



647-622-8973



www.afwt.ca



info@afwt.ca

NIKOS  
I M A G E S



2023  
EDITION

# African Fashion Week Toronto

Presented by:  
Afro Centre for the Arts



## About AFWT

African Fashion Week Toronto (AFWT) is a non-for-profit initiative produced in partnership with "Afro Centre for the arts". The event occurs once a year (August) showcasing culture-rich events and brand launch activities. The platform was created to increase economic development in the areas of entrepreneurship in the creative industries in Canada and North America as a whole.

AFWT spans across Toronto and brings exposure to various brands including those from out of province and other parts of the world. This volunteer based platform takes pride in creating opportunities for our creative industry and providing an avenue to market new and existing brands.



# Afro Centre for the Arts

Afro Centre for the Arts is an artist lead non-for-profit organization. The organization's aim is to provide exhibitions, programs, and special projects that offer opportunities, leadership and mentorship in the creative arts community for youth and adults within the Greater Toronto Area.

As a creative catalyst for our community, we ignite learning in people of all ages and centralize diverse voices that take risks and drive creative arts forward. Afro Centre for the Arts is building GTA's creative future.



## Partner with AFWT 2023

As a sponsor, we are committed to fashioning a meaningful partnership based on your marketing priorities and philanthropic needs. We offer maximum exposure through multiple touch points where your brand is exposed to a captive audience during a memorable experience that they will associate your brand exposure to.

We will guide your brand through an easy and efficient marketing planning process. Industry leading experts will create a seamless experience, helping you reach your goals and maximizing your return on investment.



## Venue: Yonge Dundas Square

Yonge-Dundas Square is Toronto's central hub that provides a unique gathering place in downtown for locals and visitors to come together. Affectionately known as Toronto's Times Square, Yonge-Dundas Square is one of Toronto's busiest common areas and an excellent place for people-watching and for catching free outdoor events throughout the summer.

- Daily Audience : 146,200 People
- Yearly Audience: +50 Million People
- Over 1 Million people attend events at YDS yearly



# Event Schedule

**25  
AUG**

## **Industry High Fashion Showcase**

Featuring a diverse collection of designers

**26  
AUG**

## **Luxury Couture Fashion Showcase**

Featuring world renowned luxury brands

**27  
AUG**

## **After Party & Industry Networking**

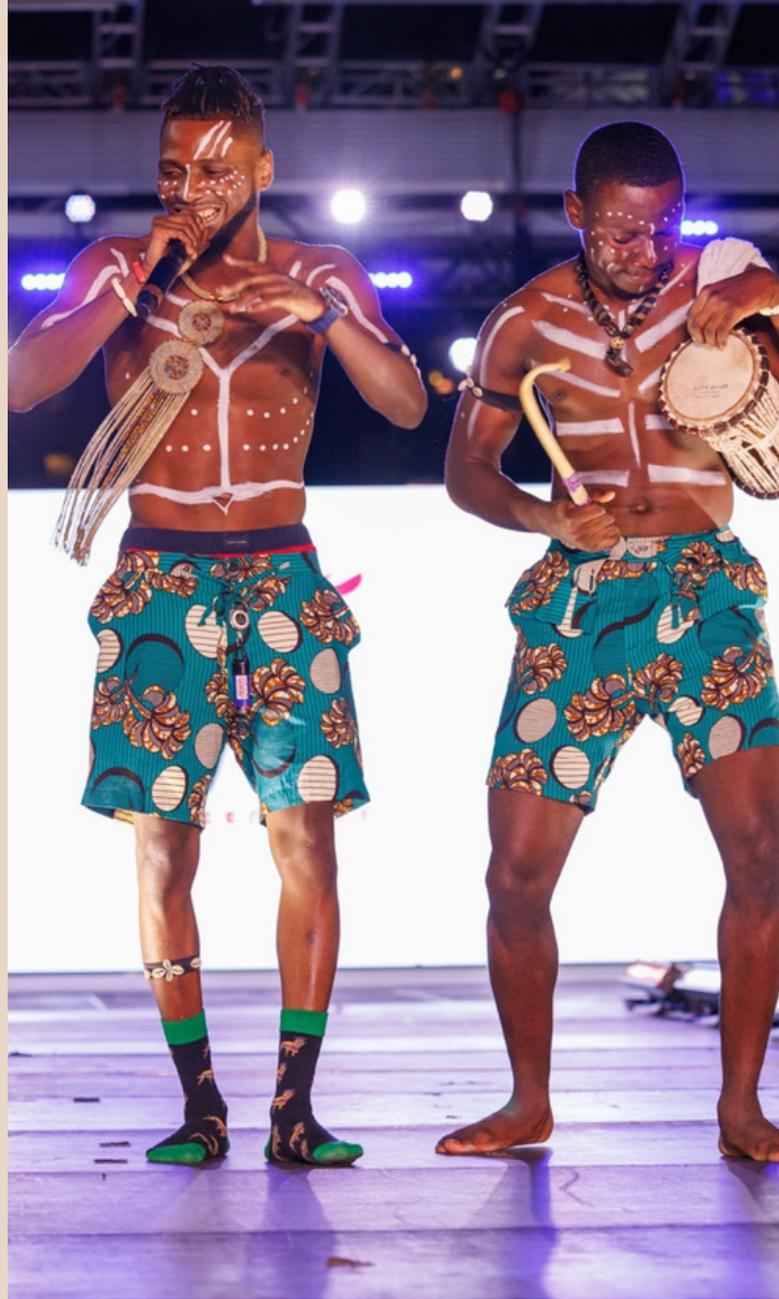
Industry event for key players, influencers and more



# EXPOSURE & MEDIA

An investment like no other, exposure to this dynamic audience creates an unparalleled opportunity to highlight your business/brand.

