

TORONTO'S MOST EXCLUSIVE
OUTDOOR RUNWAY SHOW!



Couture for a Cause YORKVILLE FASHION SHOW

JULY 28, 2027

Presented by the
HAIRDRESSERS FOR LOVE & PEACE
FOUNDATION

Benefiting
CAMH

ABOUT HAIRDRESSERS FOR LOVE & PEACE: OUR ORGANIZATION

The Hairdressers for Love & Peace Foundation was founded by Daniel Fiorio to unite Toronto's beauty industry behind a shared cause: mental health.

Hairdressers, stylists, and beauty professionals sit in a singular position of trust, clients open up in the chair in ways they often don't anywhere else. We believe that makes the beauty industry a natural, powerful advocate for mental health awareness, not just a supporter of it.

Each year, we channel that belief into Couture for a Cause: an outdoor fashion show staged on Cumberland Street that unites Canadian designers, Yorkville boutiques, salons, and businesses around one night in support of the Centre for Addiction and Mental Health (CAMH), raising funds to build a dedicated hair salon inside CAMH, giving patients access to the kind of everyday self-care they currently receive only three times a year.

What began as a single evening has grown into one of Yorkville's most anticipated events, and one of CAMH's fastest-growing annual partnerships, with our donation doubling every year since 2024.



