



Collège LaSalle
Montréal

SMCL 2024

Soirée Mode Collège LaSalle
SPONSORSHIP PROPOSAL

#SOIRÉEMODECOLLÈGELASALLE
#SMCL24 #MONTREALFASHION #COLLÈGELASALLE
   @soireemodecollegelasalle

LASALLE COLLEGE

2000, Sainte-Catherine Street West
Jean-Paul-Morin Hall

SMCL Presentation

The second-year students of Collège LaSalle's Fashion Marketing program are proud to present the eleventh edition of the Soirée Mode Collège LaSalle (SMCL). For this edition, students dive into the captivating theme of "Fashion Identity" through three distinct fashion shows: UNTAMED, DISSIDENCE, and JACK IN THE BOX. Students analyze the issues related to the evolution of dress norms, style rebellions, and how these influences redefine modern identities. The goal is to question stereotypes, encourage self-exploration through clothing, and offer a reflection on creative freedom within the industry.

Presentations will take place on Saturday, **November 16**, 2024 at 3:30 PM, 6:00 PM and 8:00 PM in the Jean-Paul-Morin Hall at LaSalle College. Address: 2000, rue Sainte-Catherine Ouest, Montréal.

SMCL is a self-funded event, which involves seeking support from sponsors. Moving forward, we hope to foster a relationship by collaborating with you for this event and helping us create an unforgettable show. We welcome any suggestions/changes.

We are proposing to you a few packages in regards to our sponsorship.

Concepts

UNTAMED



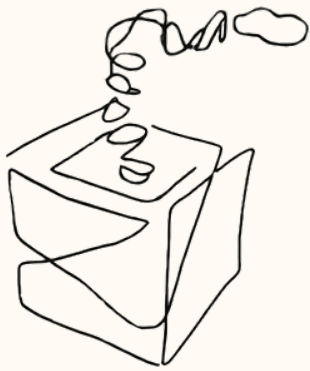
In order to meet conformity, people often conceal themselves through clothing which can be seen through minimalism.

Untamed is a celebration honouring fashion as a means of self-expression by challenging prescribed rules and uniformity. It encourages people to break free from conventional styles of dress and fully embrace individuality. Prepare to be captivated. Prepare to be untamed.

Dissidence



In our materialistic society, saturated with never-ending influences , in-store handling techniques, all-over advertising, pressures for conformity and temporary micro-trends, our choices are constantly forced. Is our clothing style then a simple passive echo of these social pressures? **Dissidence** dives in this reflection, questioning whether our appearance reflects truly our deep identity or if the norms and current trends prevent us from expressing our authenticity.



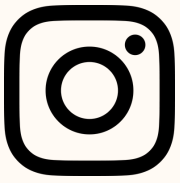
JACK IN THE BOX



Fashion is an artistic outlet that allows people to differentiate themselves and express who they are while showcasing their opposing traits. The concept of **Jack in the Box** embodies self-expression's unpredictability, using conventional and unconventional clothing to challenge the status quo. "Jack In The Box" blends playfulness, unpredictability, and individuality into fashion, reflecting your unique style. It's all about embracing contrasts and keeping others guessing while staying authentic to yourself!

Benefits

As a valued partner, your brand stands to benefit from an exposure strategy that spans before, during, and after the event. Your official logo will be displayed before and after the presentations as well as on our social media. SMCL garners attention from an audience of 1,200 guests, which includes influential figures in Quebec's fashion industry, fashion designers, publishers, journalists and bloggers. Also, your brand will gain exposure from our wide range of social media platforms and followers, which are listed below.



LaSalle College Instagram page: **23.7K followers**
SMCL Instagram page: **2.1K followers**



LaSalle College TikTok page: **37.4 K followers & 134.3K likes**
SMCL TikTok page: **783 followers & 16.7K likes**



LaSalle College Facebook page: **118K followers & 116k likes**
SMCL Facebook Page: **2.8K followers & 2.8K likes**



Packages

PLATINUM

\$1 500

Featured on Collège LaSalle + SMCL social media

- 1 Facebook reel
 - 1 Instagram reel
 - 1 TikTok post
 - 1 Instagram story
- } On Collège LaSalle's socials page

- 3 Instagram stories
- Official mention before the fashion show
- Logo featured on screen
- Banner displayed at entrance of event

(Provided by the sponsor)

- 6 VIP invitations

GOLD

\$1 000

Featured on SMCL social media

- 1 Facebook post
- 1 Instagram Post
- 1 TikTok Post
- 3 Instagram Stories
- Logo featured on screen
- Opportunity to include promotional items in gift bag
- 4 VIP invitations

SILVER

\$500

Featured on SMCL social media

- 1 Facebook Post
- 1 TikTok Post
- 1 Instagram Post
- 2 Instagram Stories
- Logo featured on screen
- Opportunity to include promotional items in gift bag
- 3 VIP invitations

BRONZE

\$300

Featured on SMCL social media

- 1 Facebook Post
- 1 Instagram Post
- 1 Instagram Story
- Logo featured on screen
- Opportunity to include promotional items in gift bag
- 2 VIP invitations

Payment Information

CHEQUE

Payable to: Collège LaSalle

MAILED TO:

Collège LaSalle

2000, Rue Saint-Catherine Ouest

Montréal, Québec

ATT: Andrew McNally

E-TRANSFER

Sponsor have to send a copy of
the **proof of payment** to:
smclcommunication@gmail.com

RBC Royal Bank

Transit number: 04896

Institution number: 003

Account number: 101 168 3

Please send the following documents to: smclcommunication@gmail.com

Please send your official logo (Format: High Resolution in Jpeg or Eps) by November 1st

SIGN THE CONTRACT BY: NOVEMBER 1ST

SEND PAYMENT BY: NOVEMBER 8TH

Your company will receive a tax receipt for your contribution

AGREEMENT

Sponsor can contribute (your company will receive a tax receipt for you contribution)

Electronic Transfers (Proof of payment must be sent to smclcommunication@gmail.com)

Cheque (Cheques must be made out to Collège LaSalle)

Select your package:

Platinum

Gold

Silver

Bronze

Indicate any modification or special request:

Please send your official logo (Format: High Resolution in Jpeg or Eps) by November 1st.

To be sent to: smclcommunication@gmail.com

Company: _____ Contact Name: _____

Telephone: _____ Email: _____

Address: _____

Date: _____

Signature: _____
Company

Date: _____

Student
Signature: _____
SMCL

Please send back the form to smclcommunication@gmail.com