



PUMP COUTURE

FASHION SHOW

**EMPOWERING THE
DIABETES COMMUNITY**

2025 SPONSORSHIP PACKAGE



**DIABETES
CANADA**



A MESSAGE FROM OUR CEO

After three years of incredible success, Pump Couture Fashion Shows are returning in 2025 in six locations across the country, from Vancouver, British Columbia, all the way to Halifax, Nova Scotia.

In the past, Pump Couture Fashion Shows have been a celebration of the diabetes community, but these annual events are quickly becoming a groundswell to change the conversation about diabetes, and we'd like you to join the movement.

In 2024, we released the *Social Experiences of Living with Diabetes in Canada* report, the first national survey of its kind. We heard from nearly 2,000 respondents, living with type 1 diabetes and type 2 diabetes, about their experiences with diabetes stigma, judgement and discrimination. The report found that nearly 90% of people living with type 1 diabetes and nearly 70% of people living with type 2 diabetes experience shame and blame for their diabetes.

We know now that diabetes stigma is real, but together, with the support of sponsors like you, we are reimagining diabetes at Pump Couture Fashion Shows. We are also reimagining a better future for the more than four million people diagnosed with diabetes in Canada.

At Pump Couture Fashion Shows, people living with diabetes have a platform to share their own experiences to challenge the stigma, judgement and even discrimination they face in their everyday lives, but they also get to show pride and celebrate who they are.

All the models are real people living with diabetes — people of all sizes, body shapes, ages, backgrounds and identities who break down stereotypes about who lives with this complex condition. And they're doing more than showing off the latest fashion. They are also modelling their wearable technology—life-saving insulin pumps and life-changing continuous glucose monitors—otherwise everyday reminders of living with a complex condition.

All proceeds from Pump Couture Fashion Shows go to support Diabetes Canada's D-Camp programs, giving children and youth a real summer camp experience. At D-Camps, campers learn how to manage their diabetes independently in a supportive community, among other children and youth who know exactly what it means to live with this complex condition.

I hope you will join us as we change the conversation around diabetes.

Laura Syron President & CEO of Diabetes Canada



People need to understand that the image that we see in our heads of someone living with diabetes is not a true reflection of who these people really are. People living with diabetes come in all different shapes and sizes and I'm excited to be a part of an event that showcases that."

Jennifer Lopez, 2024 Winnipeg Model



WHAT DID WE LEARN ABOUT DIABETES-RELATED STIGMA?

86% T1D
69% T2D

People have experienced **blame or shame** for having diabetes.

34% T1D
14% T2D

People with diabetes agree that they have been **discriminated against** because of their diabetes.

54% T1D
31% T2D

People with diabetes have been **treated differently** because of their diabetes.

CHANGE THE CONVERSATION ABOUT DIABETES

Despite how common it is, many people living with diabetes continue to face stigma, distress and feelings of shame that may lead some to feel isolated. This stigma, and the associated feelings of blame and shame, discourage some people from seeking the care they need, affecting health outcomes and quality of life. Understanding the prevalence and impact of diabetes stigma is the first step in changing it, paving the way for a more supportive and empathetic society.

IT'S TIME TO END THE STIGMA

Diabetes Canada is working to develop strategies and programs aimed at changing the conversation around diabetes and improving the quality of life of those living with diabetes. We believe it starts with learning the facts, challenging myths and shining a light on this often-misunderstood condition. While there may not be a cure for diabetes yet, we have the power to change our thoughts, words, and actions now.





THE FACTS

One person is diagnosed with diabetes every 3 minutes in Canada. Unfortunately, that rate is not slowing down. For those living with type 1 or type 2 diabetes, other people's perceptions of diabetes can lead to experiences of guilt, embarrassment, or isolation.

THE FASHION

The event will feature innovations in wearable technologies (insulin pumps and advanced glucose monitors) paired with the latest fashion to display how these devices can be styled and worn with any outfit. Our models will shine with confidence while bringing awareness to a condition that affects people in Canada from all walks of life.