HAIRDRESSERS FOR
LOVE & PEACE: BY THE NUMBERS

\$70,000

Total donated to CAMH since our inaugural 2024 event

4

CONSECUTIVE
ANNUAL SHOWS

15 Canadian designers
& boutiques
showcased to date

250+
Volunteers

70
Models

over 6,000
on-site spectators to date

\$10,000 in 2024

\$20,000 in 2025

\$40,000 in 2026

7 Local
Luxury
Hair Salons

paired with

7 Canadian
Designer &
Yorkville
Boutiques

over
60



COMMUNITY PARTNERS
INVOLVED

500+ VIP Guests

John Steinberg
CONTESSA Award Winner
for Community Service



\$250K

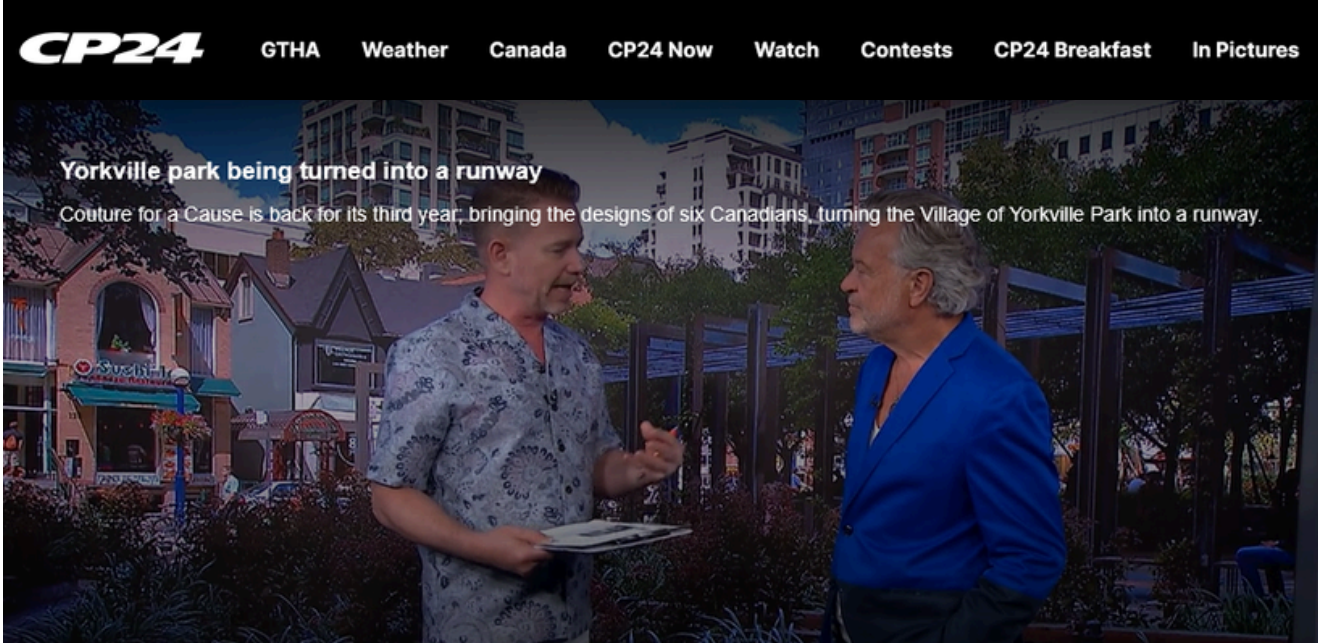
FUNDRAISING GOAL
FOR 2027

COUTURE FOR A CAUSE

YORKVILLE FASHION SHOW: REACH & RECOGNITION

2,000,000+

SOCIAL MEDIA
IMPRESSIONS
YEARLY



ABOUT COUTURE FOR A CAUSE YORKVILLE FASHION SHOW



7 DESIGNERS.
7 YORKVILLE SALONS.
70 MODELS ON ONE RUNWAY.

The night opens with a red carpet arrival and cocktail, before guests take their seats for the runway itself, each of Yorkville's salons hosting and styling one designer, bringing 70 models to the outdoor runway on Cumberland Street, with live local DJs keeping the show moving from start to finish.

From there, guests move into the Village of Yorkville Park, transformed for the night into an open-air dinner venue, where a live band plays through the rest of the evening alongside a silent auction.

THE EVENT:

Date: **Wednesday July 28, 2027**

Runway Location: Cumberland Street, Toronto

Seating & Pricing

VIP : \$700 per person, 150 Exclusive Seats

Front-row runway seating, unlimited beverage service, and the full VIP dining experience in the Village of Yorkville Park.

Front Row Runway: \$150 per seat

400 coveted seats line the Cumberland Street Runway, 200 on each side, each including two drink tickets.

Elevated Tables for Two: \$250 per person

Rising just behind the front row for an elevated view of the runway, each table is poured red or white wine and served a curated tapas selection from Yorkville's finest restaurants.



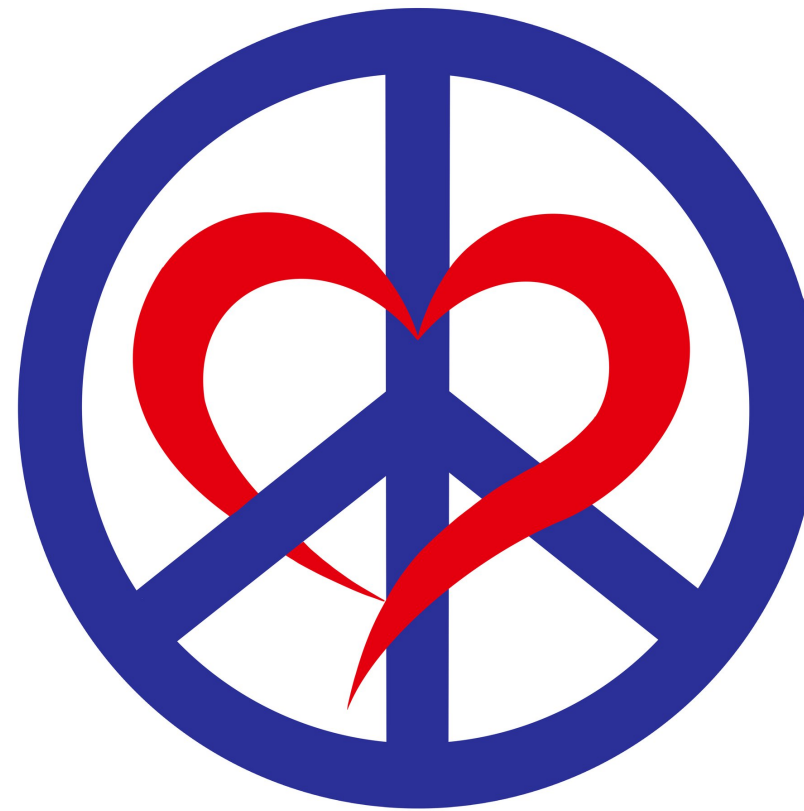
WHY PARTNER WITH US:

You're helping build something CAMH patients don't currently have.

Proceeds support the construction of a dedicated hair salon inside CAMH, turning self-care from a rare occasion into something within regular reach.

You're putting real action behind your brand's commitments.

A partnership here gives your stakeholders visible, tangible proof of investment in community and mental health.



You're helping raise awareness of the beauty industry's role in mental health and wellbeing.

Every stylist's chair is a place people open up. Your partnership helps turn that trust into something official.

You're seen among an influential, loyal audience.

Our guests are among Yorkville's most affluent and engaged supporters, an audience independently identified as the district's top-value crowd.

