

Cut, Sew, Stitch...



"Highlighting the nation's capital as a influential platform for arts and culture through fashion and design"

Come see the finished product!

November 21st & 22nd, 2008
OTTAWA, CANADA

**Capital Fashion
Group**

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*Partial proceeds of this event will benefit the
Ottawa Regional Cancer Foundation*



BEHIND IT ALL

THE CAPITAL FASHION GROUP

The Capital Fashion Group is an Ottawa-based association whose mandate is to promote art and culture through fashion and design. As its primary initiative, the group has set out to produce Capital Fashion Week, a showcase event which will take place twice a year that will turn the city into an important platform for highlighting Canadian talent. The event is an opportunity for designers from coast to coast who have garnered attention from the general population of consumers and the media, to relay their aesthetic and their ideas through an inspired collection of garments and accessories. Since fashion has no borders, CFW also sets out to serve as opportunity for talented designers from outside the country to introduce themselves in the Canadian fashion industry and grow their brands.

Ottawa is a city of many landmarks of which Capital Fashion Week hopes to become a part. To stimulate tourism and business, this event will particularly lend to promote existing local retail and opportunities for new retail ventures. With its ever expanding population, Ottawa has become a great background for well-known commercial labels as well as up-and-coming brands, further feeding the demand for more things relating to fashion and design. With small fashion-infused events happening occasionally around the city, its time the nation's capital come together and welcome fashion-aficionados from all over to experience something fresh, bold and exciting for everyone— everyday fashionistas and industry people alike.

The premise for this showcase is to, with the support of the city and its governing bodies, gather the community under one roof to finally be able to appreciate design talent. What started out as hope for something “bigger and better” for the city will now come to fruition with your support!

Be part of this highly publicized event and enjoy the opportunity for interactive promotion with a plethora of consumers as this showcase is set to draw people by the hundreds!

Be part of the finished product!

The nation's capital is soon to become a new stage for designers to showcase their talent to some of the country's most influential people. From magazine editors to clothing manufacturers, from politicians to celebrities, from retailers to everyday trendsetters, Ottawa prepares to seriously take on the Canadian fashion scene.



ABOUT US

THE CO-FOUNDERS

Maryse Bengé

Co-FOUNDER

Growing up in a city like Ottawa, one would often unapologetically make references to fashion anytime they could... as others scarcely would," admits Bengé about her once characteristically style-shy home town.

At an early age, this photographer turned fashion writer, stylist and artistic director would delve into design through experimenting with a sewing machine and vintage patterns from the 60's her mother kept. With great inspiration, her successful creations would swiftly stir-up a passion for fashion. As a young academic, her path would eventually veer in the direction of business as she would complete a bachelor of commerce with honours from the Telfer School of Management at the University of Ottawa.

For roughly half a decade, she has engaged in fashion and photography work in Canada and the US. While fully immersed in her studies, she was artistic director for a local newspaper and actively worked as a fashion photographer on her spare time. Her experience in fashion and journalism would lead to working at a major fashion PR agency in New York, one of the world's fashion Meccas, where she helped to manage brands such as Nicole Miller, DDC Lab and Reiss London. Back home, she would work as an account executive for fashion and beauty for Ottawa Life Magazine, and would later have a stint in editorial at ELLE Canada Magazine. Covering Fashion Weeks in both Toronto and Montreal, and co-directing the benefit fashion show for the Ottawa Neuroblastoma Research Fund for CHEO, this fashion fiend can't wait to help bring the capital's fashion sense onto the map.

