



MISSION

An Annual, National Event Spectacular Where World-famous Stars Unified by their Canadian Heritage and International Excellence in Music, Food and Fashion, Unite to GIVE BACK.

"Being homeless during the winter is kind of hard.... Like it's cold and it hurts, it hurts your skin. If you sleep outside you die. Being homeless in winter is not good. You need somewhere to be."



MUSIC, FOOD AND FASHION UNITE TO END YOUTH HOMELESSNESS

Net Proceeds Benefit EVA'S
INITIATIVES FOR HOMELESS
YOUTH – Providing Safe
Shelter and Housing,
Counseling, Training, Healthy
Living Support and Life Skills
Programs

eva's



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MODE CANADA ROCKS

eva: 20/20

UNITED TO END
YOUTH HOMELESSNESS

06.26.'20



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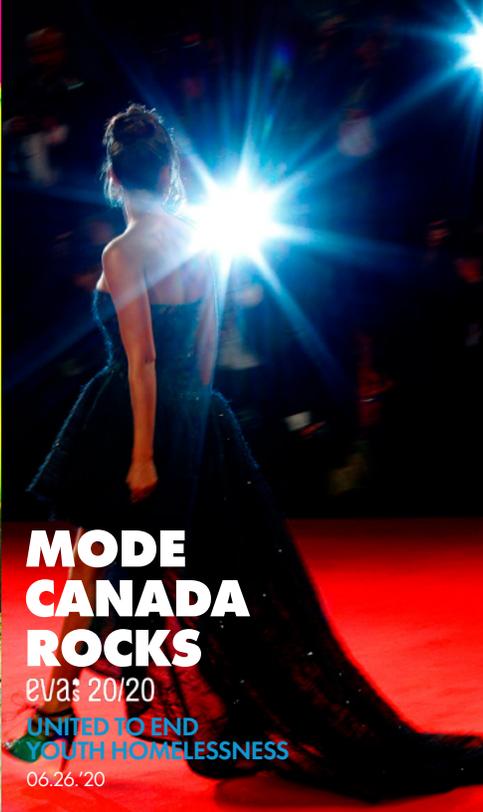
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Sid Neigum FW19, Vogue, photo: Brent Goldsmith

UNITED TO FORTIFY CANADA'S FASHION FUTURE

In Collaboration with THE TORONTO FASHION INCUBATOR, to Inspire, Mentor, Educate and Promote New and Emerging Canadian Fashion Entrepreneurs

Target headliners include: Aurora James, The Beckermans, Christopher Bates, David Dixon Dsquared2, Erdem, The Feral Lab, Greta Constantine, Hendrixroe, Winnie Harlow, Herieth Paul, Rhowhan James, Makage, Marie Saint Pierre, OVO, Sid Neigum, Tanya Taylor, UNTTLD





CANADA

UNITED TO SAVOUR THE FLAVOUR OF OUR DIFFERENCES

2,500 GUESTS Mix, Mingle
and Sample a Fusion of
International Cuisine Designed
by Top Chefs Paired with Fine
Canadian Wines

- Red Carpet Reception
- VIP Dinner
- Celebrity Chef's Stations



Tribe Called Red at Rebel Toronto

UNITED TO ROCK TO THE SIGHTS AND SOUNDS OF CANADIAN COOL

A THREE-ACT MULTIMEDIA PARTY/SPECTACULAR with Pre-Show Reception, Casino Rouge, Chef Stations, Life/Style Bazaar, Two Extended Mix and Mingle Intermissions, VIP Meet and Greet Lounge and DJ After Party

Target headliners include: A Tribe Called Red, Alessia Cara, The Arkells, Daniel Caesar, Drake, Feist, Francesco Yates, Kardinal Offishall, Pree, Pressa, Jessie Reyez, Tyler Shaw, the Weeknd



ROCKS



AUDIENCE

LIVE (tiered, paid): 2,500 A-List Personalities, Industry Leaders and Insiders – Celebrities, Corporate Executives, Influencers, Traditional and Non-Traditional Media, PLUS Music, Food and Fashion Fans.

ONLINE AR STREAMING BROADCAST (free): Unlimited Diverse Style, Tech and Social Media Savvy, Men and Women Who Crave Authentic Experiences, Care About the Well Being of Others and Actively Want to Achieve Financial Freedom and Success Within the Next Five Years

TELEVISION BROADCAST COVERAGE (free): General Canadian Audience – Established Network Demographic.