THE EVENT

The Pump Couture Fashion Show is an event like no other. Over the past three years, Diabetes Canada has welcomed real people living with type 1 and type 2 diabetes to the stage to change the conversation around the stigma of living with diabetes. Pump Couture is about inclusivity and empowering diverse groups of people affected by diabetes. Body positivity is an issue many people struggle with and can be exacerbated for those living with diabetes. The need to wear medical devices and scarring on the body from insulin injections and insulin pump sites being constant reminders of the individual's condition. Addressing negative misunderstandings about diabetes and working to change the narrative that cause stigma is an important priority for Diabetes Canada, as we work to improve the quality of life for those living with diabetes.



THE FACES

Featuring models of all shapes, sizes, backgrounds, and identities living with type 1 or type 2 diabetes, Pump Couture will not only showcase fashion but will highlight the models' stories and experiences living with diabetes to bring visibility to an "invisible disease." Diabetes is an invisible condition in the sense that nobody would really know you have it just by looking at you and knows no bounds - children, minorities, and the elderly, both living with type 1 and type 2 diabetes, are some of the many faces of diabetes.



2024 MODEL SPOTLIGHT



JENNIFER LOPEZ

Jennifer was excited to be part of an event that helped raise awareness that people with diabetes come in all different shapes and sizes. The fashion show helps people to understand that the image that people see in their heads of someone living with diabetes is not a true reflection of who they really are.



DREW AND BLAKE WILBY

This father son duo both took the runway to share their family story around diabetes. Both Blake and Drew were diagnosed with type 1 as children.



EMERSON TROTTER

One of the youngest models to walk in the fashion show, Emerson wanted to show other kids that even though he is living with diabetes, he is happy. He knows some people struggle with their diagnosis, but it's all he knows. It's important for him to show people that he can do anything a kid without diabetes can do and that even includes eating ice cream.



NENITA ANETTE OLIVA

Nenita's commitment to proactive management and advocacy serves as an inspiration to others facing similar challenges. Through her advocacy efforts and dedication to fundraising initiatives, Nenita is contributing to a brighter future for individuals living with diabetes while promoting a message of hope.

WHY SPONSOR?

Misconceptions about diabetes are widespread, leading to negative perceptions of those living with it. That's something that we are determined to change. Aligning your brand with Pump Couture will show your support to the 4 million people in Canada diagnosed with diabetes, many of which have felt that they have been treated differently because of their diabetes.

- **Unmatched Brand Visibility:** Elevate your brand's presence across Canada, reaching a wide and varied audience.
- **Diverse Demographic Engagement:** Connect with different communities, the Pump Couture fashion show features models of all different shapes, sizes and ethnicities while empowering them to share their unique stories.
- **Community Support Alignment:** Demonstrate your dedication to social responsibility by actively showing your support in an event that promotes changing the conversation and eliminating the stigma of living with diabetes.
- **Impact Video:** Showcase the positive outcomes of your support through compelling videos, sharing the impact of your contributions after throughout the campaign period and beyond.



“

Hartley, the daughter of one of our Partners exemplifies resilience. Despite being diagnosed with type 1 diabetes at two years old, she lives each day to the fullest with unwavering enthusiasm. HK Henderson stands with Hartley in her advocacy for Diabetes Canada and is proud to support Pump Couture and helping send kids just like her to D-Camps.”

HK Henderson
Presenting Sponsor Pump Couture Regina

2024 PUMP COUTURE EARNED MEDIA REACH

86

total media
mentions

58 MIL

media
impressions

\$533,000

advertising
value equivalency

LIFELONG IMPACT FOR KIDS WITH TYPE 1 DIABETES

Type 1 diabetes introduces children, youth, and families to a new reality, one that can make some kids feel different from their friends. A diagnosis also brings with it a whole new set of skills to learn, including testing blood glucose (sugar) levels, priming needles for injection, and counting the daily intake of carbs. Many young people often find themselves being the only person at their school or in their community with diabetes and it can be challenging to accept a diagnosis.

