



WDFS

WELL DRESSED FOR SPRING

PRESENTED BY



Wealth
Management



MARCH 25, 2026

THE QUAY | 100 QUEENS QUAY E 3RD FLOOR, TORONTO

SPONSORSHIP PACKAGE

Runway Redefined

Well Dressed for Spring returns on March 25, 2026 in a stunning new location at The Quay. This signature event brings together Toronto's corporate, financial, and media communities to celebrate the power of fashion, all in support of people living with cancer and their loved ones. At the heart of the evening are inspiring runway models, each personally touched by cancer, whose presence transforms the runway into a stage of hope and resilience. Since its inception in 2012, this sold-out event has raised over \$3.6 million for Wellspring Cancer Support Foundation, providing essential programs and resources to those who need them most. With major media coverage, sponsor and model features, and appearances across social and national platforms, Well Dressed for Spring continues to be one of Toronto's most talked-about and impactful fashion experiences.

2025 SPONSORS

RBC Wealth Management
The Charles Family Foundation
Canada Guaranty
EY
First Capital
Deloitte Canada
Home Trust
Osler
Sagen
Citizen Watch Co.
Strive
Living Luxe
National Post
Bridgehouse Canada
Brookfield Oaktree Wealth Solutions
The Francis/Lecker Family
Blakes
Blue Owl
AWIN Group
Monsey Consulting Group
Nortex Roofing
ACI Brands Inc.
Air Canada Foundation



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.

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 12,000+ 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 2026 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** Red Carpet, 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

NANCI YORK-BRAR

Well Dressed for Spring Committee Co-chair
Senior Vice President Productivity
Canadian Bank, Scotiabank

JANET BOYLE

Well Dressed for Spring Committee Co-chair
Senior Vice President, Home Equity
Finance, RBC

KIM APPELT

Celebrity Stylist and Author

ALINE BARDAKJIAN

Wellspring Volunteer

KULEEN KATHURIA

Director, BMO Capital Markets

MATT BARASCH

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

BRENNA CHARLES

Vice President – Sales, Broker
Channel: FCT

STEPHANIE LAMONT

Partner, Assurance Services,
Ernst & Young LLP

AMANDA HENDERSON

Commercial Leader, Pharmaceutical

DIANE PELLER

Wellspring Volunteer

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:

HAUTE INNOVATORS

\$15,000



TRENDSETTERS

\$10,000



CATWALK CHAMPIONS

\$5,000



CHIC SUPPORTERS

\$2,500+



Haute Innovators

\$15,000

- Exclusive naming opportunities on a first come first served basis for the Welcome and Registration, Valet parking, Volunteer team, Delectable Delights station, 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 2026 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

- 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 2026 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.

Catwalk Champions

\$5,000

- 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.

Civic supporters

\$2,500+

All cash and in-kind gifts of \$2,500 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.