ROCK EXCLUSIVE NAMING RIGHTS TO ONE OF THESE UNIQUE EVENT ACTIVATIONS

Pre-Event

- “I am Eva” Video Series - online
- Designer Sleeping Bag Couture Challenge
- Red Carpet Ready Makeover & Gala Night Out Contest - online

Gala

- Life/Style Bazaar – 2,500 guests
- Stage – 2,500 guests
- Casino Rouge – 2,500 guests
- After Party – 1,500 guests
- Meet and Greet Lounge – 1,000 guests
- Red Carpet Reception – 400 guests
- VIP Dinner – 400 guests

WORD



CONNECT YOUR BRAND WITH GRASSROOTS STREETS AND COMMUNITIES

Mobilize Eva's Youth and their Friends as Word-of-mouth Advocates PLUS Wild Postings including Murals, Projections on Outdoor Walls Throughout the Greater Toronto Area



UNITE YOUR BRAND WITH CANADIAN COOL – AR LIVESTREAM AND NATIONAL TELEVISION COVERAGE

A Powerful INTERACTIVE Mash Up of AUTHENTIC ENGAGEMENT and Stellar ENTERTAINMENT – Personalities, Performances and Stories That Rock to End Youth Homelessness. Archived Online Indefinitely.



MAKE MILLIONS OF MEMORABLE MEDIA IMPRESSIONS

- **Social Media Reach: Min. 50M**
(Combined headliners, icons and Influencers)
- **Paid Social Media: 8-14M**
per \$100K spend/sponsorship
Facebook/Instagram **3-9M**; YouTube: Views per video **500K**; Google clicks **56K**; Google Impressions - **5M**
- **TFI Media Impressions: 203K**
PR **3K**; Eblast **50K**; Twitter **150K**
- **Organic: INFINITE**
Traditional and social media impressions.
- **TV and Streaming Viewership**
Traditional and online
- **PR**
tbc
- **Media Value**
Priceless

ROCKS

MODE
CANADA
ROCKS



OPPORTUNITIES

Only Five Partnership Levels Available

1. PRESENTING PARTNER (*above title positioning everywhere*)
2. OFFICIAL PARTNER (*naming rights to unique select activations*)
3. SIGNATURE PARTNER (*naming rights to select activations*)
4. PRODUCTION PARTNER
5. FRIENDSHIP PARTNER

Onsite pop up opportunities also available separately.

PRESENTING PARTNER

ADVERTISING – PRINT, DIGITAL, BROADCAST

- **Logo/Name Positioning** – Above title within all marketing materials, content and assets
- **Category Exclusivity** – No other brands competitive to your core business will be in any sponsorship category on any print or digital materials
- **Ad or Pre-recorded Message During Television Broadcast** – Network determined (bonus feature) – 1x:30 sec.
- **Motion Ad Integrated within Online AR Broadcast** – 2x:10 sec.
- **Logo Integration within Online AR broadcast** – above title throughout
- **Print Ad within MODE CANADA ROCKS Eva's 20/20 Souvenir Program Book (3,500 copies produced by Eva's Print Shop) – IFC**
- **Logo Positioning on MODE CANADA ROCKS Eva's 20/20 Souvenir Program Book (3,500 copies produced by Eva's Print Shop) – Above title on front cover and throughout**

VIDEO ACTIVATION

- **Product Placement Opportunity within Videos** – Option to have physical brand, location or service appear within select promotional videos – All

PR AND SOCIAL MEDIA

- **PR Mentions and Boilerplate Inclusion** – In pre and post event communication pieces including Eva's and Toronto Fashion Incubator press releases, eblasts to supporters, members and followers - All
- **Red Carpet Ready Makeover and Gala Night Out Contest** – Opportunity for integration into the 3 week contest to win a personalized VIP experience prize package for two, promoted across various media channels
- **Instagram/Facebook/Twitter Mentions** – Minimum 16 over 8 weeks

WEBSITE

- **Category Exclusivity** – No other brands competitive to your core business will be in any sponsorship category
- **Advertising** – Integrated image/video ad with link to your brand or website – Fullscreen on Home Page
- **Logo/Name Placement** – Above title throughout