D-Camps are medically supervised summer camps for kids living with type 1 diabetes that foster inclusion and create a sense of belonging for campers. The goal of D-Camps is to foster an atmosphere of inclusivity where campers gain a new level of independence in managing their type 1 diabetes and feel empowered to continue using the healthy practices they learn.

Diabetes Canada provides subsidies each year to ensure all children with type 1 diabetes can attend camp regardless of financial circumstances. Proceeds from the Pump Couture Fashion Show will help send kids from your community to D-Camps, providing them with the opportunity to enjoy a life-changing summer camp experience.

“*D-Camp makes me feel like I’m not the only one with diabetes and that even though I have diabetes, I can do anything.*”
D-Camper



NATIONAL SPONSORSHIP OPPORTUNITIES

VANCOUVER. CALGARY. REGINA. WINNIPEG. TORONTO. HALIFAX

National sponsorship provides your brand with visibility at all 6 locations. Practical advantages of this sponsorship include widening your reach with various demographics, strengthening your community ties, and maximizing your impact through your consistent commitment to our collective mission to End Diabetes.

TITLE NATIONAL SPONSOR - \$75,000 (exclusive)

(Locked in rate for 2- and 3-year commitment available)

PRE-EVENT

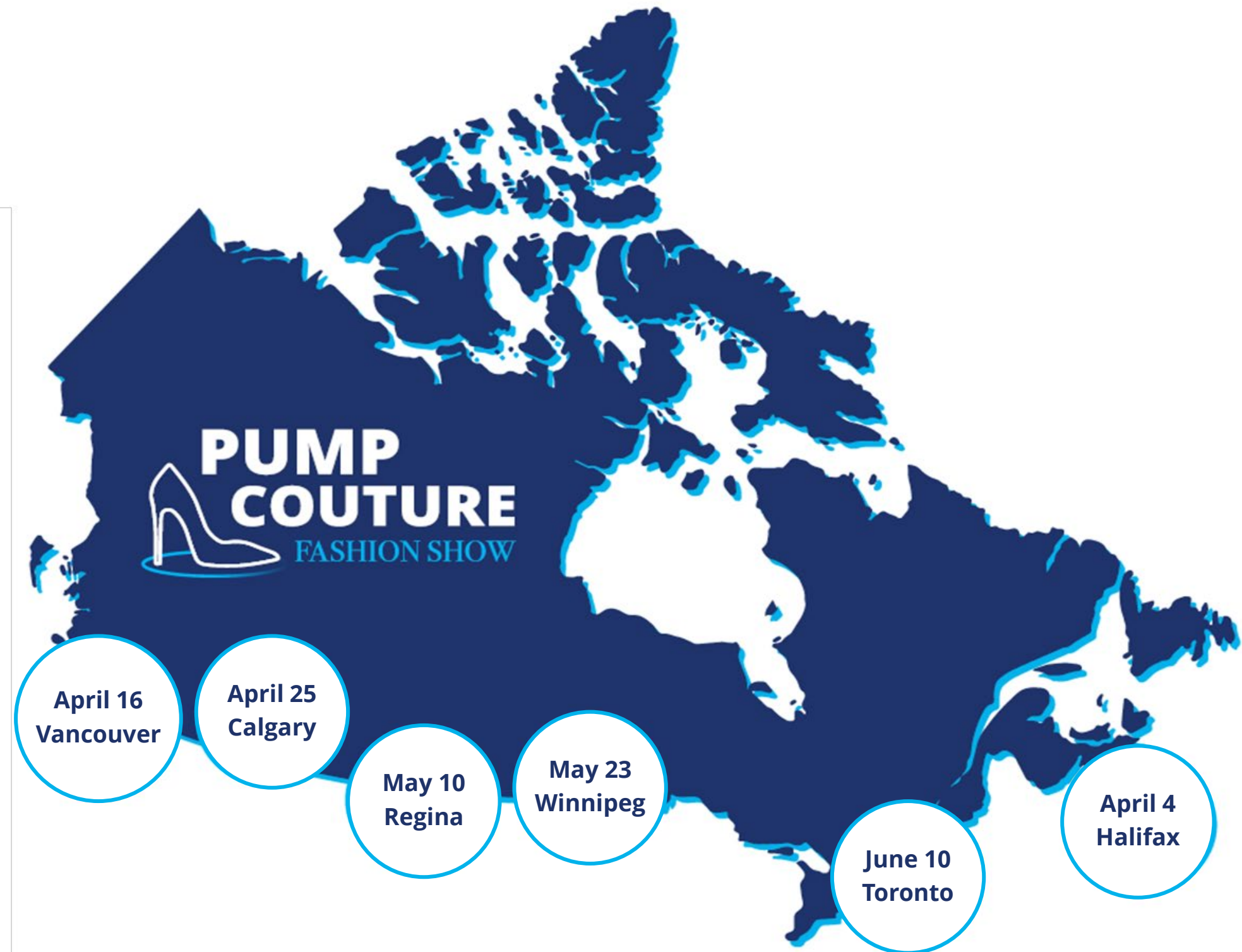
- Designation as title sponsor throughout contract period on all national event material
- License to use DC Logo in event specific advertising related promotion
- Diabetes Canada and Pump Couture website logo placement
- Logo placement on all email blasts
- National cross platform social media recognition
- Recognition in Diabetes Canada National newsletter as the DC Pump Title Sponsor (timing would be TBD, either to promote Pump or post event)