Sheri Chiprout

Co-FOUNDER

Sheri is a self proclaimed "Ottawa Girl" that as a child spent her free days trying on "pretty" clothes at her successful family run ladies wear store The Anna-Lee Shoppe. Can a love of fashion be hereditary? Her late grandmother Mollie would have said "yes!" especially at the purchase of her first pair of red shoes, a girl's coming of age in her family at the ripe age of 5. Sheri studied "life" in Israel for several years and was educated in Psychology and Business Administration here in Ottawa. Maybe it was the psychology, maybe the business side, or just a splash of intuition but she saw a need for fashion showcases in the Capital city a couple of years ago. Her first show What Now! a fundraiser for the Ottawa Regional Cancer Foundation, featured designers from across Canada. This show was going to serve as a launching pad and an indication of the excitement level in the city for fashion events. Well, Ottawa was excited and the show was a success! The next show, Shangri-La, was a fundraiser for Child Haven and combined Oriental elements such as dance, food and art with local stores showcasing their clothes. So stay tuned, you will be seeing more glam and glitz from this girl, it is a labour of love she can't live without.



“The apparel industry is one of Canada's largest manufacturing sectors; [it] has grown from rather modest beginnings to a reliable supplier of a wide range of consumer, industrial and institutional apparel to meet the needs of both domestic and foreign markets.”

- Eileen Melnick McCarthy,
Canadian Apparel Federation

INDUSTRY VIEW

KEY FACTS TO KNOW

Apart from being home to the largest population of Canadians, Ontario is also where you can find the highest concentration of style-conscious individuals. The *Print Measurement Bureau* estimates that in Ontario alone, top Canadian Fashion Magazine reach a combined total of over 2, 800, 000 readers with each of their issues (2007). This audience, eager to always want to know more about fashion, has certainly set a tone for the industry's offerings. The readership ranges in demographic (from 12-17 youngsters to 50+ year old style mavens) and for any advertiser many opportunities lie in targeting these groups.

To turn your attention back towards shows, Capital Fashion Week is targeted towards an audience just as diverse. Men and women 18+ will have the opportunity to absorb more about fashion through the runway presentations of a slew of designers who support different styles and aesthetics. For contributors, the hope is that such an event will eventually lead to increased educated purchases. Shoppers know what they want in clothing and more and more they now also know why.

With a population reaching close to 1.15 million¹, Ottawa shoppers are a prime example of the increase in clothing purchases by consumers. Over the last 5 years each household in the Ottawa-Gatineau area has expensed in total an average 14,500 dollars on clothing goods. Certainly a positive note for designers and retailers!

More than 65% of this multi-lingual population—where of 99% of residents, 44% has knowledge of both official languages—is considered to be part of the working-group category, which ranges roughly between the ages of 15 and 60. From a retail, sales

¹ Statistics Canada 2006 reports

and advertising/promotions standpoint, this characteristic can be heavily leveraged. Also, for designers, retailers, buyers and other industry folk alike, this market clearly proves to have a large important audience with spending power. All these people have consumed, or may choose to consume or invest in exciting and buzz-worthy products.

With the support of major governing bodies in the city, this event will be a key opportunity for exposure for designers and sponsors alike. With major broadcasting networks whose head offices are in the capital, such as CBC and Radio Canada, this event will provide a solid platform for promotion. Not only will it help to show the economic potential of the local arts scene, it will help to enrich a climate in which the arts and cultural sector can attract new revenues, to entice business and tourism.

Key facts:

- 10% of the total experience labour force, is engaged in retail trade industry
- In 2007, Ottawa first major outdoor fashion show produced by Montréal's *Sensation Mode* in light of the capital's annual Winterlude Festival, attracted more than 5,000 people to the downtown core to catch a glimpse of the collections of some of Canada's leading designers
- Ottawa is the location for taping of the second season (Fall 2008) of Slice TV's hit reality show *Project Runway Canada*
- Successful designers James Jefferson and Frank Sukhoo of *Jefferson Sukhoo* are from Ottawa.



List of Promotional Tools

Web Site *www.capitalfashionweek.ca*

High quality, easy to navigate website that will be linked to designer websites and more.

Press Releases

To local, national and international media.

All sponsors will be mentioned in the press kit issued at the event.

Banners

Your company banner displayed at the event. To be supplied by the sponsor.

Projections

Your company logo on projections at the events.

VIP Passes

Your company logo to be printed on the back of the VIP passes.

Flyers

High quality print colour, to be distributed locally to key target locations. Both for a teaser pre-launch and full launch. Double the exposure.

