

FOR SPONSORSHIP INQUIRIES:

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2016
FASHION
SHOW

DESIGN FASHION & TECHNOLOGY

This is your chance to be part of the passion. Differentiate yourself from the competition.

Support this premier event in Vancouver's fashion industry, the KPU 2016 Fashion Show.

KPU's Chip and Shannon Wilson School of Design offers a one-of-a-kind learning experience for students in its exemplary Fashion focused curriculum. Unique to western Canada, the Bachelor of Design in Fashion & Technology program prepares students with four years of extensive design knowledge resulting in an electrifying fashion show.

On April 6 and 7, 2016, fashion lovers, aspiring designers, industry professionals, local media, dignitaries, KPU design alumni, and business leaders will come together to enjoy the thesis apparel collections of the 2016 graduating class.

MEDIA SPONSORS



EXPOSURE

An investment like no other, exposure to this dynamic audience creates an unparalleled opportunity to highlight your business. Over the past ten years, KPU has built a reputation for professional, high quality event that receives significant publicity in communities across the lower mainland. The 2015 media coverage generated over \$100,000 in equivalent ad and promotional publicity. The 2016 event is poised to receive unprecedented media exposure, bringing even more notoriety to the sponsors and designers involved.

Presenting, Platinum and Gold sponsors will be recognized on all social media platforms from October 2015 until April 7, 2016.

Follow the 2016 Fashion Show

Website: kpu.ca/2016fashionshow

Instagram: [instagram.com/kpudesign](https://www.instagram.com/kpudesign)

Facebook: [facebook.com/ChipShannonWilsonSchoolofDesign](https://www.facebook.com/ChipShannonWilsonSchoolofDesign)

Twitter: twitter.com/KwantlenDesign

SPONSORSHIP OPPORTUNITIES

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
ONE YEAR COMMITMENT	\$15,000.00	\$7,500.00	\$5,000.00	\$2,500.00	\$1,000.00
PER YEAR/3 YEAR COMMITMENT	\$12,750.00	\$6,375.00	\$4,250.00	\$2,125.00	\$850.00

BENEFITS AND RECOGNITION					
VIP seating opportunities	12	8	4	2	1
Sponsor level exclusivity	Exclusive	Exclusive	Maximum 3	Maximum 6	Unlimited
Recognition in event lookbook	Logo	Logo	Logo	Logo	Logo
Recognition on event entrance signage and post-event thank you advertisement	Logo	Logo	Logo	Logo	Name
Recognition and link on KPU Foundation's website and KPU 2016 Fashion Show page	Logo	Logo	Logo	Logo	Name
Recognition in all print media advertisements	Logo	Logo	Logo	Name	
Advertisement in event lookbook	1 Page	1 Page	1/2 Page	1/4 Page	
Recognition on KPU 2016 Fashion Show social media platforms	•	•	•		
Verbal recognition from stage	•	•			
Recognition on Step & Repeat photo backdrop	Logo				
Recognition and link on KPU homepage webslider	Logo				
Recognition at Designer Spotlight	Logo				
Company name included in all press releases and in all KPU purchased radio broadcasting media	•				

	PORTFOLIO	VALET	HAIR	MAKEUP	MODEL
ONE YEAR COMMITMENT	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00

BENEFITS AND RECOGNITION					
VIP seating opportunities	2	2	2	2	2
Sponsor level exclusivity	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive
Recognition in event lookbook	Logo	Logo	Logo	Logo	Logo
Recognition on event entrance signage	Name	Name	Name	Name	Name
Recognition and link on KPU Foundation's website and KPU 2016 Fashion Show page	Name	Name	Name	Name	Name
Advertisement in event lookbook	1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page
Logo recognition on specific collateral	Portfolio Room Signage	Valet Signage	Casting Call Poster	Casting Call Poster	Casting Call Poster

SPONSORSHIP AGREEMENT FORM

- ☐ **Presenting \$15,000**
Exclusive
- ☐ **Platinum \$7,500**
Exclusive
- ☐ **Gold \$5,000**
Maximum 3 sponsors
- ☐ **Silver \$2,500**
Maximum 6 sponsors
- ☐ **Bronze \$1,000**
Unlimited
- ☐ **Duration of Sponsorship**
☐ 3 year (15% discount will be applied)
☐ 1 year

