



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

About Fashion Heals

Fashion Heals for SickKids, the glamorous and inspirational fundraiser and fashion show you'll never forget.

Very little can compare to how you'll feel watching SickKids patients – children and adults alike – and their devoted doctors and clinicians rock the runway in support of the hospital's Innovation Grant for Paediatric Cancer Care and Research and the SickKids VS Limits campaign.

But we need the support of generous sponsors like you. With your help, at our 2019 event we will raise \$250,000, celebrate remarkable advancements in paediatric cancer treatment and care, and bear witness to the profound impact your very support is having on the lives of incredibly courageous survivors and their families.

Our stylish 5th annual edition is happening on October 2, 2019 and hosted by The Atrium @ Ricarda's in the Entertainment District. It's a party for a cause with fine food and drink, Blake Carter and Peter Kash from 93-5 The Move and of course, a one-of-a-kind fashion show curated by Toronto's premier fashion consultancy, La Closette.

“

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)



HOSTED BY RICARDA'S

**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.

4

Major Innovation Initiatives funded

IN SUPPORT OF
SickKids®

Proceeds from this event support SickKids Foundation



www.fashionheals4sickkids.com

info@fashionheals4sickkids.com

The Atrium @ Ricarda's, 2019

Why Support Fashion Heals

To date, Fashion Heals has raised \$250,000 toward patient care. Our 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 tumours 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.

“

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 our growing community of attendees and patrons.

Want to learn more about how you and your organization can make a real difference for kids with cancer and their families? Please contact our Founder and Co-Chair, Elke Rubach, at elke@rubachwealth.com, or the sponsorship team at 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 also through the growing media attention we receive 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 social media post with a link to your Company's website;
- Fashion show VIP seating for 10 with your Company's logo;
- Access to the VIP Lounge area including premium service; 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 social media post with a link to your Company's website;
- Fashion show VIP seating for 6 with your Company's logo; and
- Access to the VIP Lounge area including premium service.

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 4 with your Company's logo.



 *Become a Patron*

Friends of Fashion Heals \$5,000

- Recognition on the Fashion Heals Website;
- VIP Seating for 4.