GALA EVENT RECOGNITION

- **Main stage Speaking Opportunity** – During formal program preceding show
- **On Stage Recognition by Celebrity Hosts** – During formal program preceding the show
- **Exclusive Naming Rights** – above title, verbal and in print, overall event
- **Digital Recognition** – Inclusion in looped videos throughout the venue including giant main stage LED screen – 3x:10 sec
- **Step and Repeat Logo Recognition** – At main entrance
- **VIP Gift Bag Sampling** – Inclusion up to 1,500 VIP guests
- **On-site Activation Opportunity** – Premium VIP Experience pop up space included (installation costs covered by client)
- **Private Table of 10 Complimentary Platinum Maple Leaf Anniversary Dinner/Party/Spectacular Invitations** – Red Carpet Reception, premium VIP Dinner seating, shared Party/Spectacular banquette seating with complimentary bottle service, 10 autographed souvenir Program Books, exclusive access to Meet and Greet Lounge, pop ups, product sampling
- **6 Complimentary Silver Maple Leaf Party/Spectacular Tickets** – Pre-show Reception with welcoming cocktail and cash bar, main floor Party/Spectacular viewing, Casino Rouge, pop ups, food stations, product sampling

TOTAL PACKAGE: \$100,000 NET (with business receipt)

ACTUAL VALUE: \$350,500 NET

OFFICIAL PARTNER

ADVERTISING – PRINT, DIGITAL, BROADCAST

- **Logo/Name Positioning** – Inclusion within all print or digital promotional materials – With option to be featured as Presenter of a specific component of the overall initiative
- **Category Exclusivity** – No other brands competitive to your core business will be in any sponsorship category on any print or digital materials
- **Motion Ad Integrated within Online AR Broadcast** – 1x:10 sec.
- **Logo Integration within Online AR broadcast** – opening titles PLUS Unique Event Activation coverage
- **Print Ad within MODE CANADA ROCKS Eva's 20/20 Souvenir Program Book (3,500 copies produced by Eva's Print Shop)** – Up front full page
- **Logo Positioning within MODE CANADA ROCKS Eva's 20/20 Souvenir Program Book (3,500 copies produced by Eva's Print Shop)** – Thank you page

ONLINE VIDEO ACTIVATION

- **Product Placement Opportunity within Videos** – Option to have physical brand, location or service appear within select promotional videos – minimum 6

PR AND SOCIAL MEDIA

- **PR Mentions and Boilerplate Inclusion** – In pre and post event communication pieces including Toronto Fashion Incubator press releases, eblasts to members and social media followers
- **Red Carpet Ready Makeover and Gala Night Out Contest** – Opportunity for integration into the 3 week contest to win a personalized VIP experience prize package for two, promoted across various media channels
- **Instagram/Facebook/Twitter Mentions** – Minimum 4 over 8 weeks

WEBSITE

- **Category Exclusivity** – No other brands competitive to your core business will be in any sponsorship category
- **Advertising** – Fullscreen Integrated image/video ad with link to your brand or website – Secondary Page
- **Logo/Name Placement** – on Partners Page

GALA EVENT RECOGNITION

- **Featured Segment Presenter Opportunity** – Option for positioning within the Gala Show performance (bonus feature)
- **On Stage Recognition by Celebrity Hosts** – During formal program preceding show
- **Exclusive Naming Rights to One Unique Event Activation** – Accessible by more than and including 1,500 guests or participants, first come first served
- **Digital Recognition** – Inclusion in looped videos throughout the venue including giant mainstage LED screen – 2x:10 sec with byline acknowledging what you are specifically sponsoring
- **Step and Repeat Logo Recognition** – At main entrance
- **VIP Gift Bag Sampling** – Inclusion up to 1,500 VIP guests
- **On-site Activation Opportunity** – Premium VIP Experience pop up space included (installation costs covered by client)
- **6 Complimentary Platinum Maple Leaf Anniversary Dinner/Party/Spectacular Invitations** – Red Carpet Reception, premium VIP Dinner seating, shared Party/Spectacular banquette seating with complimentary bottle service, 10 autographed souvenir Program Books, exclusive access to Meet and Greet Lounge, pop ups, product sampling
- **4 Complimentary Silver Maple Leaf Party/Spectacular Tickets** – Pre-show Reception with welcoming cocktail and cash bar, main floor Party/Spectacular viewing, Casino Rouge, pop ups, food stations, product sampling

TOTAL PACKAGE: \$50,000 NET (with business receipt)

ACTUAL VALUE: \$175,500 NET

SIGNATURE PARTNER

ADVERTISING – PRINT, DIGITAL, BROADCAST

- **Logo/Name Positioning** – Inclusion within all print or digital promotional materials
- **Category Exclusivity** – No other brands competitive to your core business will be in any sponsorship category on any print or digital materials
- **Logo Integration within Online AR broadcast** – Unique Event Activation coverage PLUS closing titles
- **Print Ad within MODE CANADA ROCKS Eva's 20/20 Souvenir Program Book** – 3,500 copies produced by Eva's Print Shop – Upfront Half page
- **Logo Positioning within MODE CANADA ROCKS Eva's 20/20 Souvenir Program Book (3,500 copies produced by Eva's Print Shop)** – On thank you page

