



 **wellspring**
CANCER SUPPORT

WDFS

WELL DRESSED FOR SPRING

PRESENTED BY



Wealth
Management

MARCH 26, 2025
YORKVILLE VILLAGE

EXPERIENCE THE LATEST TRENDS AND GLAMOUR AT OUR
EXCLUSIVE FASHION SHOW, IN SUPPORT OF WELLSPRING.

[WELLSPRING.CA/WDFS2025](https://wellspring.ca/wdfs2025)

WHERE PASSION MEETS FASHION

Well Dressed for Spring is a sensational evening where the latest in high fashion comes face-to-face with the Toronto corporate, financial and media communities, all for the benefit of people living with cancer and their loved ones.

Featuring inspiring runway models who are living with cancer, this highly anticipated annual event sells out well in advance every year and has raised more than \$3.5 million for Wellspring Cancer Support Foundation since the inaugural show in 2012. Media attention for the occasion is always significant, including sponsor and model interviews, social media coverage, and post-event photos in multiple local and national publications.



2024 SPONSORS

- RBC Wealth Management
- Carepath
- Canada Guaranty
- EY
- PUIG Fragrances
- Sagen
- Scotiabank
- Home Trust
- The Charles Family
- Blakes
- Anne & Kevin Kaye
- Citizen Watch Co.
- Citizen Watch Co.
- Munich Reinsurance Company of Canada
- Osler
- Nomis
- First Capital



WELLSPRING

CANCER SUPPORT FOUNDATION

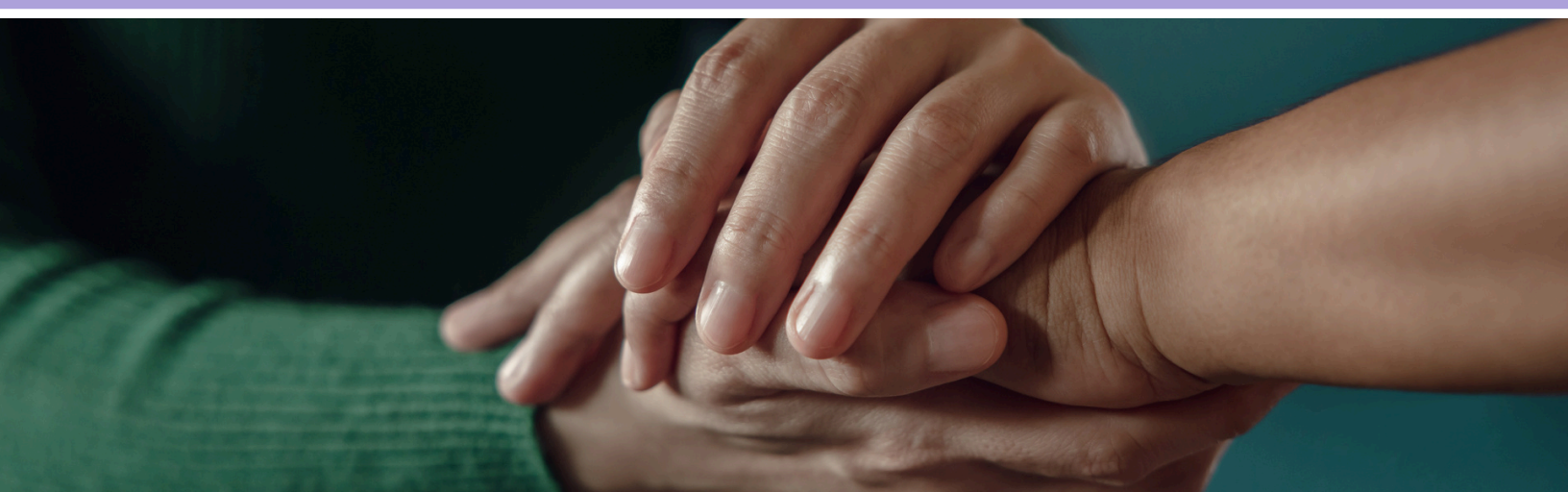
Cancer can be an incredibly difficult and isolating experience. While hospitals and healthcare professionals excel at treating the illness, the emotional, mental, and practical challenges of living with cancer often remain unmet. Many individuals feel lost and vulnerable, even after their treatment concludes, facing emotional distress, financial struggles, and physical limitations.

Wellspring steps in to fill these gaps, offering essential supportive care programs that nurture the mind, body and spirit, while improving the quality of life of those living with cancer. And Wellspring delivers that care.