AT EVENT

- Approved on-site activation opportunity
- Welcome speech opportunity (live or pre-recorded)
- Key signage placement
- 24 reserved VIP tickets (4 per event)
- VIP cocktail hour invitation (Toronto Event Only)
- Prime advertising insert in all programs across the country, including, double page ad on the inside of the cover page and the first page of the event programs

POST-EVENT

- Logo on post-event wrap-up and promotion video
- Employee Engagement: Invitation to stewardship webinars, Invitation to D-Camps in-person stewardship visits



NATIONAL SPONSORSHIP OPPORTUNITIES

VANCOUVER. CALGARY. REGINA. WINNIPEG. TORONTO. HALIFAX

PLATINUM NATIONAL SPONSOR - \$50,000

(Locked in rate for 2- and 3-year commitment available)

PRE-EVENT

- License to use DC Logo in event specific advertising related promotion
- Diabetes Canada and Pump Couture website logo placement
- Logo placement on all email blasts
- National cross platform social media recognition

AT EVENT

- Approved on-site activation opportunity
- Pre-approved speaking opportunity (live or pre-recorded)
- Key signage placement
- 24 reserved VIP tickets (4 per event)
- VIP cocktail hour invitation (Toronto Event Only)
- Full page advertisement in all virtual programs

POST-EVENT

- Logo on post-event wrap-up and promotion video

GOLD NATIONAL SPONSOR - \$30,000

(Locked in rate 2- and 3-year commitments available)

PRE-EVENT

- Pump Couture website logo placement
- Logo placement on select national e-blasts
- One platform national social media post