ONLINE VIDEO ACTIVATION

- **Logo Placement** – Shared closing slate with other Signature Partners

PR AND SOCIAL MEDIA

- **PR Mentions and Boilerplate Inclusion** – In pre and post event communication pieces including Toronto Fashion Incubator press releases, eblasts to members and social media followers – Minimum 4
- **Red Carpet Ready Makeover and Gala Night Out Contest** – Opportunity for integration into the 3 week contest to win a personalized VIP experience prize package for two, promoted across various media channels
- **Instagram/Facebook/Twitter Mentions** – Minimum 2 over 8 weeks

WEBSITE

- **Category Exclusivity** – No other brands competitive to your core business will be in any sponsorship category
- **Advertising** – Integrated (800x250px) Big Box image with link to brand or website on secondary page – rotations maximum 4
- **Logo/Name Placement** – On partners page

GALA EVENT RECOGNITION

- **On Stage Recognition by Celebrity Hosts** – During formal program preceding show
- **Exclusive Naming Rights to One Unique Event Activation** – Accessible by less than 1,500 guests or participants, first come first served
- **Digital Recognition** – Inclusion in looped videos throughout the venue including giant main stage LED screen – 1x:10 sec with byline acknowledging what you are specifically sponsoring
- **Step and Repeat Logo Recognition** – At entrance
- **VIP Gift Bag Sampling** – Inclusion up to 1,500 VIP guests
- **On-site Activation Opportunity** – Standard pop up space included (installation costs covered by client)
- **4 Complimentary Gold Maple Leaf Dinner/Party/Spectacular Invitations** – Red Carpet Reception, VIP Dinner seating, shared Party/Spectacular balcony viewing complimentary bar, autographed souvenir Program Books, exclusive access to Meet and Greet Lounge, pop ups, product sampling
- **2 Complimentary Silver Maple Leaf Party/Spectacular Tickets** – Pre-show Reception with welcoming cocktail and cash bar, main floor Party/Spectacular viewing, Casino Rouge, pop ups, food stations, product sampling

TOTAL PACKAGE: \$25,000 NET (with business receipt)

ACTUAL VALUE: \$87,500 NET

PRODUCTION PARTNER

ADVERTISING – PRINT, DIGITAL, BROADCAST

- **Logo/Name Positioning** – Inclusion within select print or digital promotional materials
- **Category Exclusivity** – No other brands competitive to your core business will be in any sponsorship category on any print or digital materials
- **Logo Integration within Online AR broadcast** – closing titles
- **Print Ad within Souvenir Program Book** – 3,500 copies produced by Eva's Print Shop – Half page
- **Logo Positioning within MODE CANADA ROCKS Eva's 20/20 Souvenir Program Book (3,500 copies produced by Eva's Print Shop)** – On thank you page

PR AND SOCIAL MEDIA

- **PR Mentions and Boilerplate Inclusion** – In pre and post event PR Mentions and Boilerplate Inclusion – In pre and post event communication pieces including Toronto Fashion Incubator press releases, eblasts to members and social media followers - Minimum 2
- **Red Carpet Ready Makeover and Gala Night Out Contest** – Opportunity for integration into the 3 week contest to win a personalized VIP experience prize package for two, promoted across various media channels
- **Instagram/Facebook/Twitter Mentions** – Minimum 1 mentions over 8 weeks

WEBSITE

- **Product Exclusivity** – No other products competitive to your core business will be in any sponsorship category
- **Advertising** – Integrated 720x90px) Leaderboard image with link to brand or website on secondary page – rotations maximum 4

- **Logo/Name Placement** – On Partners page

GALA EVENT RECOGNITION

- **Digital Recognition** – Inclusion in looped videos throughout the venue including giant main stage LED screen – Shared screen – 1x:10 sec.
- **VIP Gift Bag Sampling** – Inclusion up to 1,500 guests
- **On-site Activation Opportunity** – Option for standard pop up space additional (space and installation costs covered by client)
- **4 Complimentary Gold Maple Leaf Dinner/Party/Spectacular Invitations** – Red Carpet Reception, VIP Dinner seating, shared Party/Spectacular balcony viewing complimentary bar, autographed souvenir Program Books, exclusive access to Meet and Greet Lounge, pop ups, product sampling
- **2 Complimentary Silver Maple Leaf Party/Spectacular Tickets** – Pre-show Reception with welcoming cocktail and cash bar, main floor Party/Spectacular viewing, Casino Rouge, pop ups, food stations, product sampling

