



# FASHION BLOOMS: RAISING HOPE


*In support of rehabilitation and recovery in Israel*

**TORONTO | CALGARY**  
**MAY 23, 2024**

PRESENTED BY  
FABRICLAND / FABRICVILLE

**SPONSOR PACKAGE**





# CHW EMPOWERS WOMEN AND CHILDREN BY SUPPORTING EDUCATION, HEALTHCARE, AND SOCIAL SERVICES ACROSS ISRAEL AND CANADA.

## WHO WE ARE

Founded by visionary Jewish women in 1917, Canadian Hadassah-WIZO (CHW) is a non-political, non-partisan, national network of dedicated volunteers who believe that excellence and advancement of education, healthcare, and social services transcends politics, religion, and national boundaries.

## WHAT WE DO

We strive to excel at creating impact through our projects and programs in Israel and Canada. We aspire to be recognized as leaders by our members and friends, donors, partners and our beneficiaries in Israel and Canada.

## WHY WE DO IT

We strongly believe that every human being deserves to achieve their full potential, while living in safety and security.

## HOW WE DO IT

Our support of excellence in education, innovation in research, advancement in healthcare, safeguarding of social services, and investment in our beneficiaries, will create global impact, improve lives, and provide hope. By providing donors and volunteers with a vehicle to effect meaningful change through their philanthropy, CHW enables its supporters to make the world a better place.



# About the Event



Now in its fourth year, FASHION BLOOMS Toronto has evolved into CHW's national signature fundraising event. The event will surprise, inspire, and stimulate the senses. Guests enjoy great food, speakers, entertainment, signature cocktails, beauty, fashion, art, and pop-up experiences. The event is multigenerational and represents our diverse community of young professionals, seasoned supporters, high net-worth donors, and corporate partners together in one space. Join us for an immersive evening where your participation creates hope for those in need of recovery.

## In Support of...

The massacre of October 7th and Israel-Hamas war created devastation in Israel that will be felt for many years to come. Thousands of civilians and soldiers require rehabilitation and trauma therapy. FASHION BLOOMS proceeds will provide support for physical rehabilitation and psychological recovery efforts at Hadassah Hospital and Shamir Medical Center in Israel.

With the global rise of antisemitism, including here in Canada, proceeds will also support Jewish continuity with funding for at-risk youth through Canadian Young Judaea. Through FASHION BLOOMS CHW will provide scholarships for leadership programming and camp related experiences to enable and promote stronger ties to the Canadian Jewish community.



# THE AUDIENCE

*Event demographics for FASHION BLOOMS:*

- 275+ ticket holders
- A mixture of young, affluent professionals and seasoned, passionate volunteers and philanthropists
- Between 25 and 75 years of age
- 90% female, 10% male
- 30% single, 70% married

# THE OPPORTUNITY

*Sponsors will benefit from front row access to enhance:*

- Brand visibility
- Increase awareness
- Align your brand with a purpose, by supporting recovery and rehabilitation
- Opportunities for on-site and customized brand activation

# THE DETAILS

*All materials shared with 10,000 donors across Canada*

- **Social media posts and stories leading up to the event**
- **Newsletters and eblasts sent to entire database**
- **Prominent branding on event website**
- **Event video teaser featuring venue sponsors**
- **Opportunities to be featured in local media**
- **Sponsor branding around venue**
- **Large step-and-repeat with sponsor branding for photo-ops at event**
- **Featured placements in event recognition book**
- **Large screen display loop of event sponsors**
- **Professional photographers and videographer on site to showcase sponsor branding at event**

# LAST YEAR



# SPONSORSHIP OPPORTUNITIES

## BENEFITS

	NATIONAL PRESENTING SPONSOR \$25,000	FASHION SPONSOR \$10,000	PARTY SPONSOR \$5,000	TREND SPONSOR \$2,500	RUNWAY SPONSOR \$1,800	ACCESSORIES SPONSOR \$1,000	PATRON \$500
Industry exclusivity	✓						
Logo and hyperlink on CHW website for 12 months	✓						
Digital commercial message included in ORAH magazine, which is circulated to a database of 10,000+ for Summer 2024	✓	✓					
Full page ad in ORAH donor magazine	✓	✓					
Logo recognition on all marketing materials related to the event, which will be circulated nationally to a database of 10,000+	✓	✓	✓				
Verbal recognition by the emcee during the event	✓	✓	✓				
Logo recognition on bi-monthly e-newsletters promoting the event	✓	✓	✓				
Logo on event signboard	✓	✓	✓	✓			
Logo on multi-media loop at the event	✓	✓	✓	✓	✓	✓	
Ad or logo/name in the event program book	Double full page ad	Full page ad	1/2 page ad	1/4 page ad	Logo/name	Logo/name	Logo/name
Logo/name on the event registration page with a hyperlink to your website	✓	✓	✓	✓	✓	✓	✓
Non-official business receipt (corporate) or partial tax receipt (personal)	✓	✓	✓	✓	✓	✓	✓
Event tickets for all events	12	10	6	4	3	2	2
Opportunity to insert product in guest "Swag Bag" at both events	✓	✓	✓	✓	✓	✓	✓



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- PARTY SPONSOR \$5,000
- TREND SPONSOR \$2,500
- RUNWAY SPONSOR \$1,800
- ACCESSORIES SPONSOR \$1,000
- PATRON \$500

NAME:

COMPANY:

ADDRESS:

CITY:

PROVINCE:

POSTAL CODE:

PHONE:

EMAIL:

PAYMENT TYPE:

- VISA
- MASTERCARD
- AMERICAN EXPRESS
- CHEQUE  
(PAYABLE TO CANADIAN HADASSAH-WIZO)

NAME ON CARD:

CARD NUMBER:

EXPIRY:



THANK YOU  
FOR YOUR  
GENEROUS  
SUPPORT

To confirm your sponsorship,  
please email, [karen@chw.ca](mailto:karen@chw.ca)

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# FASHION BLOOMS

**THANK YOU FOR YOUR CONSIDERATION.**

FOR MORE INFORMATION OR QUESTIONS  
ABOUT SPONSORSHIP, PLEASE CONTACT:

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