



LaSalle College
Montréal

SPONSORSHIP PACKAGE

SMCL21

soireemodecollegelasalle.com

OUR CONCEPTS

The LaSalle College second year Fashion Marketing students invite you to the eighth edition of the annual Soirée Mode Collège LaSalle (SMCL).

The event will present this season's trends in three fashion shows:
Into the Madness, 555 and Réflexion.

The presentations will take place on

Saturday, November 13th, 2021
2:30PM, 5PM ,6:30PM and 8PM
in Jean-Paul-Morin Hall at LaSalle College,
2000, Sainte-Catherine Street West, Montréal.

INTO THE MADNESS



When adulthood comes knocking at the door, growing old is inevitable, but growing up is a choice... Come play where the clock stops and where you can run away from the inescapable. A land full of wonder, mystery and danger awaits you, in which you can embrace your madness...

555



“Innocence, once lost, can never be regained. Darkness, once gazed upon, can never be lost.” -John Milton. A new chapter is yet to begin. “555” represents just that. A sweet & innocent girl enters womanhood and discovers her own confidence & maturity through fashion. Change should not be feared, it should be welcomed. Fall into the transmutation of a girl as she thrives through life.

RÉFLEXION



In order to raise awareness of the consequences of global warming, including the melting of glaciers, the models will evolve wearing outerwear to light outfits. Thus, we wish to be the reflection of the current situation, while underlining the reflection that we must have for the generations to come.

BENEFITS

As a sponsor you will benefit from visibility before, during and after the event:

Your official logo presented before and after the 4 presentations to 1,000 guests including personalities from the Quebec Fashion Industry, fashion designers, publishers, journalists, bloggers, influencers.

SOCIAL MEDIA

Lasalle College Facebook page: 114,000 followers & 113,000 likes

SMCL Facebook Page: 2,863 followers & 2,865 likes

SMCL Instagram: 799 followers

PACKAGES

	Diamond \$1,500	Platinum \$1,000	Gold \$750	Silver \$500	Bronze \$250
Official mention on the cover of the program	X				
Free Parking	X	X			
Logo shown before & after each of the 4 presentations	X	X	X	X	X
Facebook Posts	3	2	2	1	1
Instagram Posts	3	2	2	1	1
Instagram Stories	5	4	3	2	1
VIP Invitations	4	4	2	2	2

AGREEMENT

Partners can contribute (your company will receive a tax receipt for your contribution) :

- Financially (the cheque must be made out to LaSalle College)
- Product loans
- Services

Select your package:

Diamond__ Platinum__ Gold__ Silver __ Bronze__

Indicate any modifications or special requests:

Sponsor's name: _____

Company: _____

Date: _____

Signature: _____

Student's name: _____

Fashion show title: _____

Date: _____

Signature: _____