



RUNWAY  
FOR  
HOPE

OTTAWA

A CHARITY FASHION GALA  
FEATURING THE CHEO FOUNDATION



## SPONSORSHIP PACKAGE INFORMATION

**Saturday, May 16 , 2026**

**Horticulture Building - Lansdowne Park**

**1525 Princess Patricia Way , Ottawa ON K1S 5J3**

[www.runwayforhope.ca](http://www.runwayforhope.ca) | [info@runwayforhope.ca](mailto:info@runwayforhope.ca)

Date: January 16, 2026

Good morning/Bonjour,

We are pleased to invite you to become a valued sponsor of the **18th edition of Runway for HOPE Ottawa**, taking place on **May 16 , 2026**, at the iconic **Horticulture Building at Lansdowne Park**.

**Runway for HOPE Ottawa** is not just a fashion show — it is also a movement that fuses fashion with community impact. As Ottawa's premier charitable fashion event, our mission is to elevate local and international fashion talent while raising essential funds for the **CHEO Foundation**, supporting children and families across Eastern Ontario.

Over the past decade, we've showcased more than **100 designers**, partnered with **120+ organizations**, and raised over **\$49,100** for CHEO. With an audience of **250+ guests**, strong media presence (CTV, Rogers, Bell Media, Ottawa Citizen, local Social Media Influencers, etc.), and a growing national reach, your brand will benefit from meaningful exposure to a diverse, affluent, and engaged demographic.

We offer a range of high-value sponsorship opportunities, from Presenting Partner to In-Kind Supporter, each designed to give your organization powerful visibility, networking opportunities, and a platform for community leadership.

### **Why partner with us?**

- **Brand visibility:** placement of your logo on event signage, program, social media, and press mentions.
- **Community alignment:** demonstrate visible support for local healthcare and arts.
- **Engaged audience:** attendees are fashion-savvy, philanthropic, and high-affinity for local brands.

Please see enclosed materials for full details of sponsorship tiers and benefits, audience demographics, marketing reach, and past impact.

We would be honoured to welcome you as our esteemed sponsor. Please contact us by February 28 , 2026 to confirm your sponsorship. We are also happy to build a custom sponsorship package for you.

By sponsoring Runway for HOPE Ottawa, you are not only aligning your brand with innovation and artistry, you are also helping shape Ottawa's cultural identity while supporting CHEO continue delivering life-changing care for children and youth.

Warm regards,

**Andre Rodrigues**

Founder, Runway for HOPE Ottawa

# 18TH EDITION EVENT SNAPSHOT

- Date: Saturday May 16th 2026
- Location: Horticulture Building, Lansdowne, Ottawa
- Expected Attendees: 250+
- Reception Event: 4:30 pm – 6:00 pm
- Fashion Show: 6:00 pm – 8:30pm
- Cocktail Mixer: 8:30 pm - 10 pm

## Purpose

**Runway for HOPE Ottawa** is a premier charitable fashion showcase dedicated to spotlighting emerging and established talent in the Canadian fashion and beauty industries. By combining runway presentations, live performances, and high-profile community engagement, we create a powerful platform where designers, models, and artists gain meaningful exposure. Most importantly, our events serve a higher purpose—raising critical funds for the Children’s Hospital of Eastern Ontario (CHEO) Foundation.

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## About Runway for HOPE

Founded in 2012, Runway for HOPE Ottawa is a not-for-profit organization committed to uniting fashion, philanthropy, and community. With a strong track record of sold-out shows and a growing national footprint, we’ve cultivated partnerships with designers, entrepreneurs, media personalities, and volunteers from across Canada.

To date, we’ve raised over **\$49,100** in support of CHEO Foundation and have become a trusted platform for artists seeking both visibility and impact.

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## Our Vision

To position Ottawa as a vibrant fashion capital by providing a launchpad for designers and creatives, while advancing community health through charitable giving. We aim to elevate local and international talent, drive public engagement

with the fashion arts, and establish long-term pathways for growth, collaboration, and recognition—locally and beyond.

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## Our Mission

To deliver a world-class fashion experience that connects audiences with creative excellence—while generating meaningful support for local causes. We are passionate about promoting inclusivity, cultural diversity, and industry innovation through dynamic runway experiences that celebrate both style and substance.

## WHO ARE WE SUPPORTING: CHEO

We are supporting The CHEO foundation to assist the doctors, nurses and staff at CHEO who handle well over 500,000 patient/families visits this year.

The sole purpose of the CHEO Foundation is to raise funds to help support the work of the Children's Hospital of Eastern Ontario. Donations help the hospital provide a wide variety of pediatric programs, research, state-of the art equipment, medical and nursing education, and assistance for families in crisis.

