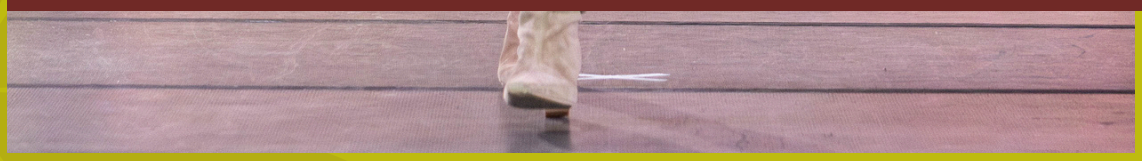
wellspring
CANCER SUPPORT

WDFS WELL DRESSED FOR SPRING



MARCH 25,2027

THE QUAY | 100 QUEENS QUAY E. TORONTO



SPONSORSHIP PACKAGE

RUNWAY REDEFINED

Well Dressed for Spring returns to The Quay on March 25, 2027, for an inspiring evening where fashion and philanthropy unite in support of individuals and families living with cancer.

More than a fashion show, this powerful event shines a spotlight on the real stories of Wellspring members, whose courage and resilience take center stage on the runway. Since 2012, Well Dressed for Spring has raised nover $4 million for Wellspring Cancer Support Foundation, helping ensure that thousands of people facing cancer can access vital programs and support services at no charge.

By bringing together leaders from Toronto's corporate, financial, media, and philanthropic communities, the event raises critical funds, increases awareness of the challenges faced by those living with cancer, and celebrates the life-changing impact of a supportive community. The result is an unforgettable evening that inspires action, connection, and hope.





2026 SPONSORS

RBC Wealth Management
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Osler
Sagen
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Living Luxe
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Franklin Templeton
Blakes
Leo Berwick
Bridgehouse Mortgage
Appelt Properties
ACI Brands Inc.
Air Canada Foundation
Holt Renfrew

For event inquiries, model registration and sponsorship information please contact:
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WELLSPRING
CANCER SUPPORT FOUNDATION

A cancer diagnosis impacts far more than a person's physical health. While medical treatment focuses on the disease, many individuals and families are left to navigate the emotional, practical, and financial challenges that accompany it.

Wellspring fills this critical gap by providing evidence-informed programs and services that support the whole person—mind, body, and spirit—at no charge. Each year, more than 12,000 people living with cancer, caregivers, and loved ones turn to Wellspring for the support, connection, and resources they need to cope with the realities of cancer and regain a sense of control, confidence, and well-being.

By sponsoring Well Dressed for Spring 2027, you will help ensure that everyone who needs Wellspring can access this life-changing support, regardless of their diagnosis, stage of treatment, or financial circumstances. Because Wellspring receives no government or hospital funding, your partnership plays a vital role in making these programs available to the individuals and families who rely on them.

Together, we can help people facing cancer not only survive, but live well.



Wellspring helped me with all the physical, psychological, and emotional challenges and struggles of a cancer diagnosis. I say that the hospital treats the patients, Wellspring treats the person. I wanted to improve my strength, mobility, confidence, and overall quality of life – but I unexpectedly found people who genuinely understood my personal experience. The compassion, encouragement, and sense of community made a meaningful difference during one of the most difficult times of my life.
– Anthony Fontes, Wellspring participant

If you or a loved one has cancer, you have Wellspring.

Wellspring offers professional programs and services to help with the emotional, social, practical and physical needs of people living with cancer. All at no charge.

Programs are available online, by phone and in-person. Find out more at wellspring.ca

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wellspring
CANCER SUPPORT

WDFS WELL DRESSED FOR SPRING



The 2027 Well Dressed for Spring Fashion Show will be held on March 25th at The Quay from 5:30 to 9:30 pm. The evening includes:

5:30 PM	Arrive in Style, Welcome and Registration
6:00 PM	Cocktail Hour *VIP networking, beverages and palate-pleasing bites*
7:00 PM	Walk of Hope Runway Presentation
8:00 PM	Dessert and Raffle Draws
9:00 PM	Event Concludes

Complimentary parking available for all guests.



MEET OUR COMMITTEE

JANET BOYLE
Committee Chair
Senior Vice President,
Home Equity Finance, RBC

KIM APPELT
Celebrity Stylist and Author

MATT BARASCH
Portfolio Manager and Investment Advisor, RBC Dominion Securities, Wellspring Board Chair

ALINE BARDAKJIAN
Wellspring Volunteer

BRENNA CHARLES
Vice President – Sales, Broker Channel: FCT

AMANDA HENDERSON
Commercial Leader, Pharmaceutical

KULEEN KATHURIA
Managing Director, BMO Capital Markets

STEPHANIE LAMONT
Partner, Assurance Services, Ernst & Young LLP

DIANE PELLER
Wellspring Volunteer

JENNIFER TAYLOR
Wellspring Volunteer

WELLSPRING.CA/WDFS2027

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SPONSORSHIP

We invite you to partner with Wellspring Cancer Support Foundation in support of Well Dressed for Spring. Only through your generous support of this event can Wellspring continue to provide vital care to the thousands of Canadians diagnosed with cancer each year.

