

OHM 
Revival 2012

**OHM FASHION SHOW
SPONSORSHIP PACKAGE**

FRIDAY, MARCH 16, 2012

ABOUT OHM

OHM is a unique high energy fashion-dance event featuring some of the most spectacular original student designs from across Ontario and highly choreographed dance sequences. With designs and styling from at least ten different up and coming fashion designers, and choreography by a team of over 70 dancers, OHM provides a stage for young people in the London and University community to showcase their talents.

For the past 9 years, OHM has showcased the talents of young designers, models, dancers, and stylists while raising funds for the Canadian Cancer Society. Over the past 9 years, OHM has donated over \$57,000. Throughout the school year, our team will coordinate local fundraising events before our show in March 2012. Through our organization of these events, on and off of Western's campus, we hope to raise awareness and obtain donations for this tremendously important cause.

Given that OHM is a student-run, non-profit charitable organization, the committee relies on the corporate and private donations to help raise awareness and funds for our cause, while also putting on an amazing show.



Each year, the OHM executive team is faced with the task of choosing a well-suited, relative theme for our fashion show. After scanning Fall 2011's runways and print, it became clear to us that there was apparent repetition that coursed throughout the collections: trends from past decades have been revived into current style once again. All of fashion's finest brands looked at history to create covetable looks: Gucci went Saturday Night Fever-chic with snakeskin prints, furs, and wide-legged trousers, Prada and Celine captivated 60's mod with colour-blocking and clean lines, Marc Jacobs brought back the classic polka-dot print, while androgynous 70's style of icons Annie Hall and Patti Smith dominated numerous fall collections. Since current trends are so rooted in the past, we are positive our theme and show, OHM REVIVAL, will accurately represent Fashion's cyclical spirit.

OHM REVIVAL

As we embark on our tenth venture, OHM Fashion Show continues to proudly support the Canadian Cancer Society.

Officially formed in 1938, The Canadian Cancer Society funds research on all types of cancer, providing comprehensive information on cancer, risk reduction and treatment for the public, and offers support for those living with cancer.

The Canadian Cancer Society is a private non-profit organization whose mission is to eradicate cancer and to enhance the quality of life of those living with the disease. The Society works to fight all cancers, such as: breast, ovarian, prostate, lung, leukemia and colorectal. All members of the OHM Fashion Show committee firmly believe that no donated dollar to the Canadian Cancer Society is wasted and we are looking forward to helping this incredible cause.

All net proceeds derived from ticket sales and sponsors will be donated to the Canadian Cancer Society.

WHO WE SUPPORT

To help us achieve our goals we invite you to take part in OHM Fashion Show 2012 as an event sponsor. Your contribution to fulfilling OHM's vision in our drive towards finding a cure for cancer is greatly valued. Our target goal this year is \$15, 000.

If you prefer to be a custom sponsor, we gladly accept any promotional items for our silent auction, and we can work together to create a sponsorship package to meet your marketing needs.

Sponsoring OHM will give your organization the opportunity to:

- Gain access to the 17-25 year old demographic
- Market and promote your products and services
- Develop customer loyalty and establish brand awareness
- Help support the efforts of the Canadian Cancer Society to make cancer history

What's in it for you?

- Recognition in the OHM Fashion Show 2012 Program
- Company Name displayed on the shows website which gets 150 hits per day on average, guaranteeing your company's exposure
 - Complimentary tickets to see the show

Please note: the Society can only issue a receipt for the year in which the donation was received. Any gifts received throughout the fundraising campaign in 2011 will be issued tax receipts in 2012.

SPONSORSHIP OPPORTUNITIES

I'm in! How do I help?

OHM is very excited to collect donations, and we have developed two platforms for you to give. For your convenience, we have developed a Paypal, where donating is as easy as a click of a button. To access Paypal please visit www.ohmfashionshow.ca and click "Donate" on the right side of the screen. Here you can use your VISA, Mastercard or American Express.

Alternatively, all cheques can be made out to "OHM Fashion Show" and mailed to:

OHM Fashion Show
Attn: Stacey Greenbaum
154 Ann Street
London, Ontario
N6A 1R2

All net proceeds from the OHM Fashion Show will be donated to the Canadian Cancer Society. The Canadian Cancer Society is a registered charity (Charitable Registration No. 11882 9803 RR006) and therefore is eligible to issue tax receipts. As a registered charity the Society must abide by the rules and regulations set by Canada Revenue Agency in order to maintain charitable status.

Every cash donation is tax deductible and will be honored with an official tax receipt issued by the Canadian Cancer Society in 2012. Please include a return address on mailed cheques so as to issue these receipts. *

*Cash or in-kind sponsors of product or service do not qualify for a tax receipt and are eligible for a thank you letter from the Canadian Cancer Society. In-Kind donations of product or service may be eligible for letter of acknowledgement. In-kind donations of product to the silent auction may be eligible for a receipt (if they qualify) for the amount the item was sold for at the auction or a letter of acknowledgement from the Society.

OHM's advertising reaches students at the University of Western Ontario as well as other Ontario Universities and Colleges (including Huron, Kings and Fanshawe College) and the local London community. We have already begun to create print advertisements for distribution across London including on the University campus, in residences, and along Richmond Row and other bustling areas. Our web-site reaches hundreds of people each day in the months leading up to the show. We are also well connected on social networking sites like Facebook, and often feature promotional videos on YouTube for wide distribution. We also send out e-mails to members of OHM and their families, past and present donors.

	Platinum	Gold	Silver	Bronze
	\$3000+	\$2000+	\$1000+	\$500+
"Title Sponsor" (OHM Fashion Show brought to you by _____)	✓			
Program advertisements*	Full page	Half page	Half Page	Quarter Page
Banner/Signage on the day of show	✓	✓	✓	
Recognition on Stage Video Screen (Intermission) and on DVDs sold after the show	✓	✓	✓	✓
Company logo on promotional posters and email newsletters, and company logo and link on website (www.ohmfashionshow.ca)	✓	✓	✓	✓
Complimentary tickets to the show	4	4	2	2

*The program is a landscape legal paper folded in half.

FULL PAGE	HALF PAGE	QUARTER

Thank you for your willingness to help.

The OHM Executive Committee thanks you in advance for your contribution to fulfilling our vision.

-- Emma Freed, Hayley Silvertown, Aly Shoom, Shira Gelkopf, Stacey Greenbaum, Whitney Abrams, Jackie Koffman, Tamar Faber, Andie Shapira, Arielle Kaplan, Sari Tile, Shayna Silverberg, and Shawna Mucher --

All concerns and questions should be directed to:

Whitney Abrams
sponsorship@ohmfashionshow.ca
519-933-4475



Website: www.ohmfashionshow.ca
Facebook: www.facebook.com/OHMFashionShow
Twitter: @ohmfashionshow