Email

High quality e-flyer to be distributed to thousands of contacts.

Posters

High quality colour posters to be distributed locally to key target locations.

Personalized Invitations

To be delivered to key influential people throughout the region.

Program

High quality multi-page colour program to be distributed to all attendees of Capital Fashion Week..

SWAG Bags/Product Distribution

To be distributed at the event to increase product awareness and excitement. (Amount of product needed to be discussed with organizers).



Cut, Sew, Stitch... Be part of the finished product!

SPONSORSHIP OPPORTUNITIES

1. TITLE SPONSOR \$15,000

Monetary sponsorship and/or product/services actually needed for the event

The Title Sponsor will have its company name incorporated into the Event Name as follows: "COMPANY NAME presents Capital Fashion Week".

All and every promotional item (any document, publication, press release, letterhead, banner, poster, invitations, web site, street sign, etc.) will feature your logo or name prominently at the top, to the right of the Capital Fashion Week official logo, every time it is used for the 2008 event.

On all ads and promotional documents, your logo in top-billing with Capital Fashion Week title and your logo also placed in the sponsors list at the bottom, hence double exposure.

Ongoing Visibility Oct-Nov 2008

- ✓ Press Releases- your organization name and logo.
- ✓ Flyers – your organization name and logo.
- ✓ Posters – your organization name and logo.
- ✓ Website – your organization name logo and link to your website.
- ✓ E-Flyers – your organization name and logo.
- ✓ Letterhead – your organization name and logo.

Visibility During Events

- ✓ Your name will be announced in special thanks before every set of runway shows.
- ✓ Sponsor Banner – Your organization logo in prominent location.
- ✓ Program - prominent name/logo on the front cover.
- ✓ Opportunity to have a promotional booth for the duration of Capital Fashion Week in a strategic location that has a guaranteed high captivity rate.
- ✓ Projections – organization logo.

Other

- ✓ The right to use the official Capital Fashion Week logo on your own advertising/promotions.
- ✓ 4 complimentary VIP passes to Capital Fashion Week with front row seating, which included access to the VIP/Media lounge and all festivities relating to the event.
- ✓ Opportunity to include promotional material (product samples, coupons) in swag bags (or to be distributed).
- ✓ Name and logo to be displayed on personalized invitations delivered to key influential people throughout the region.
- ✓ Sponsorship exclusivity in industry category.
- ✓ Other special benefits to be discussed with the Capital Fashion Week organizers, in keeping with the value of your support level.



2. FIERCE (Elite Level) \$8,000

Monetary sponsorship and/or product/services actually needed for the event

Ongoing Visibility Oct-Nov 2008

- ✓ Press Releases- your organization name.
- ✓ Flyers – your organization logo.
- ✓ Posters – your organization logo.
- ✓ Website – your organization logo and link to your website.
- ✓ E-Flyers – your organization logo.

Visibility During Events

- ✓ Your name will be announced in special thanks before every set of runway shows.
- ✓ Sponsor Banner – Your organization logo in prominent location.
- ✓ Program - prominent name/logo on the front cover.
- ✓ Opportunity to have a promotional booth for the duration of Capital Fashion Week in a strategic location that has a guaranteed high captivity rate.
- ✓ Projections – organization logo.

Other

- ✓ The right to use the official Capital Fashion Week logo on your own advertising/promotions.
- ✓ 4 complimentary VIP passes to Capital Fashion Week with front row seating, which included access to the VIP/Media lounge and all festivities relating to the event.
- ✓ Opportunity to include promotional material (product samples, coupons) in swag bags (or to be distributed).
- ✓ Logo to be displayed on personalized invitations delivered to key influential people throughout the region.
- ✓ Sponsorship exclusivity in industry category.
- ✓ Other special benefits to be discussed with the Capital Fashion Week organizers, in keeping with the value of your support level.

