

SPONSORSHIP

PACKAGE

NOVEMBER 11TH 2023

SOIRÉE MODE COLLÈGE LASALLE

SMCL

THE 10TH EDITION



Collège LaSalle
Montréal

soireemodecollegelasalle.com

The second year Fashion Marketing students of LaSalle College invite you to the tenth edition of the annual Soirée Mode Collège LaSalle (SMCL).

The event will present this season's trends in three fashion shows: Reality Check, Impulse Control and Mars.

These presentations will take place on November 11th, 2023 at 4:00 p.m., at 6:30 p.m. and at 8:00 p.m. at LaSalle College, 2000, Sainte-Catherine Street West, Montréal.

In this edition, students are delving deep into the current scenario of the fashion industry and into the impacts of our consumer behaviour. The students are analyzing issues like the manufacturing process, sustainability, and climate change. We aim to bring awareness to the Earth's problems and propose ethical solutions and different approaches to the fashion industry.

As a part of the student's learning process, SMCL is a self-funded event. This includes reaching out to the sponsors. We believe that collaborating and supporting each other in this industry is essential for this event's success and for the fashion community as a whole.

This event seeks to raise awareness and make room for reflection on the issues faced by the fashion industry.

The Three Concepts

Reality Check



The recent call to action in the fashion industry pertaining to sustainability has benefited the minds of young creatives. Pushing them to find innovative ways to manufacture clothing. We, as consumers, wear clothes. Whether for recognition or confidence, we buy garments to cover ourselves from certain truths and with that we've managed to conceal the harshest truth - the daily hardships faced by those producing our clothing, the makers. A garment's appearance is far more than just fabric and patterns, it showcases craftsmanship.

"Reality check" demonstrates the contrast between the makers of clothing and those consuming their finished product. We choose to bring to light this reality, we show respect to those in these conditions and we hope to spark a change. It all starts now.

Impulse Control

How do you imagine our future? Grim, dystopian, fast paced? We imagine it deliberate, meaningful and slow. Contradicting a present where impulsive consumption prevails and grows, our future practices the art of restraint and "Impulse Control".

We want to project our interpretation of the different phases leading to a future that embraces community and awareness as primary values.

This story is a gentle reminder that the path to a more thoughtful and sustainable future may be paved with deliberate choices, greater appreciation for the power of restraint and of course, "Impulse Control".



Mars



Compelled to abandon their home on Earth due to the irreversible damage wrought upon its environment, humanity now ekes out an existence on a planet vastly different from their once-familiar world. This new home is characterized by the unending expanse of rolling sandy dunes, reminiscent of an otherworldly desert landscape, where the harsh and arid climate mirrors the conditions of Mars. In this unforgiving realm, the planet itself serves as a formidable adversary, and the struggle for survival has become an instinct deeply ingrained in every individual, much like the enduring strength of a seasoned warrior. 3-2-1 BLAST OFF!!!

Benefits Projections

As a valued sponsor, your brand stands to benefit from a comprehensive exposure strategy that spans before, during, and after the event. Your official logo will be prominently displayed before and after the presentations, garnering attention from a discerning audience of 1,200 guests, which includes influential figures in the Quebec fashion industry, esteemed fashion designers, renowned publishers, distinguished journalists, prolific bloggers, and influential social media figures.

Social Media



LaSalle College Tik Tok page: 29.8 K followers
SMCL Tik Tok page: In production



LaSalle College Instagram page: 20,2 K followers
SMCL Instagram page: 1,1 K followers



LaSalle College Facebook page: 117 K Followers and 116k likes
SMCL Facebook Page: 2,8 K Followers and 2,9k likes

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#SMCL23
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#SMCL10

Package Options

We've designed flexible packages to suit your needs and budget.

<p>Diamond \$1,500</p> <hr/> <ul style="list-style-type: none">• Official mention on the cover of the program.• Your logo is shown after each of the presentations.	<ul style="list-style-type: none">• 2 Facebook posts• 1 Facebook Reel• 2 Instagram posts• 1 Instagram Reel• 5 Instagram stories• 4 VIP invitations
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<p>Platinum \$1,000</p> <hr/> <ul style="list-style-type: none">• Your logo is shown after each of the presentations.	<ul style="list-style-type: none">• 1 Facebook posts• 1 Facebook Reel• 1 Instagram posts• 1 Instagram Reel• 4 Instagram stories• 3 VIP invitations
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<p>Gold</p>
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<p>750\$</p>
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<ul style="list-style-type: none">• Logo shown after each of the presentations.• 2 Facebook posts• 2 Instagram posts• 3 Instagram stories• 2 VIP invitations

<p>Silver</p>
<hr/>
<p>500\$</p>
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<ul style="list-style-type: none">• Logo shown after each of the presentations.• 1 Facebook post• 1 Instagram post• 2 Instagram stories• 2 invitations

<p>Bronze</p>
<hr/>
<p>250\$</p>
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<ul style="list-style-type: none">• Logo shown after each of the presentations.• 1 Facebook post• 1 Instagram post• 1 Instagram story• 2 invitations