Well Dressed for Spring provides you with the following opportunities to engage with some of the most influential names in the fashion, media and financial industries:

PRESENTING SPONSOR
$50,000
Exclusive naming rights

RUNWAY VISIONARY
$50,000
Exclusive naming rights

STATEMENT MAKERS
$25,000

STYLE ICONS
$15,000

TRENDSETTERS
$10,000





MODEL MUSE
$5,000

CHIC SUPPORTERS
$2,500+

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PRESENTING SPONSOR

$50,000
EXCLUSIVE NAMING RIGHTS

- Recognition as Well Dressed for Spring presenting sponsor across all platforms and communications.
- Your name/logo displayed on all event collateral including invitations, the main stage backdrop, event program, and on all digital platforms.
- Opportunity to create a branded guest experience, such as a photo installation, VIP reception, or custom activation that directly engages attendees.
- Verbal acknowledgment of your commitment to Wellspring's supportive cancer care, during opening and closing remarks.
- Opportunity to provide a premium gift item for each guest's gift bag, with branding.
- Mention in all marketing and media materials, public speaking opportunities and interviews related to the 2027 Well Dressed for Spring event.
- Logo and feature story on the Wellspring.ca and in Wellspring's e-newsletter to 12,000+ members.
- Forty (40) complimentary tickets
- Post-event thank you in National publication.

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RUNWAY VISIONARY

$50,000
EXCLUSIVE NAMING RIGHTS

- Recognition as the Walk of Hope Runway presenting sponsor across all platforms and communications.
- Exclusive opportunity to present a model from your organization to represent your brand.
- Opportunity to include an ad in the event program which is distributed to 400+ guests.
- Verbal acknowledgment of your commitment to Wellspring's supportive cancer care, during opening and closing remarks.
- Forty (40) complimentary tickets
- Mention in all marketing and media materials, public speaking opportunities and interviews related to the 2027 Well Dressed for Spring event.
- Your name/logo displayed on all Walk of Hope collateral including, the model package, event program, and on a special runway decal.
- Logo and feature story on the Wellspring.ca and in Wellspring's e-newsletter to 12,000+ members.
- Post-event thank you in National publication.

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STATEMENT MAKERS

$25,000

- Exclusive naming of 1 (ONE) of the following major event categories:
  - *Welcome and Registration*
  - *The Cocktail Reception*
  - *Event Production*
- Recognition via social media prior to, during and following the event.
- Mention in all marketing and media materials, public speaking opportunities and interviews related to the 2027 Well Dressed for Spring event.
- Verbal acknowledgment of your commitment to Wellspring's supportive cancer care, during opening and closing remarks.
- Recognition via your corporate name and logo on the Wellspring website, and in Wellspring's e-newsletter, distributed to 12,000 members, volunteers and donors.
- Twenty (20) complimentary VIP tickets with premium seating.
- Post-event thank you in National publication.

STYLE ICONS

$15,000

- Exclusive naming of 1 (ONE) of the following event categories:
  - *Volunteer team*
  - *Guest Gift bags*
  - *Delectable Delights*
- Prominent recognition, including your name/logo on site, and in the event program.
- Mention in all marketing and media materials related to the 2027 Well Dressed for Spring event.
- Recognition via social media prior to, during and following the event.
- Recognition via your corporate name and logo on the Wellspring website, and in Wellspring's e-newsletter, distributed to 12,000 members, volunteers and donors.
- Ten (10) complimentary VIP tickets.
- Post-event thank you in National publication.



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TRENDSETTERS
$10,000

- Prominent recognition, including your name/logo on site at the fashion show, and in the event program.
- Mention in all marketing and media materials related to the 2027 Well Dressed for Spring event.
- Recognition via social media prior to, during and following the event.
- Six (6) complimentary VIP tickets with premium seating.
- Post-event thank you in National publication.

MODEL MUSE
$5,000

- Your name/logo on site at the fashion show, during the Walk of Hope Runway presentation.
- Your name and/or logo in the event program, distributed to 400+ guests.
- Name recognition on the Wellspring website related to the event.
- Two (2) complimentary VIP tickets with premium seating.

CHIC SUPPORTERS
$2,500+

All cash and in-kind gifts of $2,500 or more will receive the following recognition:

- Opportunity to provide or showcase your product or service to an exclusive, targeted and high-end audience.
- Recognition in the event program.



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