3. LUXE (Platinum Level) \$5,000

Monetary sponsorship and/or product/services actually needed for the event

Ongoing Visibility Oct-Nov 2008

- ✓ Final Press Releases- your organization name.
- ✓ Flyers – your organization logo.
- ✓ Posters – your organization logo.
- ✓ Website – your organization logo and link to your website.
- ✓ E-Flyers – your organization logo.

Visibility During Events

- ✓ Sponsor Banner – Your organization logo in prominent location.
- ✓ Program - prominent name/logo on the inside front cover.
- ✓ Projections – organization logo.

Other

- ✓ The right to use the official Capital Fashion Week logo on your own advertising/promotions.
- ✓ 2 complimentary VIP passes to Capital Fashion Week with reserved seating, which included access to the VIP/Media lounge and all festivities relating to the event.



- ✓ Opportunity to include promotional material (product samples, coupons) in swag bags (or to be distributed) or your gift bags (with your company name and logo on it) may be used as the official gift bags for the event.
- ✓ Other special benefits to be discussed with the Capital Fashion Week organizers, in keeping with the value of your support level.

4. FABULOUS (Gold Level) \$2,500

Monetary sponsorship and/or product/services actually needed for the event

Ongoing Visibility Oct-Nov 2008

- ✓ Press Releases- your organization name.
- ✓ Flyers – your organization logo.
- ✓ Posters – your organization logo.
- ✓ Website – your organization logo and link to your website.
- ✓ E-Flyers – your organization logo.

Visibility During Events

- ✓ Sponsor Banner – Your organization logo.
- ✓ Program - prominent name/logo on the inside back cover.

Other

- ✓ The right to use the official Capital Fashion Week logo on your own advertising/promotions.
- ✓ Reserved seating (x4) in the designated sponsor area, with access to the VIP/Media lounge.
- ✓ Opportunity to include promotional material (product samples, coupons) in swag bags (or to be distributed) or your gift bags (with your company name and logo on it) may be used as the official gift bags for the event.
- ✓ Other special benefits to be discussed with the Capital Fashion Week organizers, in keeping with the value of your support level.

5. GLAM (Silver Level) \$1,800

Monetary sponsorship and/or product/services actually needed for the event

Ongoing Visibility Oct-Nov 2008

- ✓ Press Releases- your organization name.
- ✓ Posters – your organization logo.
- ✓ Website – your organization logo and link to your website.

Visibility During Events

- ✓ Program - prominent name/logo on the inside back cover.

Other

- ✓ The right to use the official Capital Fashion Week logo on your own advertising/promotions.
- ✓ Reserved seating (x2) in the designated sponsor area, with access to the VIP/Media lounge.
- ✓ Opportunity to include promotional material (product samples, coupons) in swag bags (or to be distributed) or your gift bags (with your company name and logo on it) may be used as the official gift bags for the event.
- ✓ Other special benefits to be discussed with the Capital Fashion Week organizers, in keeping with the value of your support level.



6. CHIC (Bronze Level) \$1,200

Monetary sponsorship and/or product/services actually needed for the event

Ongoing Visibility Oct-Nov 2008

- ✓ Posters – your organization logo.
- ✓ Website – your organization logo and link to your website.

Visibility During Events

- ✓ Program - prominent name/logo on one full page.

Other

- ✓ The right to use the official Capital Fashion Week logo on your own advertising/promotions.
- ✓ Reserved seating (x2) in the designated sponsor area, with access to the VIP/Media lounge.
- ✓ Opportunity to include promotional material (product samples, coupons) in swag bags (or to be distributed).
- ✓ Other special benefits to be discussed with the Capital Fashion Week organizers, in keeping with the value of your support level.

7. FRESH (Event support) \$500

Monetary sponsorship and/or product/services actually needed for the event

Ongoing Visibility Oct-Nov 2008

- ✓ Press Releases- your organization name.
- ✓ Posters – your organization logo.
- ✓ Website – your organization logo and link to your website.

Visibility During Events

- ✓ Program – company name to be listed.

Other

- ✓ The right to use the official Capital Fashion Week logo on your own advertising/promotions.
- ✓ Reserved seating (x2) in the designated sponsor area, with access to the VIP/Media lounge.



