

Mental Health Foundation



Fashioning Resilience:
A Fall Fashion Show

Sponsorship
Package



Event Details

The Mental Health Foundation is hosting a patient fashion show at Alberta Hospital Edmonton on October 22, 2026 to celebrate confidence, self-expression, and independence as part of recovery.

Patients are invited to put their hand up to be a model for the evening - an empowering experience that helps build self-esteem and supports individuals who may struggle with the stigma associated with mental illness. Participants will be styled with outfits from the hospital's free second-hand clothing boutique, which provides patients with essential items such as clothing, shoes, and coats to support dignity during their hospital stay and as they transition back into the community. Models will also have their hair and makeup done, with music, an MC, and a lively atmosphere creating a fun, celebratory event. With the support of event sponsors, the fashion show will welcome up to 100 guests for an evening that highlights resilience, joy, and whole-person care.



Become a Sponsor

Presenting Sponsor \$10,000

(only one available)

SOLD OUT

- Six tickets to the event
- Prominent logo placement on event marketing and signage
- Multiple live mentions by hosts during event plus opportunity to speak (2 minutes)
- Post-event social media post
- Website logo recognition

Couture Sponsor \$5,000

(only two available)

- Four tickets to the event
- Large logo placement on event marketing and signage
- Two live mentions by hosts during event
- Post-event social media post

Luxe Sponsor \$2,500

(only four available)

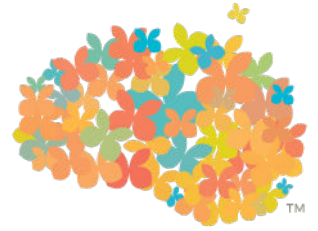
- Three tickets to the event
- Medium logo placement on event marketing and signage
- One live mention by hosts during event

Style Sponsor \$1,000

(only eight available)

- Two tickets to the event
- Small logo placement on event marketing and signage

We know customized activations and opportunities that fit your company's values are important. We offer a variety of sponsorship levels so you can support the Fashion Show with the option that best represents your organization's needs.



Mental Health Foundation

Contact Us

**Please contact Natalie Gentile, Director, Philanthropy,
to discuss sponsorship opportunities.**

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