Over the past ten years, AFWT has built a reputation for professional, high quality event that receives significant publicity in communities across the fashion and creative industry.



Our 2022 event's media coverage generated over \$200,000 in equivalent ad and promotional publicity.

The 2023 event is poised to receive unprecedented media exposure, bringing even more notoriety to the sponsors and brands involved.

# MEDIA SUPPORT & REACH

In 2022 AFWT generated over 800,000 marketing impressions and secured more than 300 news stories, greatly expanding the reach of brands beyond event guests.



We have been able to capture the interest of niche journalists and bloggers to reach new audiences and generate even more attention for your brand.

# RESONATING WITH MILLENNIAL TASTEMAKERS

**By curating interactive event experiences that are infused with excitement and discovery at the AFWT, the program consistently attracts one of the most desirable, affluent segments of Toronto's highly diverse Millennial demographic.**



Each year, AFWT welcomes a largely millennial and repeat audience of active experience-seekers. Their passion drives them to discover new experiences in a world of overwhelming choices. Their hyper connected lives means that they rely on more curated sources of information to inform their purchasing decisions: social media, recommendations from their peers, and hands-on brand experiences that demonstrate value.

The AFWT programming is able to reach your target demographic in a manner that resonates.

# AFWT SOCIAL MEDIA ENGAGEMENT



**The excitement doesn't end after each day of AFWT. Our guests and media partners curate event content for their social media channels, allowing millions of users online to relive the discoveries at AFWT.**

The AFWT experience is highly shareable. Last season alone, more than 6,000 photos and videos were shared online which is about 1500 more post from the previous season. In fact, we trended in Toronto and other fashion communities globally.

# AFWT AUDIENCE DEMOGRAPHICS



- **70% : 19 – 40 years old**
- **75% : reside in Ontario**
- **80% : Employed full time and/or operate their own businesses**
- **\$70,000 : median household income**
- **70% : Women / 30% : Men**
- **3000+ average attendance yearly**
- **40 designers / 70+ models / 50+ volunteers yearly**

# PARTNER WITH AFWT



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# SPONSORSHIP PACKAGE LEVELS

## PRESENTING SPONSORSHIP PACKAGE | \$100,000.00 | 1 AVAILABLE

- Titled as “Presenting Sponsor” of AFWT 2023.
- 50 VIP Admissions to all Fashion Week events.
- Company logo inclusive in all promotional materials
- Brand mentioned in all radio, TV, online and print media interviews
- Product Placement in VIP Gift Bags.
- Logo placement on AFWT’s website Sponsor Page, with link.
- Logo placement on Step & Repeat Wall.
- Acknowledgement of Sponsorship during the event each day.
- Social Media campaigns.
- Company promo video played before, during and after each event.
- Industry Exclusivity
- Live interactive activation opportunities.
- Speaking Opportunity.



# SPONSORSHIP PACKAGE LEVELS

## AVANT GARDE SPONSORSHIP PACKAGE | \$50,000.00 | 1 AVAILABLE

- 25 VIP Admissions to all Fashion Week Showcases.
- Company logo inclusive in all promotional materials.
- Product Placement in VIP Gift Bags.
- Logo placement on AFWT Website's Sponsor Page, with link
- Live interactive activation opportunities.
- Acknowledgement of Sponsorship during the event each day.
- Social Media campaigns.
- Mentions during radio interviews
- Company promo video played before, during and after each event.
- Industry Exclusivity



# SPONSORSHIP PACKAGE LEVELS

## COUTURE SPONSORSHIP PACKAGE | \$20,000.00

- 10 VIP Admission Tickets to all Fashion Week showcases.
- Company logo inclusive on all promotional materials
- Logo placement on AFWT Website's Sponsor Page, with link.
- Live interactive activation opportunities
- Social Media Blast(s)
- Company promo video played at event venue



# SPONSORSHIP PACKAGE LEVELS

## RUNWAY SPONSORSHIP PACKAGE | \$10,000.00

- 5 VIP Admission Tickets to all Fashion Week showcases.
- Company logo inclusive in all promotional materials
- Logo placement on African Fashion Week Website's Sponsor Page, with link
- Live interactive activation opportunity.
- Social Media Blast(s).



# SPONSORSHIP PACKAGE LEVELS

## RUNWAY SPONSORSHIP PACKAGE | \$5,000.00

- 3 VIP Admission Tickets to all Fashion Week showcases.
- Logo placement on AFWT Website's Sponsor Page, with link.
- Social Media Blast(s).
- Brand/company mentions during events.



# SPONSORSHIP PACKAGE LEVELS

## COMMUNITY SUPPORT SPONSORSHIP PACKAGE | \$2,500.00

- 2 VIP Admission Tickets to all Fashion Week showcases.
- Logo placement on AFWT Website's Sponsor Page, with link.
- Social Media Blast(s).





We look forward to customizing a package that best fits your corporate/brand needs.

**THANK YOU**

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