



3RD ANNUAL · YORKVILLE · TORONTO

Couture for a Cause

Yorkville Fashion Show

2026

The most exclusive fashion event of the year

Canada's Longest Outdoor Runway

*A premium platform for Brands to champion
mental health*

In support of CAMH

Proceeds benefit Centre for Addiction and Mental Health

JULY 22ND, 2026 · CUMBERLAND STREET, YORKVILLE

HAIRDRESSERS FOR LOVE & PEACE × CAMH

WE BELIEVE IN

Well-Being *Through* Beauty

Through Couture for a Cause, the Hairdressers for Love & Peace foundation we unite Yorkville's salons, designers, boutiques, restaurants, and artists to raise awareness and support mental health through beauty.

BENEFICIARY: CAMH

3rd

ANNUAL EDITION

200+

ARTISTS INVOLVED

600+

VIP GUESTS 2026

6

YORKVILLE HAIR SALONS

6

CANADIAN DESIGNERS

10+

YORKVILLE RESTAURANTS

GOAL

Provide patients at CAMH with ongoing hair & beauty services — and fund a dedicated salon within CAMH.

PROVEN IMPACT

2025 by the *numbers.*

9 M

DIGITAL AD
IMPRESSIONS

0.1%

CLICK-THROUGH RATE
– 2× INDUSTRY
STANDARD

350K +

PEDESTRIANS PAST
CUMBERLAND ST.

300 +

VIP GUESTS &
INFLUENCERS

1 M +

COLLECTIVE SOCIAL
FOLLOWING,
PARTNERS

AS SEEN ON

BLOGTO

GLOBAL NEWS

BREAKFAST TELEVISION

STREETS OF TORONTO

VIEW THE VIBE

SALON MAGAZINE



"Having worked in the live events and production industry for many years, I recognize the importance of initiatives that bring people together, celebrate community, and foster cultural connections. Couture for a Cause Yorkville Fashion Show is exactly the type of initiative that creates lasting impact by strengthening local identity, encouraging participation, and enriching the community experience"

CHARLES MACLEOD, PRESIDENT

MAC SHOW SYSTEMS INC./ PAST PRESENTING
SPONSOR 2024 -2025

PAST PARTNERS

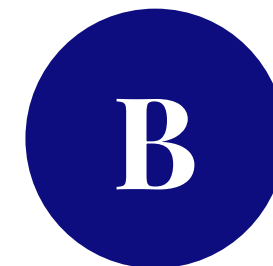
Trusted by Canada's leading brands.



MAC SHOW SYSTEMS INC.
Presenting Partner, 2024 - 2025



ROGERS COMMUNICATIONS
Presenting Partner, 2025



BLOOR - YORKVILLE BIA
Community Partner, 2024 - 2025

Our *2026* ambition.

01 FUNDRAISE

Raise \$150,000 for CAMH mental health initiatives through the Hairdressers for Love & Peace Foundation.

02 CREATE

Fund & establish a dedicated hair & beauty salon inside CAMH for ongoing patient care.

03 AMPLIFY

Grow the runway to 140m+ and draw 600+ VIP seated guests to Cumberland Street.

\$150K

FUNDRAISING GOAL

140m open-air runway

July 22nd, 2026

Cumberland Street, Yorkville

WHO ATTENDS

Your audience in *Yorkville*.

*Estimated from 2025 attendee data
& Bloor-Yorkville BIA research*

300+

VIP GUESTS &
INFLUENCERS

Front-row access. Media-ready.

\$150K+

EST. AVG. HOUSEHOLD
INCOME

Yorkville's luxury consumer base

25 - 54

PRIMARY AGE RANGE

*Fashion, beauty & lifestyle
buyers*

1M +

PARTNER SOCIAL REACH

*Combined audience of all
participants*

*Your brand, in front of the people who shop, dine, and live in
Yorkville.*

ON THE RUNWAY

Featured *Designers*

*Couture for a Cause
Yorkville Fashion Show 2026*

**Ocean
Kiana**

INDIGENOUS
WOMENSWEAR

MAYER

CANADIAN
MENSWEAR

**Rock 'N
Karma**

YORKVILLE
BOUTIQUE

Demascaré

WOMEN'S AND
GENDER-NEUTRAL
TAILORING

**CHARLES
LU**

PROJECT RUNWAY
CANADA

*To be
announced*

COMING SOON

6 Canadian designers · 1 runway · July 22nd, 2026

EXCLUSIVE OPPORTUNITY

LIMIT 1 – AVAILABLE

Presenting Sponsor

\$50,000

Couture for a Cause 2026 - Presented by "Your Brand" & Hairdressers for Love & Peace

