



HEART OF FASHION

2018

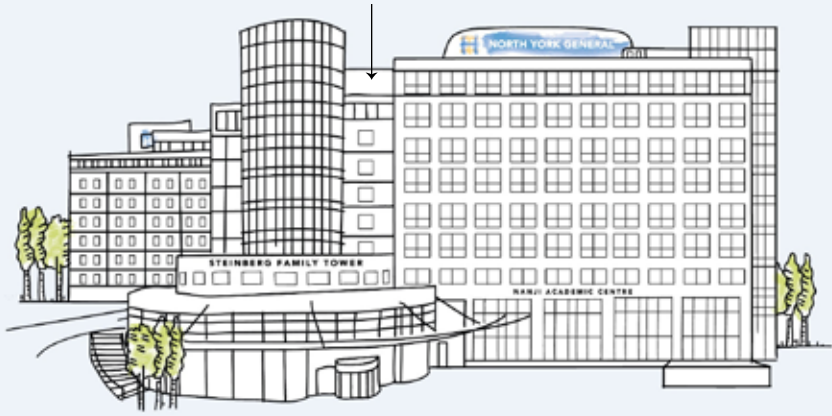
SPONSORSHIP PACKAGE



**NORTH YORK
GENERAL
FOUNDATION**

*Making a World
of Difference*

Cancer Care Unit



ABOUT THE CAUSE

Heart of Fashion 2018 will support the redevelopment of the Cancer Care Unit on North York General's 8th floor improving the care experience for our patients and their families.

To meet the needs of our growing community, NYGH is enhancing the Cancer Care Unit which includes the Anne Tanenbaum Chemotherapy Clinic, Hematology, Oncology, new facilities for drug preparation and improved patient exam rooms. It will also incorporate space for mental health support right in the unit.

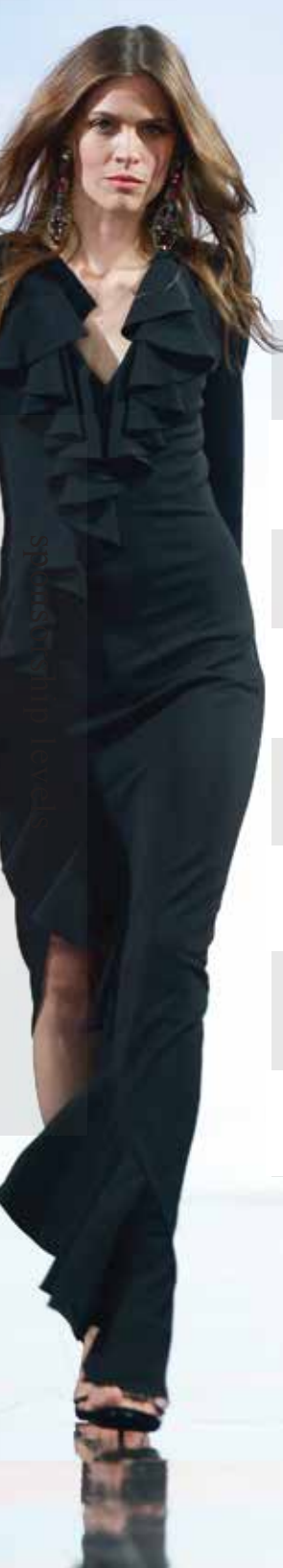


ABOUT THE EVENT

Heart of Fashion is a spectacular and exclusive night representing the ultimate fusion of fashion, food and entertainment, with a goal of raising over \$1 million to redevelop the Cancer Care Unit at North York General Hospital.

On Saturday May 12, 2018, in a stunningly transformed secret location in North York, 550 special guests will experience an unforgettable evening with an exclusive fashion show curated by Carolyn Quinn, the Executive Director of Toronto Fashion Week.