We invite you to join us at this year's Well Dressed for Spring Fashion Show as a sponsor, where your leadership will be celebrated as part of a community dedicated to healing and supporting cancer patients and their families.

Your sponsorship will directly benefit the 10,000 people who will turn to Wellspring this year, seeking life-changing programs that help them navigate and overcome the challenges of cancer.

Because Wellspring receives no government or hospital funding, events such as Well Dressed for Spring help ensure that essential supportive care remains available to every Canadian in need. As a sponsor, you will be helping to bring about enduring change.



WDFS

WELL DRESSED FOR SPRING

PRESENTED BY



Wealth
Management

The 2025 Well Dressed for Spring Fashion Show will be held on March 26th at Yorkville Village from 5:30 to 9:00 p.m. The evening includes:

5:30 p.m. Arrive in Style Registration,
Coat Check and Red Carpet Photos

6:00 p.m. Couture Cocktail Hour
(VIP networking, cocktails and
palate-pleasing bites)

7:00 p.m. Walk of Hope Fashion Presentation

8:00 p.m. Delectable Delights and Raffle Draws

9:00 p.m. Event Concludes



SPONSORSHIP OPPORTUNITIES

We are inviting you to partner with Well Dressed for Spring in support of Wellspring Cancer Support Foundation. Only through your generous support of this event can Wellspring continue to help the thousands of people in your community who are diagnosed with cancer every 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:



VISIONARY LEADER

\$50,000 EXCLUSIVE NAMING RIGHTS

COUTURE COCKTAIL HOUR

\$20,000 EXCLUSIVE NAMING RIGHTS

STYLE ICONS

\$15,000

TRENDSSETTERS

\$10,000

WALK OF HOPE RUNWAY

\$5,000

CHIC SUPPORTER

\$2,000+

COUTURE COCKTAIL HOUR

\$20,000 EXCLUSIVE NAMING RIGHTS

As the **Couture Cocktail Hour** sponsor, your benefits include:

- Exclusive naming of the VIP Reception.
- Prominent signage, including your name/logo on site at the fashion show and on branded cocktail napkins.
- Verbal acknowledgment of your commitment to Wellspring's supportive cancer care, during opening and closing remarks.
- Mention in all marketing and media materials, public speaking opportunities and interviews related to the 2025 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 related to the event, and in Wellspring's e-newsletter, distributed to 12,000 members, volunteers and donors.
- Sixteen (16) complimentary VIP tickets with premium seating.
- Post-event thank you in National publication.

STYLE ICONS

\$15,000

As a **Style Icon**, your benefits include:

- Exclusive naming opportunities on a first come first served basis for the Delectable Delights Station, Welcome and Registration, Volunteer Squad, The Luxe Lounge, etc.
- Prominent signage, including your name/logo on site at the fashion show, and in the event program which is distributed to 400+ guests.
- Mention in all marketing and media materials related to the 2025 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 related to the event, and in Wellspring's e-newsletter, distributed to 12,000 members, volunteers and donors.
- Ten (10) complimentary VIP tickets with premium seating.
- Post-event thank you in National publication.

TRENDSETTERS

\$10,000

As a **Trendsetter**, your benefits will include:

- Prominent signage, including your name/logo on site at the fashion show, and in the event program which is distributed to 400+ guests.
- Recognition via your corporate name and logo on the Wellspring website related to the event, and in Wellspring's e-newsletter, distributed to 12,000 members, volunteers and donors.
- Mention in all marketing and media materials related to the 2025 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.

WALK OF HOPE RUNWAY

\$ 5,000

As a **Walk of Hope Runway** sponsor, your benefits include:

- Signage, including your name/logo on site at the fashion show.
- 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 SUPPORTER

\$ 2,000+

All cash and in-kind gifts of \$2,000 or more will receive the following recognition:

- Your name and/or logo in the event program, distributed to 400+ guests at the event, and on select event signage and marketing materials.
- Opportunity to provide or showcase your product or service to an exclusive, targeted and high-end audience.





WDPS

WELL DRESSED FOR SPRING

PRESENTED BY



Wealth
Management

FASHION SHOW COMMITTEE

EVENT CHAIR

Matt Barasch, Portfolio Manager and Investment Advisor, RBC Dominion Securities,
Wellspring Director

COMMITTEE MEMBERS

Kim Appelt, Celebrity Stylist and Author

Aline Bardakjian, Wellspring Volunteer

Brenna Charles, Vice President – Sales, Broker Channel: FCT

Kuleen Kathuria, Director, BMO Capital Markets

Stephanie Lamont, Partner, Assurance Services, Ernst & Young LLP, Wellspring Director