AT EVENT

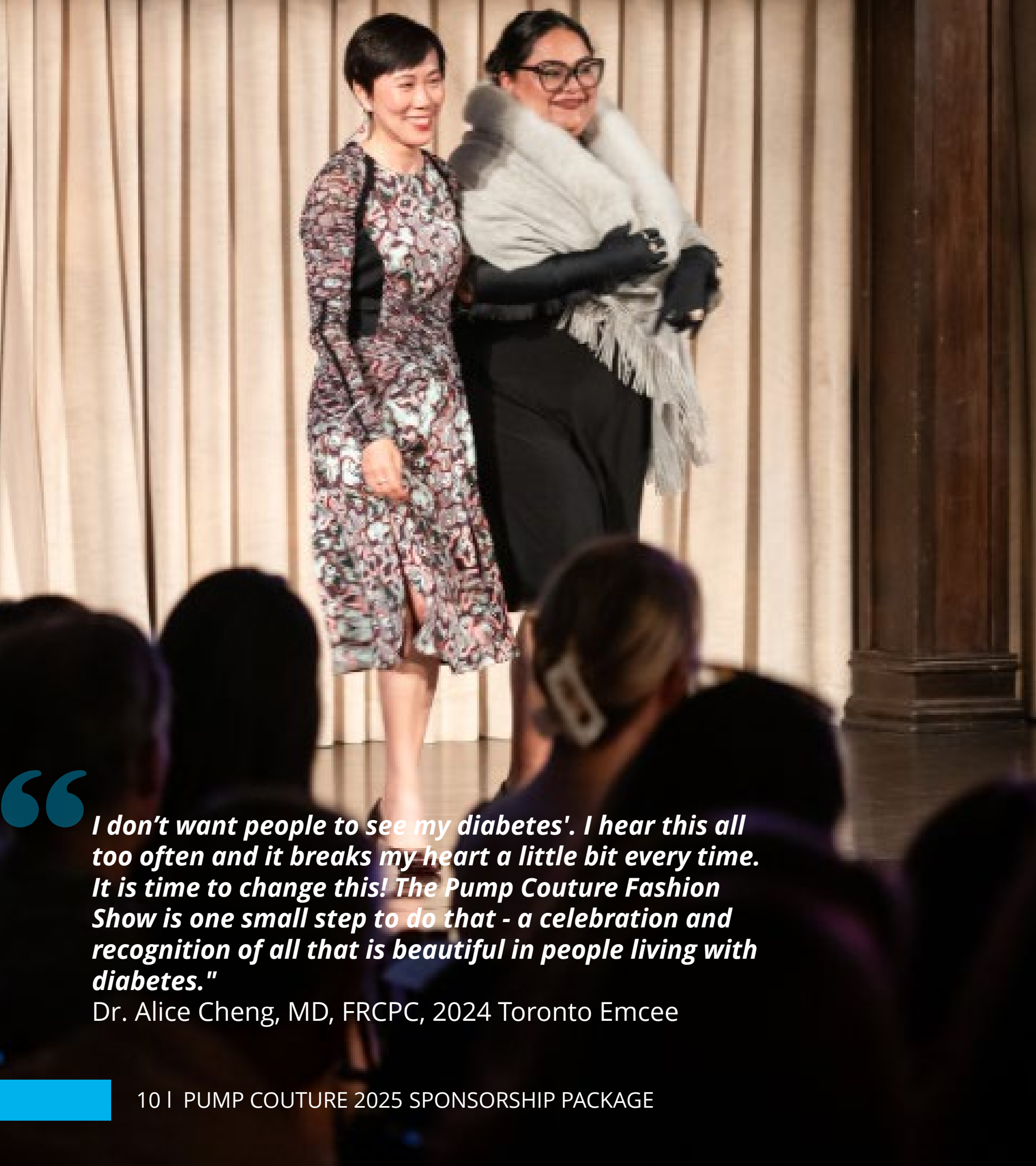
- 1-minute pre-approved speaking opportunity during evening programming
- Key signage placement
- 6 event tickets
- VIP cocktail hour invitation (Toronto Event Only)
- Half page advertisement in all virtual programs

POST-EVENT

- Logo on regional post-event wrap-up and promotion video



“*I aim to normalize the use of insulin pumps and demonstrate that individuals who rely on them can lead fulfilling and "normal" lives.*”
Suki, Toronto Model



I don't want people to see my diabetes'. I hear this all too often and it breaks my heart a little bit every time. It is time to change this! The Pump Couture Fashion Show is one small step to do that - a celebration and recognition of all that is beautiful in people living with diabetes."