AND, WE CAN'T FORGET TO MENTION OUR INFAMOUS LATE NIGHT DANCE FLOOR ON THE CAT WALK!



all sponsors *will receive:*

- Recognition in/on all event related collateral and presentations
- Logo placement on web site and social media properties pre and post event
- Logo placement on logo wall and digital screens during the event
- Exposure in promotional material
- Exposure in media outreach when appropriate
- Presence in magazine-inspired event program
- Exceptional food, drink & entertainment for their guests
- Valet Service

Heart of Fashion provides the ideal setting to host and cultivate relationships with clients, top performing employees and personal networks.

SOLD

PRESENTING SPONSOR

\$150,000

North York General Foundation would like to express our deepest gratitude to BMO Financial Group for their support as Presenting Sponsor of Heart of Fashion. BMO is committed to helping improve the quality of life in the communities where they live and work. This desire to make a contribution is deep-rooted, dating back to their first hospital donation in 1835. To learn more about BMO Financial Group, please visit: www.bmo.com

BMO  **Financial Group**

EXCLUSIVE

SPONSORSHIP LEVELS



VENUE \$50,000 **SOLD**

PARADISE
DEVELOPMENTS®

www.paradisedevelopments.com

North York General Hospital Foundation would like to give a heartfelt thank you to Paradise Developments for their generous and ongoing support of Heart of Fashion. We are truly grateful to them for sharing our vision of *Going Beyond Care* for the community we are all a part of.



CATWALK \$50,000

Join us and Strut Your Stuff!

- Private lounge for 15 guests by runway with butler service
- Recognition on event related material as Catwalk Sponsor and verbal/video recognition during the event
- 1/2 page prominently placed advertisement in magazine-inspired event program

EXCLUSIVE

SPONSORSHIP LEVELS



CULINARY \$50,000

- Private Lounge for 15 guests by runway with butler service
- Recognition on event related material by runway as the culinary sponsor and verbal/video recognition during event
- 1/2 page prominently placed advertisement in magazine-inspired event program



COCKTAIL \$50,000

- Private lounge for 15 guests by runway with butler service
- Recognition on event related material by runway as the cocktail sponsor and verbal/video recognition during event, signage at bars
- 1/2 page prominently placed advertisement in magazine-inspired event program

LIMITED AVAILABILITY

HAUTE COUTURE

\$25,000

*Show your style and dress like
you are already famous.*

- Private lounge for 10 guests by the runway with butler service
- 1/2 page advertisement in magazine-inspired event program

EXCLUSIVE

WHEELS SPONSOR

\$25,000 **SOLD**

PFaff

North York General Hospital Foundation would like to express our heartfelt thanks to Pfaff Automotive Group for their generous support of Heart of Fashion and their continued support of the hospital. Pfaff Automotive Group has a long history of philanthropy in our community and we are grateful for their commitment to NYGH. Pfaff has a passion for giving and are inspirational in their commitment to our community.

To learn more about Pfaff Automotive Group, please visit: www.pfaffauto.com

PORSCHE
911 Carrera

#HOF2018

A photograph of five men in formal suits standing on a runway. The background is a vibrant display of fireworks or light trails in shades of purple and blue. The men are dressed in various styles of suits, including tuxedos and double-breasted jackets. The scene is framed by a thick black border.

SOPHISTIQUE SPONSOR

\$15,000

**Ready to be a part of the best night
in the social calendar?**

- Private lounge for 8 guests near the runway with butler service
- 1/4 page advertisement in magazine-inspired event program

AVANT GARDE



FASHIONISTA

\$10,000

*Never underestimate
the power of red lipstick
and high heels.*



TRÈS CHIC

\$5,000

*Fashions fade,
style is eternal.*

- Reserved Table for 6 guests
- 1/4 page advertisement in magazine-inspired event program

- Reserved Table for 4 guests
- Listing in magazine-inspired event program

heartoffashion.ca #HOF2018

FOR MORE INFORMATION ON AVAILABLE PACKAGES
or INDIVIDUAL TICKETS CONTACT US:
viviana.gallant@nygh.on.ca or 416-756-6717



JOIN US IN RAISING OVER \$1 MILLION
FOR CANCER CARE AT NYGH

BE A PART OF SOMETHING BEAUTIFUL.

CONTACT US

HEART OF FASHION 
PRESENTED BY **BMO** 

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Charitable Tax ID #888751245

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