## BECOME A SPONSOR

***Runway for Hope Ottawa***, is planning its 18th edition for **May 16 , 2026** at the **Horticulture Building - Lansdowne Park**.

The success of this event is credited largely to our sponsors, who provide their name and financial support to this event. The support and generosity of our sponsors is essential to the recognition of Ottawa's local talent and to the fundraising for charity.

The events have been increasingly successful, selling out with well over 400 people attending each show.

The next Runway for Hope Ottawa event has an expected attendance of 400+ guests.

To date, we have raised over \$49100 for CHEO Foundation. This year, our goal is to raise an additional \$10,000.00. With the support of local businesses and organizations just like yours, we are confident that, together, we can reach our goals!



# WHY SPONSOR RUNWAY FOR HOPE

## IMPRESSIONS

Runway for HOPE Ottawa now stands at apx. 13.5 K followers in the national capital region with an average of 250 guests attending each edition.

## AUDIENCE

Businesses, Fashion Enthusiasts, Business owners , Doctors and nurses, local and national buyers, Local Artists, Local Media, Ottawa Community, CHEO supporters



## OUR REACH / MEDIA RESULTS

Runway for HOPE Ottawa reaches a large audience in Ottawa and Canada wide gradually as we aspire to inspire from different cultures and represent talent in other countries for the Canadian market.

- 13.5K+ social followers
- 100K+ reach via Facebook annually
- 30K+ via influencer partners
- 4,200 newsletter subscribers
- 8 ticket outlets
- Posters: 2,500 | Postcards: 2,000 | Programs: 1,000
- 8 locations ticket sales + online ticket sales



## DEMOGRAPHICS

- Ages 25–55
- 65% women | 35% men
- \$100K+ avg. income
- Business owners, health professionals, fashion-forward audiences

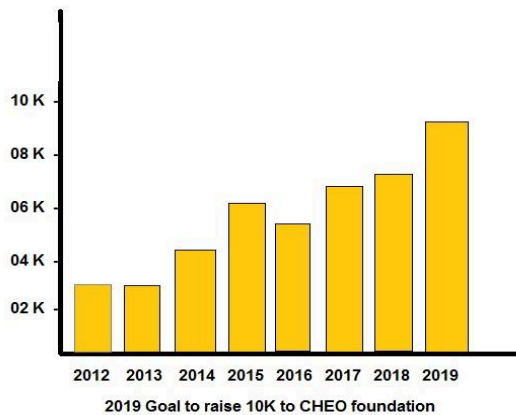


## MEDIA HIGHLIGHTS

- CTV Morning Live
- Rogers Daytime
- Google Ads, IG/FB Ads
- Bell Media Radio
- 1-minute brand videos

# OUR REACH AND IMPACT

Chart : Money fundraised in the past 7 years



Gender

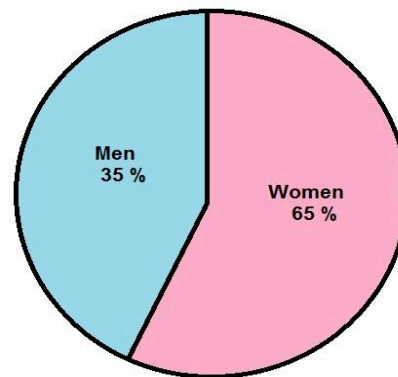


Chart : Number of guests attendees per edition

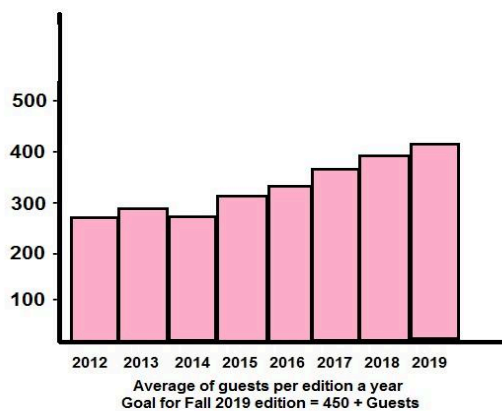
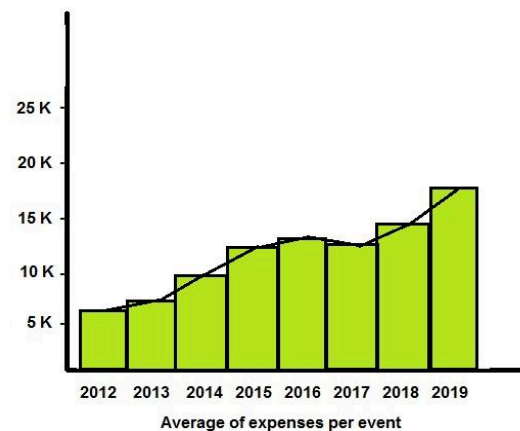


