



LaSalle College
Montréal



SOIRÉE MODE COLLÈGE LASALLE

SMCL



SPONSORSHIP PLAN

November 9th, 2019

3PM / 6PM / 8PM

LaSalle College

Jean-Paul-Morin Room

2000 Sainte-Catherine Street West

Students of the Fashion Marketing program, under the supervision of their teachers, are responsible for the planning and organization of Soirée Mode Collège LaSalle.

Their responsibilities and tasks include:

- Elaboration of the theme
- Budget management
- Beauty direction
- Model casting
- Musical atmosphere
- Staging and decor
- Press relations

102°

You feel weakness begin to spread throughout your body. You fall asleep as the heat builds up, and your subconscious slowly enters a delusional state. As you fall further into the dream, your fever climbs higher and higher, the temperature compromising your mind's anchorage on reality... Reaching 102°.



ALIBI?

Enter the heart of one of the most famous board games, where murder and mystery become one. The manor opens its doors for a colorful parade, where you will be invited to investigate and demystify all the secrets. Remember, every clue is at hand. Will you be able to solve this mystery?



VIVID INVASION

Express your personality through vibrant colors inspired by toxic flora and fauna. Surpass yourself and set standards, with confidence and bravery.

#SMCL19



BENEFITS

As a sponsor you will benefit from visibility before, during and after the event:

SMCL Facebook page: 93 790 people engaged, 93 605 likes and more than 1,000 reactions

Instagram: 8 122 followers

Audition SMCL Facebook Hearing: 8 300 participants and 400 people engaged

Your official logo presented before and after the three performances to 1 200 guests, including personalities from the Quebec fashion industry, fashion designers, publishers, journalists, bloggers and influencers.

	Diamond \$1500	Platinum \$1000	Gold \$750	Silver \$500	Bronze \$250
Official mention on the thank you program	X				
Free 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	3	2	1		
Mention on our Instagram Account	3	2	1		
Mention on our Instagram Stories	5	4	3	2	1
VIP Invitations	6	4	4	2	2

AGREEMENT

You will be offered visibility according to the sponsorship package you choose (see previous page) and tickets to attend the presentation of your choice:

Partners can contribute:

- Financially (the cheque must be made out to College LaSalle)
- Equipment
- Product loans
- Services

Select your package:

Diamond___ Platinum___ Gold___ Silver ___ Bronze___

Indicate any modifications or special requests:

Sponsor's name: _____

Company: _____

Date: _____

Signature: _____

Student's name: _____

Fashion show title: _____

Date: _____

Signature: _____

N.B.: The LaSalle College insurance policy will cover the wholesale price of all products lost or damaged such as garments, shoes, accessories and equipment.