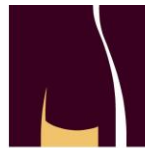


# TOM\* TORONTO MEN'S FASHION WEEK



MARK ANTHONY BRANDS

*Vins raffinés, Bières de luxe et Boissons distinctes*  
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MARK ANTHONY BRANDS

## THE EVENT

| TORONTO | FEBRUARY 22-26<sup>th</sup> 2016 |

Toronto is the 8<sup>th</sup> Men's Fashion Week in the world, joining the ranks of London, Milan, Florence, Singapore, Vancouver and Los Angeles.

TOM\* is designed to increase the profile and image of menswear as its own viable industry, with its own set of buyers, editors, and audience.

Finally, menswear can have their own platform to showcase their innovation, creativity, and talent in Toronto

...And your brand can be apart of these events.



## DEMOGRAPHIC

Toronto Men's Fashion Week (TOM\*FW) presents an exceptional opportunity to connect with Toronto's largest audience of affluent, intelligent, influential, well-educated men in an exciting & stylish environment.

Men

23 - 55 years old

Average income: \$70-110,000

Education: 45% university and post-education

=

YOUR TARGET MARKET



## THE OPPORTUNITY

This incredible opportunity is a blend of design, fashion, media with a lifestyle approach that speaks to consumers on an intimate level getting your liquid to your target's lips in an inspirational and aspirational way.

Toronto Men's Fashion Week 2015 is the most exclusive opportunity for your brands. Individuals who are at the peak of their industry will be attending from across Canada and from international locales all being treated to your liquid to their lips in exciting cocktails.

Cocktails is proud to be the beverage partner once again for this exclusive event providing expert execution and professional brand ambassadorship for your brands to your key consumers.

# BRAND IMPACT

## MEDIA COMMUNICATIONS

- Company logo included in company info listings on website
  - Company website link
  - Promotional Web Banner ads
- Company name inclusion in TOM\* social media campaign(Twitter, Facebook, Instagram, etc.)

## ON-SITE COMMUNICATIONS

- Company logo on TOM\* looped video on runway
  - Company logo large screens
  - Media wall inclusion
  - Exclusive category listing

## ADDITIONAL OPPORTUNITIES

- VIP tickets for all shows/events
  - access to VIP lounge



## SCHEDULE AND LOCATIONS

February 24<sup>th</sup> -25<sup>th</sup>

VIP Runway Lounge – College Park





## GQ AND VOGUE VIP LOUNGE

444 YOUNG ST

| February 24-26th 2016 | 4-11pm |  
| Attendance: 500+ people per night |

The VIP Lounge was the hub of activity bringing together all of the celebrity attendees from the Raptors, Jays, Fashion houses, TV and Music. Each night we received over 500 guests and we provided 2 different cocktails per night showcasing the versatility and mixability of both Stolichnaya Gold and Stoli Elit. This was the best attended events of the week with exclusive audience members, and designers enjoying amazing Stoli Cocktails.



## FINAL FASHION SHOW & CLOSING PARTY

### Cocktails Provided

3 Mixologists per night

Setup and takedown of POS

Ice

Glassware

Recipe creation of 2 cocktails per night

Cocktail menus for the bar

2 illuminated bars

Management of event

4 branded showcase windows

Photographic Documentation

Garnishes and mix

Live social media posting





[THE NIGHT IN PICTURES](#)  
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Stoli®



## THE NIGHT IN PICTURES





## THE NIGHT IN PICTURES



## RECIPES

### **Black & Gold**

2 oz Stolichnaya Gold  
4 oz Station Cold Brew Coffee  
1 oz Amaretto Simple Syrup  
Garnished with Chocolate Foam

### **Berry Blossom**

2 oz Stoli Elit Infused with Mixed berry Tea  
4 oz Organic Lemonade  
1 oz Simple Syrup  
Lychee fruit Garnish  
serve after shaking well over ice

### **Czar**

2 oz. Stolichnaya Gold  
5 oz. Walter Caesar Mix  
1 tbs Beet Horseradish  
Pinch Vancouver Island Jerk Salt  
garnished with your choice of gourmet Sable  
and & Rosenfeld Garnishes

### **Elit Basil Smash**

2 oz. Stoli Elit  
3 oz. Qcumber water  
2 oz. Belvoir Elderflower Water  
2 slices of cucumber  
1 basil leaf  
1 lime wedge  
pulverize in a shaker half full of ice, pour  
into a glass and add sparkling ingredients

### **Liquid Gold**

1.5 oz. Stolichnaya Gold  
4 oz. Fever Tree Ginger Beer  
1 slice of Cara Cara Orange  
shake well until pulverized and pour into a  
cocktail glass. Top with Ginger beer



EXECUTED BY

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COCKTAILS

t h e f l u i d e x p e r i e n c e

r e p e t i t i v e e x p e r i e n c e