- ☐ **Portfolio \$2,500**
Exclusive
- ☐ **Valet \$2,500**
Exclusive
- ☐ **Hair \$2,500**
Exclusive
- ☐ **Makeup \$2,500**
Exclusive
- ☐ **Model \$2,500**
Exclusive

Contact Information

NAME		TITLE	
COMPANY NAME (LEAVE BLANK IF DONATING AS A INDIVIDUAL):			
ADDRESS			
CITY	PROV	POSTAL CODE	
EMAIL		PHONE	
DATE		SIGNATURE	

If providing a Gift-in-Kind Sponsorship,
please skip to Gift-in-Kind

Payment Options

- ☐ Cash/Cheque
payable to KPU
Foundation
- ☐ AMEX
- ☐ MasterCard
- ☐ VISA

Gift-in-Kind Sponsorship

Total value of products or service(s): \$

Please attach one of the following:

☐ Appraisal

☐ Invoice

☐ Receipt

Description of product(s) or service(s):

Recognition

Please Email
company logo to
lisa.robinson@kpu.ca
in the following
format: Illustrator EPS,
colour vector artwork

Please return this form to KPU Foundation

12666 72 Avenue
Surrey, B.C. V3W 2M8

Fax: 604.599.3138
Email: foundation@kpu.ca

*“I chose this program
because it’s the only
four-year program
that prepares you for
a career in the global
apparel economy
in fashion design,
production, and
computer technology.”*

Earls' passion and natural
knack for the arts are what
led him to follow his dreams
and enrol at KPU - a decision
that would open up more
doors than the Philippine
native could ever imagine.
More than once, Earl has
had the opportunity to
showcase his creations at
Canada's largest and most
recognized fashion events.
The award winning designer
was ranked as a top-20
finalist in the London-based,
international Hand and Lock
embroidery competition
and named Canada's
Breakthrough designer – all
before graduation.

*Earl Luigi, Alumnus
Bachelor of Design, in Fashion
& Technology*

kpu.ca/design

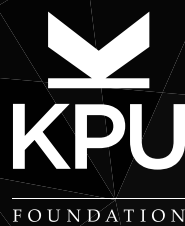


DONATE

Support the KPU 2016 Fashion Show with a donation of any amount. A tax receipt for 100% of your donation will be issued for your generous contribution. See back of page for details.

ATTEND

Visit:
kpu.ca/2016fashionshow
for ticket purchasing details.



Donor Information

NAME		TITLE	
COMPANY NAME (LEAVE BLANK IF DONATING AS A INDIVIDUAL):			
ADDRESS			
CITY	PROV	POSTAL CODE	
EMAIL		PHONE	
DATE		SIGNATURE	

I would like to donate \$_____ in support of KPU's 2016 Fashion Show

Payment Options

☐ Cash/Cheque
payable to KPU Foundation

☐ AMEX

☐ MasterCard

☐ VISA

CARD NO.
EXPIRY DATE
CARDHOLDER NAME
SIGNATURE

Please return this form to:

KPU Foundation
12666 72 Avenue
Surrey, B.C. V3W 2M8

Fax: 604.599.3138
Email: foundation@kpu.ca

Please note a tax receipt for 100% of your donation will be made out to the name and address on the donation form.

The Chip and Shannon Wilson School of Design holds its annual fashion show with assistance from the KPU Foundation. KPU Foundation is a registered charitable organization **(861562924RR0001)**.



A collection from the 2014 Fashion Show

A WORD FROM THE 2015 FASHION SHOW DESIGNERS

“The most beneficial aspect of the Fashion & Technology Degree program is getting a well-rounded education in design, marketing, and computer application. The Show focuses forward-thinking and conscious design from an array of top graduates with highly employable skills.”

Catherine Chan



“The program allowed me to discover my core values as a designer and build my knowledge of the design process. From initial concepts to production and marketing, each project tested my skills to problem solve, collaborate, and communicate. Now, entering the local industry, I feel confident to take on opportunities in a number of fields.”

Michelle Larson

“My time at KPU has been one of the most rewarding experiences of my life. The fashion show was a perfect way to showcase my abilities. It allowed employers to review my skills, and landed me an amazing position in pattern making with Kit and Ace.”

Kimberely Parker