Dr. Alice Cheng, MD, FRCPC, 2024 Toronto Emcee

REGIONAL SPONSORSHIP OPPORTUNITIES

By joining us as a partner, you are showing the community that your organization is committed to promoting inclusivity and support for the people who are diagnosed with diabetes every 3 minutes in Canada. Aligning your organization with Diabetes Canada's Pump Couture Fashion Show will ensure excellent exposure through event promotion, corporate networking, advertising, and community engagement.

PRESENTING – \$10,000 (exclusive)

(Locked in rate for 2- and 3-year commitments available)

PRE-EVENT

- Co-branded event
- Pump Couture website logo placement
- Logo placement on all regional e-blasts
- Regional social media engagement

AT EVENT

- Approved on-site activation opportunity
- Pre-approved speaking opportunity at event
- Key signage placement
- VIP cabin seating option
- VIP cocktail hour invitation (Toronto Event Only)
- Full-page ad in program
- Logo on participant gift

POST-EVENT

- Post-event lunch and learn
- Logo on post-event wrap-up and promotion video

DOUBLING THE IMPACT SPONSOR – \$10,000

(Unique activations available)

PRE-EVENT

- Pump Couture website logo placement
- Logo placement on all regional e-blasts

AT EVENT

- 1-minute pre-approved speaking opportunity during evening programming
- Key signage placement
- 6 event tickets
- VIP cocktail hour invitation (Toronto Event Only)
- Full-page ad in program
- Opportunity to provide pre-approved swag bag item

POST-EVENT

- Post-event lunch and learn
- Logo on regional post-event wrap-up and promotion video

OPTIONAL ACTIVATION

Inclusive of the “Double the Impact Sponsorship” benefits, plus your choice of one of the following.

MODEL MATCHING:

- Recognition on model fundraising page and logo placement in peer-to-peer fundraising
- Brand recognition on model T-shirts

FUND A NEED MATCHING:

- Regional social media and email recognizing donation match
- Recognition on fund a need board and icons

SILENT AUCTION MATCH:

- Recognition on online silent auction platform



STAR OF CHANGE SPONSOR - \$7,500

(Unique activation opportunities available)

PRE-EVENT

- Pump Couture website logo placement
- Logo placement on select regional eblasts
- Regional social media engagement

AT EVENT

- Select signage throughout event
- 4 event tickets
- VIP cocktail hour invitation (Toronto Event Only)
- Quarter-page ad in program

POST-EVENT

- Post-event virtual lunch and learn
- Logo on regional post-event wrap-up and promotion video