- Positioned as the leading brand partner and primary supporter of the production
- Top-tier logo on website homepage, digital campaigns, event programs & all on-site signage
- Primary logo on red carpet step-and-repeat media walls
- Verbal recognition as Presenting Sponsor during opening remarks
- Featured & tagged in dedicated sponsor spotlight social posts
- Included in all press releases and media communications

10

VIP RUNWAY SEATS + RESERVED TABLE FOR 10 AT POST-SHOW DINNER

YOUR LOGO APPEARS AT

EVENT NAME

RED CARPET

DIGITAL SCREENS

ALL SIGNAGE

PRESS RELEASES

SOCIAL MEDIA

PROGRAMS

WEBSITE

EXCLUSIVE OPPORTUNITY

ACQUIRED- BLOOR YORKVILLE BIA

Runway Sponsor

\$40,000

Exclusive naming rights to "Your Brand" Runway — the full stretch of Cumberland Street

- The full 140m+ stretch of Cumberland St. becomes your branded runway corridor
- All runway fencing wrapped in branded step-and-repeat panels featuring your logo
- Logo on large-format digital screens throughout the fashion show
- Positioned at the visual centre of the entire production
- Logo inclusion in all press releases and media communications

8

VIP RUNWAY SEATS + RESERVED TABLE FOR 10 AT
POST-SHOW DINNER

YOUR LOGO APPEARS AT

RUNWAY NAME

FENCE WRAP

DIGITAL SCREENS

PRESS RELEASE

MEDIA WALLS

PROGRAMS

EXCLUSIVE · LIMIT 1

VIP Guest Experience Sponsor

\$30,000

Exclusive VIP Lounge Hospitality Partner

- Exclusive naming rights to the private post-show dinner reception
- Branded entrance signage & logo throughout the VIP dining area
- Branded menus and table signage during reception
- Opportunity to provide curated guest gifting
- Verbal recognition during VIP dinner welcome remarks
- Access to professional photo & video assets from post-show dinner

8 VIP SEATS + RESERVED TABLE FOR 8

EXCLUSIVE · LIMIT 1

Media & Entertainment Sponsor

\$25,000

Official Broadcast & Media Partner

- Exclusive category rights as Official Media & Entertainment Partner
- Strategic co-ownership of all event media coverage & broadcast distribution
- Co-branded ownership of live stream, digital broadcast & post-event video
- Prominent logo across all media backdrops & interview areas
- Full access to professional photo & video assets for promotional use

8 VIP SEATS + RESERVED TABLE FOR 8

ESSENTIAL PARTNERSHIPS

Supporting *sponsors.*

MULTIPLE AVAILABLE

Hair & Makeup Sponsor

\$5,000

- Logo on event website & program
- Logo on runway TV backdrops before each show
- Products used backstage by all 6 Yorkville salons
- Salons produce backstage reels featuring your products (6 Instagram posts)
- Opportunity to include products in VIP gift bags
- Optional: branded bar experience +\$1,500

6 FRONT ROW RUNWAY SEATS

ACQUIRED — MAC SHOW SYSTEMS

Production Sponsor Partnership

- Prominent logo on all event marketing materials & on-site production signage
- Brand visibility across all event media, press & promotional content
- Recognition during the event program and opening acknowledgements
- Inclusion in select social media promotions

8 FRONT ROW SEATS + VIP DINNER TABLE

MULTIPLE · IN-KIND DONATIONS

Food & Drink Partner In-Kind

- In-kind donation of food and/or beverages for VIP reception & dinner
- Brand exposure to VIP guests, media & influencers
- Logo recognition on select event materials
- Social media mentions as official Food & Drink Partner
- Showcase your cuisine to a high-profile Yorkville audience

SECURE YOUR PARTNERSHIP

Join us on the runway.

RESPOND BY

May 15, 2026

2026

GET IN TOUCH

Admin@hairdressersforloveandpeace.com

EXCLUSIVE TIERS — ACT FAST

PRESENTING SPONSOR - \$50,000

1 AVAILABLE

RUNWAY SPONSOR - \$40,000

N/A

VIP GUEST EXPERIENCE — \$30,000

1 AVAILABLE

MEDIA & ENTERTAINMENT — \$25,000

1 AVAILABLE

All proceeds benefit CAMH through the Hairdressers for Love & Peace Foundation