OUR PARTNERS

(2024-2026)



BLOORYORKVILLE

MAC SHOW SYSTEMS

Audio . Video . Lighting . Staging



RISTORANTE
SOTTO SOTTO
TORONTO • OAKVILLE

COCO
ESPRESSO
BAR

sassafras

Powder Room



PALA
148



anm
MANAGEMENT

ALYSHA FIORIO
REAL ESTATE BROKER

E A R T H / hair

Mr. Saturday ○○○○○○●

FREEHOUSE
COLLECTIVE

LeDrew
MODELS

b&m
MODELS



Suki's

SASSOON
SALON

OCEAN KIANA

dejado
TEQUILA

LS
DC

CRAFT 360

TEQUILA
Mi CAMPO



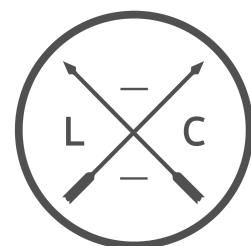
DANIEL

Rock 'N Karma™

MAYER

LEONETTI+co

DEMASCARÉ



ALAN ANDERSON
— EST. 1997 —

SARÉ

LEONE
NAPOLI

CHARLES LU
LU



SALT BEAUTY

LEYLA  KASHANI



NATURE'S CALL

EQUINOX

DAVID DIXON

MAXI
BOUTIQUE

shelli
Oh

Adam X Atelier

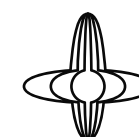
QUATTRO
MEN

yogen früz

Sushi Inn
Japanese Restaurant

Dimmi
BAR & TRATTORIA

MANDY'S
• SALADES GOURMANDES •



Othership



NARCES
N

2027 SPONSORSHIP OPPORTUNITIES

- PRESENTING SPONSOR - \$75,000 (EXCLUSIVE)
- RUNWAY SPONSOR - \$60,000 (EXCLUSIVE)
- VIP DINNER SPONSOR - \$50,000 (EXCLUSIVE)
- VIP RED CARPET SPONSOR - \$35,000 (EXCLUSIVE)
- ENTERTAINMENT SPONSOR - \$25,000 (EXCLUSIVE)
- BEVERAGE SPONSOR - \$10,000
- OFFICIAL HAIR & MAKEUP SPONSORS - \$7,000 + Product each
- WATER SPONSOR - \$5,000 (EXCLUSIVE)
- VALET SPONSOR - \$5,000 (EXCLUSIVE)
- SILENT AUCTION PARTNER - UNLIMITED



PRESENTING SPONSOR

Our top partnership tier. Full co-branding with the Hairdressers for Love & Peace Foundation across the entire campaign.

- Exclusive category – one partner only, positioned above every other tier
- Top-tier, prominent logo recognition as Presenting Sponsor across all electronic and printed promotional materials, including the red carpet and step-and-repeat
- Exclusive placement in social media carousels and recognition across Foundation social channels
- Recognition with website link on all event listing pages
- Premium coverage in the event sponsor loop and premium placement in the event programme
- Sponsor recognition in the Foundation's annual materials and inclusion in the event recognition video
- Recognition in speeches at the main event
- 1 VIP table of 10 (includes 10 front row runway seats)

YOUR LOGO APPEARS AT

REDCARPET	STEP& REPEAT	BANNERS	WEBSITE	SOCIAL MEDIA
PROGRAMS	SPONSOR LOOP	PRESS RELEASE	EVENT RECOGNITION VIDEO	

\$75,000 (Exclusive)



RUNWAY SPONSOR

Exclusive branding across the physical runway experience and naming rights: the runway is branded "[Your Brand] Runway" for the entire event.

- Exclusive branding experience for the runway, in collaboration with the event team
- Branded runway carpet running the length of Cumberland Street
- Recognition on Foundation social media channels and in event-related media releases
- Recognition with website link at the event listing page
- Premium coverage in event sponsor loop and placement in programme
- Recognition in speeches at the main event
- 1 VIP table of 8 (includes 8 front row runway seats)

YOUR LOGO APPEARS AT

RUNWAY CARPET

BANNERS

WEBSITE

PRESS RELEASE

SOCIAL MEDIA

PROGRAMS

SPONSOR LOOP

EVENT RECOGNITION VIDEO

\$60,000 (Exclusive)



VIP DINNER SPONSOR

The VIP dinner brings every one of our partner restaurants in Yorkville together onto a single plate: Yorkville, in one meal. Each participating restaurant prepares and provides one course, and those courses are served in sequence across the evening as a full coursed dining experience, so VIP guests move through a multi-course meal that showcases the neighbourhood's culinary talent course by course.