Chart : Average of expenses per event



+20 artists & Performances



+120 partners Organizations



+80 Volunteers

 <p>+1000 attendees 450+ / per edition</p>	 <p>35% Men   65% Women</p>	 <p>+30 nationalities</p>
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## OUR REACH IS YOUR REACH

## SPONSORSHIP BENEFITS

By participating as a sponsor, you will have the following benefits:

- Extended exposure through media campaigns and promotional efforts directed towards *Runway for Hope Ottawa*
- Advertising to potential new customers
- Aiding recognition of artists
- Be a proud supporter of CHEO
- Complimentary VIP admission

## EVENT PROMOTION

Runway for HOPE Ottawa will be marketing the event in the following way :

- **Mainstream Media**  
Appearances on Daytime Rogers TV, CTV Morning Live, various radio interviews, and much more to come!
- **Social Media**  
Twitter campaign, Facebook campaign (including facebook Advertisements), Instagram campaign
- **Poster Campaign**  
1150 posters will be put up biweekly all around high walking traffic areas throughout Ottawa
- **Email campaign**  
4 bi-weekly email blasts starting 10 weeks prior to the event, including the most recent blog post(s), a feature of one (or more) of our vendors, any recent media attention and any special offers that may be available.
- **Tickets on sale at location**  
We will be selling the Runway for HOPE Ottawa, 18th edition tickets at different locations in the Gatineau-Ottawa area and on our public website.

# MEDIA PLAN



By supporting *Runway for Hope Ottawa*, people are not just supporting local fashion talent in Ottawa, they are preserving Ottawa's fashion community as a whole. As well, it is a great opportunity for sponsors to network with each other.

There is a good chance that common business interests may exist between sponsors, providing them with an opportunity to become business partners for future projects. By choosing to support *Runway for Hope Ottawa*, sponsors are supporting both Ottawa's fashion industry and local charities. This sponsorship will provide the sponsor an opportunity to work closely with the media and gain more exposure.

## **Local media campaign worth over \$100,000**

- CTV Morning LIVE and Rogers Daytime Ottawa
- Bell Media, the home of Rouge 94 & Energie 104.1
- Google Remarketing Search & Display Ad Campaigns
- Facebook & Instagram Ad Campaigns
- YouTube Channel and Video Advertising
- Direct Email Marketing
- Radio, Television & Print
- Facebook & Instagram Posting



# PAST EVENT HIGHLIGHTS



# SPONSORSHIP LEVELS

## **PRESENTING SPONSOR – \$10,000** (*Exclusive – ONLY 1 available*)

**Your Brand as:** "Runway for HOPE Ottawa presented by [Your Company]"

- ✓ Logo on all materials (top billing)
- ✓ MC mention + speaking opportunity
- ✓ Exclusive press release
- ✓ 8 VIP tickets
- ✓ Prime booth location (8' x 8')
- ✓ Logo on runway stage & screens
- ✓ Dedicated story set on social media
- ✓ Feature in CHEO thank-you video
- ✓ Branded giveaway to VIP guests
- ✓ Recognition on RFH website

## **PLATINUM SPONSOR – \$8,000**

- ✓ Official sponsor of Reception & Entertainment
- ✓ 10 VIP admissions
- ✓ 1/2-page ad in event program
- ✓ Large logo on digital & print screens
- ✓ Featured in sponsor video
- ✓ 8' x 8' vendor booth
- ✓ 2 branded giveaways to VIPs
- ✓ Multiple social media mentions
- ✓ Recognition on RFH website

## **GOLD SPONSOR – \$4,000**

- ✓ Sponsor of Cocktail Hour
- ✓ 8 VIP admissions
- ✓ 1/4-page ad in event program
- ✓ Medium logo on screens
- ✓ 8' x 8' vendor booth
- ✓ 1 branded VIP giveaway
- ✓ Social media promotion
- ✓ Website recognition

## **SILVER SPONSOR – \$2,500**

- ✓ 6 Front Row VIP tickets
- ✓ 1/8-page ad in program
- ✓ Social media shoutout
- ✓ Vendor booth (8' x 8')
- ✓ Logo on event screens (small)