8. OTHER OPPORTUNITIES

a. Cocktail Lounge and Anti-Chamber Booth

The cocktail lounge will be the area during the event where everyone will amass to enjoy food and beverages before, in between or after shows. It will be open at all times to allow for guest to visit booths and to hang around. A vendor booth is ideal for any company who would like the opportunity to interactively promote new products or services to a large and varied range of consumers. Visibility will be high, as all guests must travel through the cocktail lounge to access the main runway show room. You therefore benefit from 100% chance of being viewed at least once by every person attending the event.



The Anti-Chamber is another prime area where booth space will be available. The anti-chamber is a small gorgeous round room that opens directly to the main runway show room. Therefore every single person attending the fashion shows will view your booth at least twice. This room is the highest traffic point and therefore your booth will appear more exclusive. **Booths available on a first-come first-serve basis.*

Book your booth space now!

Cocktail Lounge Booth:	\$500
Anti-Chamber Booth:	\$675

**Cocktail room shown (above right). The room will be rid of the furniture seen in photo. Booths other design items will be placed instead for the event.*

b. Cocktail Lounge Product / Furniture Sponsorship

Be the first to dress the cocktail lounge! This is an opportunity to provide the furniture (couches, cushion cubes, etc.) for this picturesque room. In providing lounge furniture that will be borrowed only for the duration of the show, you company will benefit from great visibility as your company and logo will be included in documents used to promote the event. Your company name / logo will also be displayed on-site during the event. Finally your company will benefit from having its name incorporated in the name of the lounge, as follows: "The COMPANY NAME Cocktail Lounge".

Contact us now to book this exclusive sponsorship opportunity.



Sponsoring the lounge with products is also another great opportunity. Benefit from being able to distribute/give away samples of your latest exciting product to guests at the event in the cocktail lounge. Example of company product sponsorship: handing out...

- Your newest beverage;
- Your latest energy drink;
- Your new personal care product;
- Etc.

You could have your own promotions staff on-site in the cocktail lounge distributing the items, or you could choose to send a display/basket which would be placed at the entrance of the lounge for all guests to receive your product.

Contact us now to take advantage of this sponsorship opportunity!

c. Cocktail Lounge Product / Furniture Sponsorship

Be an exclusive sponsor for the Capital Fashion Week after-party taking place Saturday November 22nd! The after-party will welcome celebrity DJs from Los Angeles to help us celebrate the closing of the Fashion Week events.

Contact us to book your opportunity to sponsor this event and for more info!

Some of the companies and groups currently supporting The Capital Fashion and the Capital Fashion Week event include:

- ✓ **Ottawa Regional Cancer Foundation (www.orccfoundation.ca)**
- ✓ **Designs By 2 (www.designsby2.ca)**
- ✓ **7en Entertainment Group (www.7en.ca)**



OFFICIAL SPONSORSHIP FORM

Contact Name:	
Company:	
Address:	
City/Province/Country:	Postal Code:
Tel:	Fax:
E-mail:	
Web Link:	

Yes, we would like to officially sponsor Capital Fashion Week 2008 and confirm the following sponsorship option (s):

PLEASE CHECK WHERE APPROPRIATE

TITLE	_____	\$15,000	cash and/or product/services value
FIERCE	_____	\$8,000	cash and/or product/services value
LUXE	_____	\$5,000	cash and/or product/services value
FABULOUS	_____	\$3,500	cash and/or product/services value
GLAM	_____	\$2,500	cash and/or product/services value
CHIC	_____	\$1,800	cash and/or product/services value
FRESH	_____	\$500	cash and/or product/services value
Booth 1	_____	\$500	
Booth 2	_____	\$675	

Signature:

Date:

Please fax official funding request form to:
c/o Sheri Chiprout
Fax: 613-482-4524

Please forward your logo in PC or MAC High Resolution (min. 300dpi) to:
sponsorship@capitalfashionweek.ca

For more information, please contact:
Maryse Bengé at 613-850-2256
or
Sheri Chiprout at 613-276-0110