OPTIONAL ACTIVATION

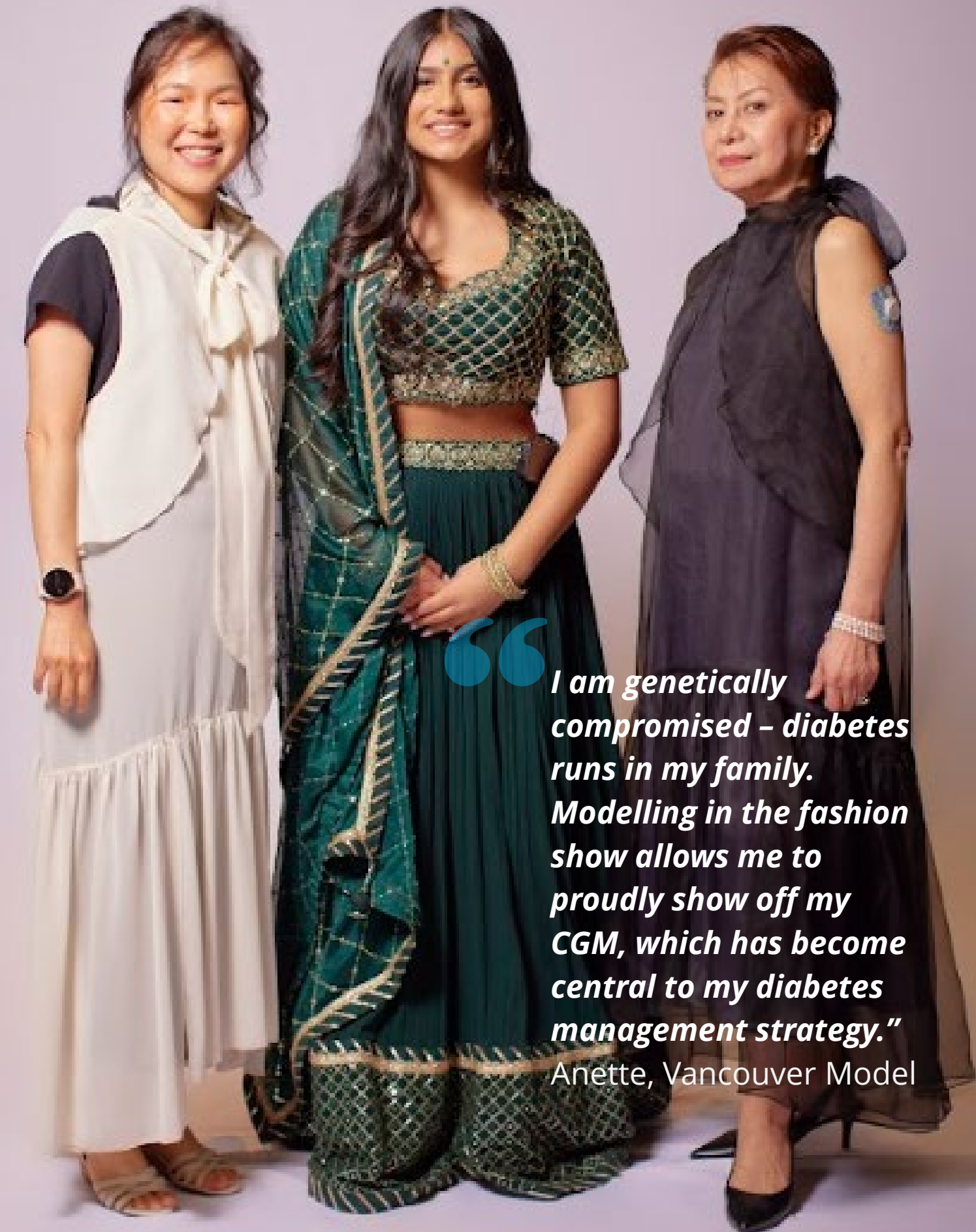
Inclusive of the “Star of Change Sponsorship” benefits, plus your choice of the following.

SOCIAL MEDIA CHAMPION

- Social media takeover with 10 pre-approved Stories

MODEL TICKET SPONSOR

- Sponsorship of model tickets (2 tickets per model)
- Recognition on select tickets emails and communications



“*I am genetically compromised – diabetes runs in my family. Modelling in the fashion show allows me to proudly show off my CGM, which has become central to my diabetes management strategy.*”
Anette, Vancouver Model

CONTRIBUTION WARRIOR SPONSOR - \$5,000

(Unique activation opportunities available)

PRE-EVENT

- Pump Couture website logo placement
- Logo placement on select regional e-blasts
- Regional social media engagement

AT EVENT

- VIP cocktail hour invitation (Toronto Event Only)
- Select signage throughout event
- 2 general admission tickets to event
- Logo in program

POST-EVENT

- Post-event virtual lunch and learn
- Logo on regional post-event wrap-up and promotion video

OPTIONAL ACTIVATION

Inclusive of the "Contribution Warrior Sponsorship" benefits, plus your choice of one of the following.

