

SPONSOR MASS EXODUS 2026

April 11 Runway Shows
April 12-14 Exhibition

Student Learning Centre
341 Yonge Street



**Toronto
Metropolitan
University**

Fashion
The Creative School

SUPPORT THE FUTURE OF CANADIAN FASHION

MASS EXODUS 2026 SPONSORSHIP PACKAGE

Fashion's Mass Exodus, Canada's largest student-run fashion event



For over 75 years, Toronto Metropolitan University's School of Fashion has been shaping the future of Canadian fashion, producing the next generation of designers, innovators, and industry leaders. Ranked among the top fashion schools in the world, we are committed to a fashion education that is adaptive, inclusive, and responsive to change, ensuring that Canadian fashion continues to thrive on a global stage.

At the heart of this legacy is Mass Exodus, Canada's largest student-run fashion event, a platform that celebrates Canadian creativity, supports emerging talent, and connects industry professionals with the future of fashion.

We invite you to invest in the next generation of Canadian fashion by sponsoring Mass Exodus 2026 and joining us in endorsing TMU Fashion students as they embark on their careers to create a more sustainable, equitable, and inclusive industry.

Table of contents

Why Sponsor Mass Exodus 2026?	04
Sponsorship Benefits	05
Sponsorship Tiers & Exclusive Benefits	07
Contact Us	08



Why Sponsor Mass Exodus 2026?

By partnering with **Mass Exodus 2026**, you will be directly supporting Canada's emerging designers and fashion thinkers while aligning your brand with the values of inclusion, sustainability, decolonization and accessibility—to transform the fashion industry through innovation and welcome everybody. This is an opportunity to connect with top talent, industry changemakers, and an engaged audience shaping the future of fashion in Canada and beyond.

4

Runway shows featuring over 75 collections & an exhibition showcasing the work of over 50 students featuring top Canadian fashion graduates

1000+

Attendees, including industry professionals, media, and influencers

10,300+

Livestream views, reaching a national and global audience

38,000+

Social media views, connecting with fashion-forward consumers across Canada

New this year: an industry show featuring highlights of all graduating students' collections with special VIP Fashion industry guests.



Garment design by Hyla Golden Del Castillo. Images courtesy of @cosplay on Instagram.

Sponsorship Benefits

Champion Canadian Fashion & Innovation

Your sponsorship directly supports a fashion program that integrates theory and practice, empowering students to research, experiment, and create transformative designs that redefine the industry. You'll be helping students engage with Toronto's diverse communities and industries, ensuring that Canadian fashion remains relevant and globally connected.

Align Your Brand With Industry Values

Today's consumers and professionals seek brands that prioritize sustainability, social justice, accessibility, and ethical fashion. Sponsoring Mass Exodus aligns your brand with a program that encourages students to disrupt outdated fashion systems and propose critical alternatives for industry change.

Gain Exclusive Industry Exposure

With a diverse audience of fashion insiders, industry leaders, influencers, and media professionals, Mass Exodus offers your brand high-impact visibility and engagement opportunities.



Garment design by Owen Cutler. Images courtesy of @cosplay on Instagram.

Sponsorship Benefits

Connect With Canada's Next Wave of Fashion Leaders

Mass Exodus is more than a runway show—it's a launchpad for innovation in Canadian fashion. As a sponsor, you will have insider access to emerging designers and thought leaders who are integrating technology, sustainability, and cultural awareness into their work.

Invest in a Future-Ready Fashion Education

Mass Exodus is the culmination of an interdisciplinary learning experience where students work across creative fields to research, conceive, and communicate new ideas. By supporting this event, you contribute to fashion research, experimentation, and design that advances knowledge and creative industries in Canada.



Sponsorship Tiers & Exclusive Benefits

PRESENTING SPONSOR

\$10,000

As the Presenting Sponsor, your brand will be the primary partner of Mass Exodus 2026, receiving top-tier visibility and recognition.

Exclusive Title

“Mass Exodus 2026 Presented by [Your Brand]”

Logo Placement

- Prominent logo on all digital and physical marketing materials (website, social media posts, posters, invitations, programs and press releases).
- Large logo in venue’s entryway and promotional signage.

Verbal Acknowledgment

Special mention during the show’s opening and closing remarks.

Product Placement

- Option to include product samples or promotional materials in attendees’ gift bags.
- Opportunity to showcase your brand’s product in the event space.

VIP Experience

10 VIP tickets to the show, with priority seating.

Networking

Exclusive meet-and-greet with student designers and industry professionals.

	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Logo Placement	<ul style="list-style-type: none"> ■ Medium-sized logo on digital and physical marketing (website, social media posts, posters, invitations, and programs). ■ Medium-sized logo on venue's promotional signage. 	<ul style="list-style-type: none"> ■ Logo on select digital marketing materials (website and invitations). ■ Small logo on venue's promotional signage. 	Small logo on the event website and programs.
Verbal Recognition	Mention during the show's opening remarks ceremony.	Mention during the show's closing remarks.	-
Product Placement	Option to include promotional materials in attendee gift bags.	-	-
Tickets	6 VIP tickets to the show.	4 VIP tickets to the show.	2 VIP tickets to the show.
Social Media	Mention in a group sponsors appreciation post.	Mention in a group sponsors appreciation post.	Mention in a group sponsors appreciation post.

Physical recognition is subject to print production timelines. Please **confirm your support by March 13** to guarantee comprehensive logo placement. Digital placements can be accommodated until April 6. Please contact us to discuss in-kind sponsorship of materials, VIP gift bags, catering, beverages, etc.

Become a Sponsor & Shape the Future of Canadian Fashion



Mass Exodus 2026 is your opportunity to invest in Canadian fashion, connect with a highly engaged audience, and align your brand with the values driving the future of the industry.

Join us in supporting emerging Canadian designers and ensuring that Canada's fashion legacy continues to thrive on a global scale.

Thank you for your time and consideration. We look forward to the opportunity to collaborate and make this year's event the most inspiring yet.

Contact us

For more information, contact Kieran Lynch, Development Officer at kieran.lynch@torontomu.ca or Joseph Medaglia, Chair, School of Fashion at jmedaglia@torontomu.ca



**Toronto
Metropolitan
University**

Fashion
The Creative School

For over 75 years, The Creative School at TMU has offered programs that combine real-world experiences, industry connections, and innovation to shape global creative leaders.

Spanning 10 schools and departments and 27 top-ranked programs both nationally and internationally, The Creative School delivers cutting-edge research and education in media, communication, design, and creative industries.

Let's connect

[torontomu.ca/
the-creative-school](http://torontomu.ca/the-creative-school)

[@thecreativeschl](https://twitter.com/thecreativeschl)

