



**LaSalle College**  
Montréal

# SMCL

## **SPONSORSHIP PLAN**

Soirée Mode Collège LaSalle

Salle Jean-Paul-Morin

LaSalle College

November 4th, 2017

3:00 / 6:00 / 8:00

## **ELEMENT.ALL**

*Fire, water, air, and earth. Basque in the four elements that gave life to the human race. Ignite your curiosity, go with the flow, breathe in the inspiration, and get in touch with your roots. This is how we create.*

## **ALTER EGO**

*We all have alternative selves, regardless if they are super heroes or evil twins. We are inviting them to travel with us through different styles. These styles are distinct yet intimately linked. Through fashion, we will meet them and express their personalities.*

## **BASALTE**

*A dark matter that sticks and burns on the skin when erupted, Basalte is the magmatic rock that arises when contacted with air. The darkness represents the natural disaster of a world that we live in, while the bright, hot orange lava represents the fire and wildness of life's creations. different styles. These styles are distinct yet intimately linked. Through fashion, we will meet them and express their personalities.*

## **SPARKS**

*From the darkness of space, we grab the Spark of the stars to illuminate our way. Come join us during this dark time as we embark on a journey to find the spark of light, through clothes and music that is rich in atmosphere.*

# «AS A SPONSOR YOU WILL BENEFIT FROM VISIBILITY BEFORE, DURING AND AFTER THE EVENT».

*Visibility on our Facebook Page, 50 462 total reach and 10 043 people engaged;*  
*Visibility on our Instagram account, 705 followers;*  
*Visibility on our Audition SMCL Facebook Event, 36 000 total reach and 946 people engaged;*  
*Visibility reaching thousands of people during our promotional campaign;*  
*Visibility before and after the four presentations of the shows (your official logo);*  
*Visibility reaching out to over 1600 guests attending the event;*  
*Visibility to major influencers in the Quebec fashion industry, such as designers, marketers, model scouts, editors and journalists.*

	Exclusive DIAMOND 1500\$	PLATINUM 1000\$	GOLD 750\$	SILVER 500\$	BRONZE 250\$
Official mention on the thank you letter	X				
Free and reserved parking	X	X			
Logo projected before and after the show	X	X	X		
Logo on Facebook Page	X	X	X	X	X
Boosted ads on Facebook Page	5	4	3	2	1
Mentions on our Instagram account	5	4	3	2	1
VIP invitations	6	6	4	4	2

# AGREEMENT

*We will offer you visibility according to the sponsorship package you choose (see previous page) and tickets to attend the presentation of your choice:*

**A. Select your package :**

Exclusif diamond     Platinum     Gold     Silver     Bronze

**B. Describe the sponsor's responsibilities:**

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Sponsor's name : \_\_\_\_\_ Student's name : \_\_\_\_\_

Company: \_\_\_\_\_ Fashion show name: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Signature: \_\_\_\_\_

*The students of the Fashion Marketing program, under the supervision of their teachers, are responsible for planning and organizing Soirée Mode Collège LaSalle. Their responsibilities and tasks will include :*

- a.** Developing all elements for Soirée Mode Collège LaSalle : budget, theme, music, wardrobe, accessories, hair, makeup direction, model casting and public relations.
- b.** Garment selection (a fitting will be held on November 4th, 2017)
- c.** Pick up and return of all garments and equipment borrowed for the event (an inventory list will be required)

*Sponsors can help out by :*

- a.** Financial contribution (see attached sponsorship plan)
- b.** Other contributions :

Wardrobe and accessories loans - Equipment loans  
Offering specialized services  
Hair and makeup products

*N.B. The LaSalle College insurances will cover at wholesale pricing all products lost or damaged, such as garments, shoes, accessories and equipment.*

*\* Please write out the check to LaSalle College.*