PHOTOBOOTH

- Exclusive opportunity to host the photo booth with your company logo on participants' photos

PHOTOBOOK

- Logo on model photobook (guests will receive virtual flipbook, models and sponsors will receive physical copy)

CHARICATURIST

- Logo recognition on caricaturist activation at event

MODEL LUNCH

- Sponsored model lunch (25-30 models), intimate interaction with opportunity for inspirational speaker
- Your brand recognition in select model dressing room and lunch locations

CATWALK

- Signage from your brand on runway
- Opportunity to place a model on the runway, emcee recognition of device/clothing/etc (based on DC approval)



“ I manage my diabetes; my diabetes doesn't manage me. Kaleb, Toronto Model and creator of Dahlgren's Diabeauties

SOCIAL IMPACT SPONSOR - \$3,000

(Unique activation opportunities available)

PRE-EVENT

- Pump Couture website logo placement
- Logo placement on select regional eblasts
- Regional social media engagement

AT EVENT

- VIP cocktail hour invitation (Toronto Location Only)
- Select signage throughout event
- 2 event tickets
- Name recognition in virtual program

POST-EVENT

- Logo on regional post-event wrap-up and promotion video

OPTIONAL ACTIVATION

Inclusive of the "Social Impact Sponsorship" benefits, plus your choice of the following.

REGISTRATION

- Co-host the registration booth and interact with all guests

DECOR

- Recognition of sponsoring decor of event

ENTERTAINMENT

- Verbal recognition and signage during entertainment segment at event

“

Of course I can eat cake. My pancreas is just manual!”

Emerson, Toronto Model



COCKTAIL & TAPAS – \$2,500

PRE-EVENT

- Pump Couture website logo placement

AT EVENT

- Opportunity to engage with guests and be recognized for your sponsorship of the cocktails and tapas of event
- VIP cocktail hour invitation
- Select signage of your brand at event
- 2 event tickets
- Name recognition in virtual program

POST-EVENT

- Logo on regional post-event wrap-up and promotion video



I hope by taking part in these events when they happen that I can be the representation that I did not see for myself as a younger black gay diabetic child.

Mateo, Halifax Model

EVENT SPONSOR – \$1,500 (limited availability)

AT EVENT

- Opportunity to engage with audience through brand activation booth
- 2 general admission tickets
- Name recognition in virtual program

TICKETS OPTIONS

CABIN TICKET PACKAGE: \$5,000 (limited availability)

AT EVENT

- Reserved seating at exclusive cabin in prime seating location
- 8 VIP tickets
- VIP cocktail hour invitation at Toronto event
- Family/organization name recognized in donor section of program

Event tickets starting at \$100, visit diabetes.ca/pumpcouture



We are a 3-generation family all living with type 1 diabetes. Yes, I want to help raise awareness and fundraise. I also am excited to share this experience with my grandson and fellow model, Nate.

Robert, Regina Model

MAKE A DONATION TO D-CAMPS

UNTIL THERE'S A CURE, THERE'S DIABETES CANADA'S D-CAMPS.

Living with type 1 diabetes is a lifelong balancing act for children and youth, tasked with finger pricks, pump site insertions and counting carbs, all day -every day- for the rest of their lives. D-Camps is one of the only places where they spend time with other children living with type 1 diabetes. They suddenly have a sense of belonging, community and limitless possibilities, all while learning how to effectively manage their condition.

We know that our camp fees can be a barrier for some families. With your support, we will be able to assist those who cannot pay the camp fee through a financial assistance program. This allows Diabetes Canada to ensure we are providing appropriate support where it is needed in a consistent way across the country.



I am so thankful to have been able to go to Camp Huronda for the past three years. It has really encouraged me to try new things like sites, a pump and other important activities. I am going on four years now as a diabetic but even stronger because I experienced these things at camp.



DONATE TODAY!

Your support can help us ensure that every child and family affected by diabetes has access to the life-changing experiences that D-Camps provide.



WE ASKED D-CAMPERS:

95%

Said they learned something new

95%

Indicated that camp positively impacted their confidence

97%

Enjoyed their time in nature

100%

Felt supported by D-Camps staff



PUMP COUTURE

FASHION SHOW

EMPOWERING THE
DIABETES COMMUNITY

diabetes.ca/pumpcouture

DIABETES
CANADA