



CAISA FASHION SHOW 2013

Clothing
Sponsorship
Package





CLOTHING SPONSORSHIP 2013

LETTER FROM THE CLOTHING DIRECTOR

For fourteen years, members of the Canadian Asian International Students Association (CAISA) have come together from all areas of the Western University campus to execute the largest student-run charity fashion show in Canada. Throughout the last four years, we have made a collective donation exceeding \$100,000 to the Children's Health Foundation with the support of partnerships with retailer chains like Mexx, Banana Republic, and American Apparel. Headed solely by students, CAISA Fashion Show exemplifies the passionate spirit of community engagement in relations to the dynamic artistry of fashion.

This year will be our fifteenth production, a milestone opportunity to improve and to grow. We are continuing to push the envelope with our creative vision while establishing ourselves as a platform to enable sustainable change in the realm of children's healthcare. Last year, CAISA Fashion Show *Impulse* managed to raise a record-breaking \$20,000 in support of epigenetics research, ensuring that progress will be made in preventing childhood development disorders. This would not have been possible without the support of all our sponsors and we hope to continue our success this year with your involvement.

This year, we are working harder than ever to give back to our sponsors to show our gratitude. Reaching over 1,300 audience members each year, we offer a wide range of multi-channel exposure opportunities. Ranging from events like our Theme Launch Party and press releases, to social media platforms like Facebook and Twitter, we will also incorporate your designs in publications like rave cards, event posters, and full-colour spreads in our annual lookbook. In collaboration with your brand, we strive to maintain our reputation of excellence by continuously pushing the envelope to expose our audiences to new dimensions in fashion.

With your support, we can continue to deliver unparalleled entertainment and further our mission of securing big futures for little hearts in fundraising for the Children's Health Foundation.

Sincerely,

A handwritten signature in black ink, appearing to read "Jessica Liao".

Jessica Liao
Clothing Director



CLOTHING SPONSORSHIP 2013

LETTER FROM THE CHILDREN'S HEALTH FOUNDATION

May 10, 2012



To Whom It May Concern:

The Children's Health Foundation is pleased to endorse the CAISA Fashion Show being held on March 31st, 2013 at the London Convention Centre in London, Ontario. Proceeds will support the Children's Hospital at London Health Sciences Centre.

CAISA is asking for your support of their show. Your participation as an event sponsor, advertising in their event program, offering discounted rates on services, donations of clothing and merchandise donations for silent auction items will contribute greatly to the overall success of their event. Supporting Children's Health Foundation helps make it possible for researchers to make medical breakthroughs that lead to new treatment for childhood diseases and ensure that children continue to receive the best in specialized care that they so richly deserve.

We are honored to have CAISA as part of the Children's Health Foundation Family. We truly applaud their efforts and hard work to make this event a success.

Our charitable registration number is 118852482 RR0001. If you have any questions, please don't hesitate to contact me at 519-432-8564, ext. 122.

On behalf of all the children and families we serve, thank you for supporting this event.

Yours truly,

A handwritten signature in cursive script that reads "Jill Osborne".

Jill Osborne
Community Relations Director

Children's Health Foundation
345 Westminster Avenue London, ON, N6C 4V3 Tel (519)432-8564 Fax (519) 432-5907 Toll Free 1-888-834-2496 www.childhealth.ca
Charitable Registration Number 118852482 RR0001

WEBSITE: www.caisafashionshow.com | **LOOKBOOK:** www.issuu.com/caisafashionshow

TWITTER: @caisafs | **FACEBOOK:** www.facebook.com/caisafashionshow | **EMAIL:** caisafashionshow@gmail.com



CLOTHING SPONSORSHIP 2013

ABOUT THE SHOW

CAISA Fashion Show is a veteran charity fashion show, rooted in the Western University community as one of the most anticipated events of the year. Our fourteen years of production has built a reputation of excellence, delivering undisputed entertainment to our large audience while reaching over \$100,000 in donations to the Children’s Health Foundation. A fusion of choreographed dance, musical prowess, fierce runway segments, and cohesive artistry, CAISA Fashion Show is an established platform to showcase new trends and styles.