TOTAL PACKAGE: \$10,000 NET (with business receipt)

ACTUAL VALUE: \$35,000 NET

FRIENDSHIP PARTNER

ADVERTISING – PRINT, DIGITAL, BROADCAST

- Logo Integration within Online AR broadcast – closing titles
- Print Ad within MODE CANADA ROCKS Souvenir Program Book (3,500 copies produced by Eva's Print Shop) – 3,500 copies produced by Eva's Print Shop – On Friendship Partners listings page
- Logo Positioning within MODE CANADA ROCKS Eva's 20/20 Souvenir Program Book (3,500 copies produced by Eva's Print Shop) – On thank you page

PR AND SOCIAL MEDIA

- PR Mentions and Boilerplate Inclusion – In pre and post event communication pieces including Toronto Fashion Incubator press releases, eblasts to members and social media followers – Minimum 2
- Instagram/Facebook/Twitter Mentions – Minimum 1 mentions over 8 weeks

WEBSITE

- Logo/Name Placement – On Partners page

GALA EVENT RECOGNITION

- Digital Recognition – Inclusion in looped videos throughout the venue including giant mainstage LED screen – Shared screen – 1x:10 sec.
- On-site Activation Opportunity – Option for standard pop up space additional (space and installation costs covered by client)
- 2 Complimentary Gold Maple Leaf Dinner/Party/Spectacular Invitations – Red Carpet Reception, VIP Dinner seating, shared Party/Spectacular balcony viewing complimentary bar, autographed souvenir Program Books, exclusive access to Meet and Greet Lounge, pop ups, product sampling

TOTAL PACKAGE: \$5,000 NET (with business receipt)

ACTUAL VALUE: \$15,000 NET

ONSITE ACTIVATION OPPORTUNITIES

PREMIUM EXPERIENCE POP UP PARTNERS

- **Activation** – 200 sq' hospitality area in premium location – access to 3,500 guests
- **Digital Recognition** – Inclusion in 1x10 sec. looped listing slate throughout the venue and including main stage LED screen
- **4 Unique Opportunities to Engage with Guests** – pre-reception, two 40 minute intermissions PLUS Afterparty
- **Build Customer Base** – Opportunity to acquire new customers and collect database
- **Brand Listing in Souvenir Program Book** – Indicating booth location
- **2 Complimentary Gold Maple Leaf Dinner/Party/Spectacular Invitations** – Red Carpet Reception, VIP Dinner seating, shared Party/Spectacular balcony viewing complimentary bar, autographed souvenir Program Books, exclusive access to Meet and Greet Lounge, pop ups and product activations Rouge, pop ups, autographed souvenir Program Book, product sampling
- **Standardized Enclosure, Lighting and Power Provided** – Option for enhancement available (costs covered by client)

TOTAL PACKAGE: \$1,500 NET (with business receipt)

POP UP SHOP PARTNERS

- **Activation** – 100 sq' sales area – access to 3,500 guests
- **Digital Recognition** – Inclusion in 1x10 sec. looped listing slate throughout the venue and including main stage LED screen
- **4 Unique Opportunities to Engage with Guests** – pre-reception, two 40 minute intermissions PLUS Afterparty
- **Build Customer Base** – Opportunity to acquire new customers and collect database
- **Brand Listing in Souvenir Program Book** – Indicating booth location
- **2 Complimentary Silver Maple Leaf Party/Spectacular Tickets** – Pre-show Reception with welcoming cocktail and cash bar, main floor Party/Spectacular viewing, Casino Rouge, pop ups, food stations, product sampling
- **Standardized Enclosure, Lighting and Power Provided** – Option for enhancement available (costs covered by client)

TOTAL PACKAGE: \$750 NET (with business receipt)

THIS USED TO BE MY LIVING ROOM

Thanks to Eva's, now
it's just somewhere I pass
on my way to work.

Eva's is more than just a shelter. Eva's gives homeless youth a fresh start. By providing life skills training and support, we make sure that being homeless becomes part of someone's story—not their future.

eva's

Donate at evas.ca

PUT YOUR MARK ON MODE CANADA ROCKS EVA'S 20/20 TO END YOUTH HOMELESSNESS 'CAUSE YOU CARE

Every \$1 Invested Creates \$9 of
Social Benefit

- Downloads
delectantmedia.com/modecanadarocks
- Patrons, Advisory and Team
modecanadarocks.ca/team
- Contact
info@modecanadarocks.ca
- Site
modecanadarocks.ca

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