- Exclusive naming rights to the VIP dinner experience
- Verbal recognition during the dinner speech
- Branded dinner menus featuring their logo at every VIP table
- Logo on the VIP red carpet step-and-repeat
- 1 VIP table of 8 (includes 8 front row runway seats)

\$50,000 (Exclusive)



YOUR LOGO APPEARS AT

DINNER MENUS

WEBSITE

PRESS RELEASE

SOCIAL MEDIA

VIP STEP & REPEAT

EVENT RECOGNITION VIDEO

SPONSOR LOOP

VIP RED CARPET SPONSOR

The red carpet is where the night begins, and where the cameras are. Every VIP guest, designer and featured personality arrives along the red carpet on Cumberland Street, stopping at the step-and-repeat for photos and interviews with press, broadcast crews and influencers. Your brand frames the first images of the evening, the ones shared across social media and press coverage long after the show.

- Exclusive naming rights to the VIP red carpet arrival
- Logo on the step-and-repeat in every arrival photo
- Brand presence during press and broadcast interviews
- Recognition in speeches at the main event
- 1 VIP table of 8 (includes 8 front row runway seats)

YOUR LOGO APPEARS AT

VIP STEP & REPEAT

WEBSITE

REDCARPET

EVENT RECOGNITION VIDEO

PRESS RELEASE

SPONSOR LOOP

SOCIAL MEDIA

\$35,000 (Exclusive)



ENTERTAINMENT SPONSOR

\$25,000 (Exclusive)

- Exclusive naming rights to the band's stage for the evening
- Logo prominently featured on stage throughout the performance
- Recognition on Foundation social media channels
- 1 VIP table of 8 (includes 8 front row runway seats)



YOUR LOGO APPEARS AT

STAGE

PROGRAMS

PRESS RELEASE

SOCIAL MEDIA

WEBSITE

SPONSOR LOOP

BEVERAGE SPONSOR

- Branding of the bar experience — their own setup, staff, and alcohol
- VIP guests get an all-inclusive beverage experience for the night
- Runway ticket holders get 2 complimentary drinks, then may purchase directly from the sponsored bars
- 1 VIP table of 4 (includes 4 front row runway seats)

YOUR LOGO APPEARS AT

BAR SIGNAGE

WEBSITE

SOCIAL MEDIA

EVENT SIGNAGE

SPONSOR LOOP

\$10,000 (Non-Exclusive)



OFFICIAL HAIR & MAKEUP SPONSORS

- Product provided to all 7 participating salons for backstage styling
- Opportunity to present a dedicated hair/makeup show segment on the runway — up to 10 looks, led by the sponsor's own lead stylist
- Backstage media access to film in all 7 salons as models get ready
- Product contribution to VIP gift bags
- Logo recognition as Official Hair Sponsor or Official Makeup Sponsor on event materials, backstage signage, and website
- Recognition on Foundation social media channels
- 1 VIP table of 2 (includes 2 front row runway seats)

YOUR LOGO APPEARS AT

LARGE RUNWAYScreens

WEBSITE

SPONSOR LOOP

BACKSTAGE SIGNAGE

SOCIAL MEDIA

\$7,000 + Product Each



OFFICIAL WATER SPONSOR

\$5,000 (Exclusive)

- Operates a branded water bar, serving all 150 VIP guests
- Keeps proceeds from water bar sales
- 1 VIP table of 2 (includes 2 front row runway seats)



YOUR LOGO APPEARS AT

WATER BAR SIGNAGE

MENUS

SOCIAL MEDIA

WEBSITE

VALET SPONSOR

\$5,000

What this covers:

- Complimentary valet for all 150 VIP guests, provided via valet pass on arrival
- Branded presence at the arrival and drop-off point

In return, the Valet & Guest Arrival Sponsor receives:

- Branding of the valet arrival experience
- Logo on valet signage and guest valet passes
- 1 VIP table of 2 (includes 2 front row runway seats)



YOUR LOGO APPEARS AT

VALET SIGNAGE

GUEST PASSES

SOCIAL MEDIA

WEBSITE

Silent Auction Partner (Unlimited)

In return, each Silent Auction Partner receives:

- A dedicated listing for their donated item or experience, including photos and company logo
- Company logo in a rotating recognition loop at the event and on auction materials
- Logo inclusion on the Couture for a Cause event webpage
- Logo inclusion in the event sponsor reel
- One dedicated social media post and one newsletter mention promoting their auction item
- 2027's auction elevated with a featured red carpet art lot
- Unlimited partners welcome. No exclusivity cap, so more partners means a stronger auction**

**Some conditions apply.



Thank You

Thank you for considering a partnership with the Hairdressers for Love & Peace Foundation in support of CAMH.

Sponsorship commitments are due by **March 31, 2027** to be included in event branding, print materials, and press announcements.

For more details, please contact:
admin@hairdressersforloveandpeace.com
Instagram: @HairLovePeaceFoundation