We are proud to announce that our fifteenth production will be held on **Saturday, March 16th**, 2013 at **Centennial Hall**. We are looking for retailers to dress our runways in the following attire: evening, swimsuit, lingerie, business, urban, and casual loungewear.

BENEFITS OF YOUR SUPPORT

SIGNIFICANT OUTREACH

CAISA is one of the largest lifestyle societies at Western University, reaching out to over 25,000 students and a growing 400,000 resident population in London, Ontario.

Our show brings in an annual 1,300+ audience and various news outlets, like the London Free Press.

PHILANTROPY

Increase your community brand awareness by supporting sustainable change. For the last three years, we have averaged an annual donation of \$20,000 to the Children’s Health Foundation. Our effort yields results, as shown through the establishment of the *CAISA Fashion Show Education Room* at Victoria Hospital.

MAXIMUM EXPOSURE

SOCIAL MEDIA PRESENCE

We operate on a myriad of social media platforms like Facebook, Twitter, and YouTube. This year, we will be focusing on increasing our sponsors’ exposure through blog features and v-logs.

THE LOOKBOOK

The lookbook leads the creative vision of our show. Over 5,000 copies are printed and distributed each year. To our clothing sponsors, we offer full-colour spreads and professional photoshoot resources to realize a more personal brand of print advertisement.



CLOTHING SPONSORSHIP 2013

THE NEXT STEP

If you would like to sponsor outfits for CAISA Fashion Show 2013, please review the contract below and direct any inquiries to: cfs.clothingdirector@gmail.com.

The University Students' Council of the University of Western Ontario's Canadian Asian International Students' Association (CAISA), is hosting its 15th annual Fashion Show in support of the Children's Health Foundation on Saturday, March 16th, 2013 at London Convention Centre in London, Ontario. This Student Organization (SO) would like to display clothing items from various clothing designers throughout the City of London.

_____ ("RETAILER") agrees to permit this SO to take possession of certain clothing items sold by it and to permit the SO models to wear such items in its show and the photo shoots in exchange for the free advertising of such clothing items and of the Designer at the show.

CAISA; the SO agrees to the following:

- that the SO will store the clothing items in a safe and clean area before, during, and after the photo shoots and the show;
- that food, drinks, cigarettes and strong fragrances will not be brought around the clothing items;
- that the SO will pick up the clothing items by _____ (Pick-Up Date);
- that all clothing items will be inspected during pick up to identify any concerns;
- that the SO will return the clothing items by _____ (Return Date);
- that the SO is permitted to take reasonable measures to clean any dirty or stained clothing; and,
- that the SO will pay the wholesale cost to replace any items in which are irreparably damaged or stained

Designer agrees to the following:

- that the designer be available for mandatory fittings
- that the designer will provide his/her own transportation, fabric, accommodation expenses
- that the designer will have all clothing items ready to be picked up by the Pick-Up Date;
- that the designer will inspect all clothing items prior to pick up;
- that the designer will inspect all clothing items at the time that those items are returned to identify any missing items or any items that have been damaged by the SO; and,
- that the designer will invoice the SO for any item that is missing or damaged to a maximum of the retail price of the clothing item

This Agreement, and any amendments made to it, will not become binding until signed by the University Students' Council of the University of Western Ontario. The Agreement may only be signed by someone authorized by the Retail Store to bind the Retail Store, i.e. Manager.

The parties agree to the above by providing the signature below. The agreement has been signed in counterparts:

RETAIL STORE/DESIGNER

**UNIVERSITY STUDENTS' COUNCIL OF
THE UNIVERSITY OF WESTERN ONTARIO**

Name:

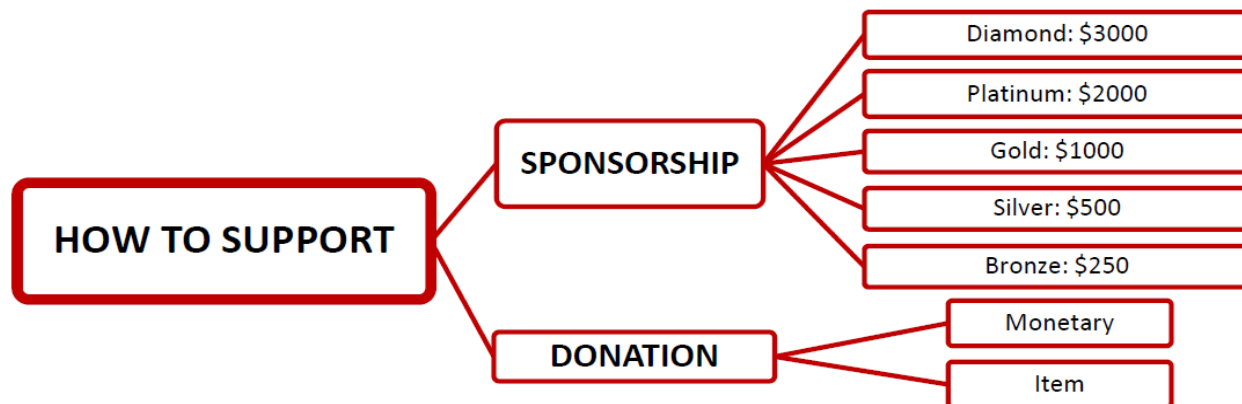
Name: Mark Wellington

Date:

Date:

ADDITIONAL OPPORTUNITIES

Monetary sponsorship and donations are also great ways to get involved with CAISA Fashion Show and support the Children’s Health Foundation. Along with our Marketing Team, we will work hard to devise marketing plans best suited for your business. Highlighted below are the varying levels of monetary sponsorships and their benefits.



MONETARY SPONSORSHIP BENEFITS

	PRIOR-SHOW	AT-SHOW	BONUSES
DIAMOND	<ul style="list-style-type: none"> In-Print: Posters, Newsletters, Flyers On-Line: Website, Blog TV Western, Radio 	<ul style="list-style-type: none"> First Stage Time (2 min) Program – Full Page Main front of house feature Video + Overhead Screen 	<ul style="list-style-type: none"> Title Sponsor Sponsored Scene 4 Free VIP Tickets Custom Graphics T-Shirt logo
PLATINUM	<ul style="list-style-type: none"> In-Print: Posters, Newsletters, Flyers On-Line: Website, Blog TV Western, Radio 	<ul style="list-style-type: none"> Second Stage Time (2 min) Program – Full Page Front of house feature Video + Overhead Screen 	<ul style="list-style-type: none"> 4 Free VIP Tickets Sponsored Scene Custom Graphics T-Shirt logo
GOLD	<ul style="list-style-type: none"> In-Print: Newsletters, Flyers On-Line: Website, Blog TV Western, Radio 	<ul style="list-style-type: none"> Program – Half Page Front of house feature Video + Overhead Screen 	<ul style="list-style-type: none"> 2 Free VIP Tickets Custom Graphics T-Shirt logo
SILVER	<ul style="list-style-type: none"> In-Print: Newsletters, Flyers On-Line: Website, Blog 	<ul style="list-style-type: none"> Program – Quarter Page Video + Overhead Screen 	<ul style="list-style-type: none"> 2 Free VIP Tickets Custom Graphics
BRONZE	<ul style="list-style-type: none"> On-Line: Website, Blog 	<ul style="list-style-type: none"> Program – Quarter Page Video + Overhead Screen 	<ul style="list-style-type: none"> 1 Free VIP Ticket Custom Graphics

*A unique promotional plan can also be tailored specifically to your company

MONETARY AND ITEM DONATIONS

We graciously accept items, products, and monetary donations. Any personal *monetary* donation over the value of \$20 is eligible to be a recipient for a tax receipt from the Children's Health Foundation. Monetary donations greater than \$100 will be listed in the 'Special Thank You' section of the CAISA Fashion Show program and website. Item donations will benefit our fashion show through our silent auction, event prizes, and VIP swag bags. Any *item* donation valued over \$100 will be listed in the 'Special Thank You' section of the CAISA Fashion Show program.

SPECIAL THANKS TO OUR 2012 CLOTHING SPONSORS



American Apparel™



Channer's



Jean machine

JOE BOXER®

Leslies Clothing

**LINCS
DC & Co**



**Lovesick
vintage**

JANIGA CHU 

MEXX

ONLY®



 **THISTLE & THORNE**

town shoes
for the love of shoes



West49