- ✓ Website recognition

## ♥ **BRONZE SPONSOR – \$1,750**

- ✓ 4 Front Row VIP tickets
- ✓ 2 VIP tickets
- ✓ Vendor booth (8' x 8')
- ✓ Logo in program
- ✓ Media & social shoutouts
- ✓ Website recognition

## ★ **PREMIUM PLUS – \$1,000**

- ✓ 2 VIP tickets
- ✓ Vendor booth OR 2 general admissions
- ✓ Logo in program
- ✓ Website listing

## ★ **PREMIUM – \$750**

- ✓ 2 premium admission tickets
- ✓ Vendor booth OR 2 general tickets
- ✓ Logo in program
- ✓ Social media promo
- ✓ Website listing

## 👛 **DELUXE – \$500**

- ✓ 2 premium admission tickets
- ✓ Logo in program
- ✓ Website listing

## 🎁 **IN-KIND PARTNERSHIPS**

**Valued at \$500-\$1,000+ (venue, services, catering, décor, media)**

- ✓ Tiered recognition depending on value
- ✓ Logo on sponsor banner & social
- ✓ Website + social shoutout

## 2025 TESTIMONIALS

"VIP Treatment at Runway for HOPE Ottawa a charity Fashion Gala for a great cause. Held last night at the EY Centre in support of the CHEO -- Children's Hospital of Eastern Ontario Foundation AMTI Angie's Models & Talent Inc. #AMTIModels killed it with poise & grace! Standout was Melania Smiley when she read her beautiful speech about her friend just diagnosed with leukaemia brought everyone to tears."

**ANGIE SAKLA SEYMOUR - CEO & Founder at Angies AMTI**

"The 11th edition of Runway for HOPE Ottawa in support of CHEO CHEO -- Children's Hospital of Eastern Ontario , was nothing short of a success! Runway for HOPE Ottawa is a charity event based in Ottawa Ontario. It is designed to promote Canadian and International fashion designers, and to raise money for a specific causes."

**SHELBY DEL FRANKO - CEO & Founder of Canada Fashion Magazine**

"Thank you Runway for HOPE Ottawa for everything you do for CHEO "

**JACQUELINE BELSITO, VP Philanthropy & Community Engagement**

**CHEO Foundation**

"Runway for Hope was such an amazing experience to be apart of. It was great to raise funds for a worthy cause such as CHEO and support the Ottawa community through fashion. Thank you to the Runway for Hope team !"

**KARISSA BESHARAH - Richard Robinson Couturier of the year**

"I am so honored and proud to be a part of Runway for Hope. The hair team did a great job yesterday! Seriously impressed with the passion and talent I worked with! Thank you to the Runway for HOPE Ottawa team for being my rock through all of the planning! Each show is just getting better and better!!!"

**BRITTANY HELENE HOUSTON - Senior Hairstylist at Pierino Hair Salons**

"We love partnering with Runway for HOPE Ottawa . We loved having you there every season!"

**CARRY WILSON - Promotions / General Manager at Ottawa Women's show**

# FREQUENTLY ASKED QUESTIONS (FAQs)

## Why Runway for Hope?

Local fashion talent should be supported in Ottawa. With fashion designers graduating in Ottawa every year, there are new, talented individuals waiting to be discovered. Our mission is to promote this talent before individual talent ceases to be recognized. As well, our organization supports well-known, local causes that affect the daily lives of people in our community.

## What is the benefit?

By supporting *Runway for Hope Ottawa*, people are not just supporting local fashion talent in Ottawa, they are preserving Ottawa's fashion community as a whole. As well, it is a great opportunity for sponsors to network with each other. There is a good chance that common business interests may exist between sponsors, providing them with an opportunity to become business partners for future projects. By choosing to support *Runway for Hope Ottawa*, sponsors are supporting both Ottawa's fashion industry and local charities. This sponsorship will provide the sponsor an opportunity to work closely with the media and gain more exposure.

## What does Runway for Hope Ottawa want to achieve?

- We want to satisfy our audience by delivering a great performance
- Gain positive feedback from the audience as well as great publicity within the media.
- Maintain great networking with businesses, local charities and with individuals linked to the Ottawa fashion industry.
- Play an important role in the Ottawa fashion industry growth
- Maximize our donation to charity after expenses have been paid off
- Support local businesses by advertising to potential new customers.
- Give sponsors valuable exposure for sponsorship and support

## CLOSING

Thank you for your consideration to partner with us for the 18<sup>th</sup> edition of *Runway for Hope Ottawa* in support of CHEO. Your generosity and support as a sponsor is part of what makes our event so successful. These working relationships are important to us and we want to ensure sponsors receive exposure and other benefits for their support. We look forward to seeing you on the Runway.