

Patients, Doctors, Nurses and other medical professionals celebrated as our featured models over the last 4 events.

**3**

Major Innovation Initiatives funded

IN SUPPORT OF  
**SickKids®**

Proceeds from this event support SickKids Foundation



## Why Support Fashion Heals

To date Fashion Heals has raised \$250,000 toward patient care research. In past years funding has supported the work of Dr. Jennifer Stinson, who is finding innovative ways to ease the anxiety and stress associated with medical procedures through virtual reality. Most recently, the grant monies were awarded to Dr. Cynthia Hawkins, a SickKids researcher with a focus on paediatric brain tumours.

Dr. Hawkins has developed tests to match treatments to specific genetic mutations, allowing patients with less aggressive tumors to be treated with oral medicines instead of undergoing the side effects associated with more intensive and toxic I.V. chemotherapy. These diagnostic tests are being adopted by hospitals across the country and around the world, and those unable to do the testing in-house often send their samples to SickKids, which Dr. Hawkins says has the necessary equipment thanks to donors like Fashion Heals.

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*Now they can go home and take a pill and they don't feel sick from it, says Dr. Hawkins. "These funds are literally changing the way we care for patients."*

SickKids is a world renowned, best in class asset that builds a hopeful future by leveraging the best and brightest researchers and cutting-edge technology. Fashion Heals is proud to support these important research advancements.

Fashion Heals' success relies on the generous support of sponsors alongside the growing community of attendees and patrons. We enjoy a growing and robust community reach, connected through the SickKids community, business and individuals.

Please review the options on page 3 and feel free to contact our Founder and Co-Chair, Elke Rubach, at [elke@rubachwealth.com](mailto:elke@rubachwealth.com) or the sponsorship team at [info@fashionheals4sickkids.com](mailto:info@fashionheals4sickkids.com).

100%

of proceeds dedicated to the Fashion Heals Innovation Grant and the SickKids VS Limits Campaign

1 Million

5 Year FUNDRAISING GOAL

*Dr. Hawkins' research has led to faster and more accurate diagnoses for kids with cancer*

IN SUPPORT OF  
**SickKids**

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## Sponsorship Opportunities

We are pleased to provide our sponsors with exclusive profile offerings via our website, social media and PR and through the media presence leading up to, and at the event. We would be happy to work with your company on a customized sponsorship package.

Some benefits you will receive include:

- Recognition as an Official Sponsor of Fashion Heals, including promotion at the event;
- Recognition on a looped video behind the runway;
- Company website link and promotion on the Fashion Heals website; and
- Featured in the Fashion Heals' social media campaign, ads and press releases.

**50%**  
Increase in  
attendance in 2018

### Presenting Sponsor \$50,000 (1)

- Recognition as the Presenting Sponsor of Fashion Heals, including promotion at the event;
- On stage/on air recognition by event host;
- Your logo prominently displayed on the event's step and repeat photo area (or similar);
- Interview for a blog post and Instagram post with a link to your Company's website;
- Fashion show VIP Seating for 4 with your Company's logo and 4 additional afterparty tickets;
- VIP Private Platinum Lounge with your Company's logo including premium bottle service and designated server; and
- Exclusive tour of SickKids with a focus on the work of the Innovation Grant recipients.

Fundraising in 2018  
up by  
**70%**

### Platinum Sponsor \$25,000 (2)

- On stage/on air recognition by event host;
- Your logo on the event's step and repeat (or similar);
- Company website link and promotional web banner ads displayed on the Fashion Heals website;
- Interview for a blog post and Instagram post with a link to your Company's website;
- Fashion show VIP Seating for 2 with your Company's logo and 2 additional afterparty tickets; and
- VIP Private Platinum Lounge with your Company's logo including premium bottle service and designated server.

### Media Coverage

Last year included our 2018 media sponsors Boom 97.3, 93.5 The Move as well as ET Canada, ETalk

### Style Sponsor \$15,000 (3)

- On stage/on air recognition by event host;
- Instagram post with a link to your Company's website; and
- Fashion show VIP Seating for 2 and 2 additional afterparty tickets



 *Become a Patron*

### Friends of Fashion Heals \$5,000

- Recognition on the Fashion Heals Website;
- VIP Seating for 2 and 2 additional afterparty tickets