

# SPONSORSHIP OPPORTUNITIES



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

IN SUPPORT OF  
**SickKids<sup>®</sup>**

Proceeds from this event support SickKids Foundation

SEPTEMBER 30TH, 2020

HOSTED BY  
FAIRMONT ROYAL YORK



## Our Story

Fashion Heals for SickKids is the fundraiser – and the 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. Proceeds from this year's event will support groundbreaking research initiatives surrounding paediatric cancer treatment and care, help meet the ever-increasing needs for mental health and wellness programs at the SickKids' Centre for Community Mental Health (CCMH), and contribute to the SickKids VS campaign to help build a new hospital.

**\$445,000**

Funds Raised for SickKids to Date

**5**

Major Innovation Initiatives funded

Our stylish 6th annual edition is happening on Wednesday, September 30th, at the prestigious Fairmont Royal York Hotel. It is a party for a cause with fine food and drink and a one-of-a-kind fashion show. Fashion Heals for SickKids is a night to remember.

*Watch the Video of Fashion Heals 2019 ▶*

“

*Classy event with every attention to detail. An enjoyable and vibrant night, marrying a great cause with an opportunity to meet the very kids and parents who need our help and have benefited from the foundation's philanthropy.”*

— Peter Carayiannis,  
CEO Conduit Deloitte LLP

“

*We are thrilled to be the host sponsor for this year's Fashion Heals for SickKids. The Royal York has a strong history of contributing to the amazing work of SickKids through charitable fundraisers. As a marquee event so intricately tied directly to the patients at SickKids, Fashion Heals is special in every way. We look forward to pulling out all the stops to make 2020 a truly Royal Experience!”*

— Anita Gleeson,  
Director of Business Development





## *Our Chair and Co-Founder*

**Elke Rubach is a former practicing lawyer and founded Rubach Wealth, a Holistic Family Advisory for comprehensive financial planning. She is active on several boards, including SickKids' Professional Advisory Council.**

It's been five years! Even when I think it's not possible, Fashion Heals becomes more of an integral part of my being every year, touching my heart in so many ways. Our mission has remained constant, Fashion Heals is about the kids. It's about their stories and their time to be powerful and take centre stage. Of course, it is also about raising money to make a difference in innovation and patient care at SickKids' hospital!

We are confident that 2020 will be our best ever experience. We are privileged to have the Fairmont Royal York Hotel as our host sponsor, with new delights to make the evening memorable for our models, their families, our guests, and our sponsors.

Thanks to our growing Fashion Heals team, which are made up of amazing people who work tirelessly year-round to bring together a truly memorable experience.

Thank you to all our returning sponsors for your partnership, you are part of the journey and are making a significant difference. If you are considering joining us as a sponsor this year, we promise that you will leave with a sense of pride and accomplishment. Your support goes well beyond the monetary impact. We invite you to meet the families and your life will be forever changed.

- Elke Rubach, Co-Founder and Chair of Fashion Heals

“

*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)



## Sponsorship Opportunities

We are pleased to provide our sponsors with exclusive profile offerings, including website, social media, PR, and through the media presence leading up to, and at the event. We would be happy to work with your company to create a custom sponsorship package that would best suit your brand's values and objectives.

### Presenting Sponsor \$50,000

- Premiere recognition as the Presenting Sponsor of Fashion Heals on our website, social media and throughout promotion at the event - including on stage, pre-show slides, in the programme, and on the Step & Repeat red carpet
- Signature opportunities for branding FH materials
- Fashion show VIP Seating & VIP Lounge experience
- Pre-show cocktails, meet & greet & photo ops
- Customized extras to meet your sponsorship goals

### Platinum Sponsor \$25,000

- Recognition as a Platinum Sponsor of Fashion Heals on our website, social media and promotion at the event - including pre-show slides, programme, and Step & Repeat red carpet
- Fashion show VIP Seating & VIP Lounge experience
- Pre-show cocktails, meet & greet, & photo ops
- Select extras available to meet your sponsorship goals

### Style Sponsor \$15,000

- Recognition as Style Sponsor of Fashion Heals on our website, social media, and promotion at the event - including programme, pre-show slides
- Fashion show VIP Seating for 4 & VIP Lounge experience

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

- Recognition as Friend of Fashion Heals on our website and inclusion in the programme
- Fashion show VIP Seating for 4 & VIP Lounge access



This year's Fashion Heals event will be hosted by Fairmont Royal York on September 30th, 2020

*1 Million*

5 Year FUNDRAISING GOAL

### Special Opportunities.

Talk to us about these unique opportunities to sponsor a specific part of our event.

Model Family Sponsor

Runway Sponsor

Lounge Sponsor

Photo Memory Sponsor

Signature Drink Sponsor

### Connect With Us

[www.fashionheals4sickkids.com](http://www.fashionheals4sickkids.com)

[info@fashionheals4sickkids.com](mailto:info@fashionheals4sickkids.com)



@fashionheals4sickkids

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