



KOFFLER COUTURE

Designer Vintage Sale

SPONSORSHIP OPPORTUNITIES

December 7-11, 2023



Photography credit: Dahlia Katz

KOFFLER COUTURE

Our annual fundraising event returns live and in-person in December 2023.

Koffler Couture is one of Toronto's most popular **designer vintage clothing** and accessory sale. For four successful years, **hundreds of shoppers** have lined up to find amazing deals on thousands of designer merchandise for both men and women.

This year, Koffler Couture will be a **four-day event between December 7 - 11, 2023**. We kick off the weekend with an exclusive First Pick Party on Thursday evening, featuring early access to the sale, cocktails, hors d'oeuvres and a live DJ. On Friday 8th, Sunday 10th and Monday 11th, the sale continues while stock lasts.

This year, we anticipate that over 1000 shoppers will attend!

All proceeds from Koffler Couture support the **Koffler Centre of the Arts** in showcasing innovative contemporary art and literature, building bridges between communities, and enriching the social and cultural fabric of our city.



Photography credit: Toni Hafkenscheid

KOFFLER CENTRE OF THE ARTS

The Koffler Centre of the Arts is a presenting and producing **cultural platform** and **gallery**, engaging audiences of all backgrounds and ages in conversations that explore the ideas, issues and questions of our time from diverse perspectives, articulated through a passion for learning and understanding. As a Jewish organization, in everything we do we value **inclusiveness, equality and justice**, giving tangible expression to the Jewish concept of Tikkun Olam (Hebrew for ‘repairing our world’).

Our programming seeks to help people engage with complex issues in respectful, constructive ways, through **exhibitions, literary events, performances, digital initiatives, publications** and **educational activities**, offering transformative arts experiences and stimulating intercultural conversations and global dialogues. These principles underpin the Koffler’s engagement with today’s keenest contemporary creative minds in producing and presenting art and experiences that help us shape our shared cultural life and define our values.

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“Koffler Couture is the best place to score designer vintage in the city this season, bar none.” – ***She Does the City***

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SOCIAL FOLLOWING

The Koffler Centre of the Arts has:

- **4.1K following on Facebook**
- **2.8K followers on Twitter**
- **5.3K followers on Instagram.**

We use these platforms to promote the fundraising event. Koffler Couture also has its own social media platforms, engaging directly with audiences interested in design and fashion, including previous event attendees.

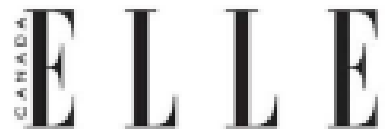


COVERAGE & BUZZ

Koffler Couture is well covered by the press and is publicized by a wide range of media outlets. The event has been featured in newspapers including our media partner, the Toronto Star, and the Canadian Jewish News. Koffler Couture has also been promoted by Elle Canada Magazine, FASHION Magazine, NOW Magazine and high traffic websites like BlogTO, Toronto Life, Style Democracy and She Does the City.

A FEW MENTIONS:

- [Fashion Magazine](#)
- [Yes Supply](#)
- [Style Democracy](#)
- [Elle Canada](#)
- [Kultura Collective](#)
- [Blog TO](#)

The logo for the Toronto Star, featuring the words "TORONTO STAR" in white serif font inside a blue banner with pointed ends.The logo for Elle Canada, with "CANADA" written vertically on the left and "ELLE" in large, spaced-out serif letters to the right.The logo for NOW Magazine, with the word "NOW" in a bold, red, sans-serif font.The logo for FASHION Magazine, with the word "FASHION" in a black, serif font.The logo for Toronto Life, with the words "TORONTO" and "LIFE" stacked in a red, sans-serif font.The logo for The Canadian Jewish News (CJN), with "THE CANADIAN JEWISH NEWS" in small blue text above "CJN" in a large, bold, blue sans-serif font.The logo for She Does the City, with the words "SHE DOES THE CITY." stacked in a red, outlined, sans-serif font.The logo for BlogTO, with the word "blogTO" in a red, lowercase, sans-serif font.

OUR AUDIENCE

Attracting a large following of **fashion-forward and design-oriented attendees**, Koffler Couture is one of the year's most unique shopping experiences.

The sale's attendees are fashion lovers of all ages, with the majority being millennials who live in the west end. By sponsoring this event, you will give your business the opportunity to reach this target audience.

Koffler Couture is an excellent platform for brand activation opportunities. Engage our attendees through experiential marketing and expand your reach to this target market in a creative and memorable way.



sponsor the arts

PARTNERSHIP OPPORTUNITIES

Your generosity will support the **Koffler Centre of the Arts** and help to provide year-round program of exhibitions, public programs and educational initiatives for our community.

EVENT PARTNER

Donate products or services to support the delivery of the event

- Logo recognition on all printed promotional material onsite at the event
- Social media mention
- Logo recognition on the Koffler website and in-gallery digital donor wall
- Opportunity to add promotional item(s) to early access swag bags

FEATURED MERCHANDISE

Donate a new piece of designer clothing or accessory (min retail value of \$1000)

- Donated products to be featured at the sale with your company name and logo
- Logo recognition on all printed promotional material onsite at the event
- Social media mention
- Logo recognition on the Koffler website and in-gallery digital donor wall
- Opportunity to add promotional item(s) to early access swag bags

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SPONSORSHIP OPPORTUNITIES

Your generosity will support the **Koffler Centre of the Arts** and help to provide year-round program of exhibitions, public programs and educational initiatives for our community.

Presenting Sponsor: \$10,000

- 8x tickets to the VIP early access party
- Event naming rights - Koffler Couture presented by 'Your Company Name'
- Logo recognition in all digital and print collateral
- Logo recognition on all secured advertisements, press releases and onsite at the event
- Logo recognition on the Koffler website and in-gallery digital donor wall
- Social media mention
- Opportunity to add promotional item(s) to First Pick Party swag bags
- Opportunity to activate your brand at the First Pick Party shopping party

Gold Sponsor: \$5,000

- 4 x tickets to the VIP early access party
- Logo recognition in all digital and print collateral
- Logo recognition on all secured advertisements, press releases and onsite
- Logo recognition on the Koffler website and in-gallery digital donor wall
- Social media mention
- Opportunity to add promotional item(s) to early access swag bags
- Opportunity to activate your brand at the early access shopping party

Silver Sponsor: \$2,500

- 2 x tickets to the VIP early access party
- Logo recognition in all digital and print collateral
- Logo recognition onsite at the event
- Logo recognition on the Koffler website and in-gallery digital donor wall
- Social media mention
- Opportunity to add promotional item(s) to early access swag bags

To secure your sponsorship or discuss more opportunities, please email ruby@rbec.ca or visit kofflerarts.org for more information.



THANK YOU!