

2026 SPONSORSHIP PACKAGE

**DIABETES
CANADA**

About the Show

Pump Couture is more than a fashion show — it's a movement.

Since its dazzling debut in 2022, Pump Couture has raised **more than \$2 million** to help send kids to **Diabetes Canada's D-Camps**, where they build confidence, community, and lifelong memories. This one-of-a-kind event celebrates real people living with diabetes, boldly stepping onto the runway to help create a more inclusive and compassionate world for people living with diabetes.

At its heart, Pump Couture is about **empowerment, inclusivity, and body positivity**. From insulin pumps to injection scars, our models wear their stories with pride, challenging outdated perceptions and showing the world that diabetes doesn't define them — it fuels their strength and resilience.

Join us in changing the conversation around diabetes and ending the stigma. Be part of a vibrant, inspiring experience that uplifts voices, celebrates diversity, and supports a future where everyone living with diabetes feels seen, supported, and celebrated.

Diabetes is relentless, but **we are type resilient**.

2025 HIGHLIGHT VIDEO



Why Sponsor Pump Couture?

Be a champion. Be seen. Be part of the movement.

Pump Couture isn't just a fashion show — it's a bold, high-impact platform that's changing the way Canada sees diabetes. By sponsoring this unforgettable event, your brand becomes a **champion in the community**, standing proudly with **more than four million people diagnosed with diabetes in Canada**, many of whom have felt the weight of stigma and misunderstanding.

This is your chance to make a difference — and be recognized for it.

- **Unmatched brand visibility**
 - Your brand will shine across Canada, reaching a wide and diverse audience through national media, digital campaigns, and event activations.
- **Authentic community engagement**
 - Connect meaningfully with communities of all backgrounds. Pump Couture features models of all shapes, sizes, and ethnicities — each sharing their unique story and lived experience with diabetes.
- **Social impact that resonates**
 - Align with a cause that matters. Your support helps change the conversation around diabetes, erase stigma, and send kids to D-Camps — building confidence and community for the next generation.
- **Compelling impact storytelling**
 - Your sponsorship will be celebrated through powerful video content that showcases the real-world impact of your support — during the campaign and long after the runway lights dim.

2025 EARNED MEDIA REACH

49 MIL
media
impressions

\$635,000
advertising value
equivalency



The Carillon



Don't miss out. Pump Couture is growing — fast.

With more than \$2 million raised since 2022, this movement is gaining momentum, media attention, and community love. Now is the time to join us and be part of something unforgettable.

Let's change the narrative. Together.

What Our Sponsors Say



"We've been a proud Presenting Sponsor in Saskatchewan for the past two years and have supported Pump Couture with enthusiasm. With one person diagnosed with diabetes every three minutes, we know that backing an event like this has a meaningful impact on the community. It's a vibrant celebration, building self-confidence, supporting mental health and most of all, provides opportunity for kids living with type one diabetes to experience summer camp, make lifelong memories and friends."

—Dustin Halvorson, Partner, Managing Director, Commercial Lines
HK Henderson Insurance



"This was Emerson's second show and at the show he said to me 'Mum, everyone is here to help kids with diabetes, right?' I said that he was right. He replied 'So many people care about us... don't worry, I can walk on the stage myself this year, I am six now and we are all friends here.' Seeing his confidence grow and realizing that he is surrounded by people who are rooting for him is comforting. We are never alone in this."

—Jena Trottier, mom of model, Deloitte

Provide life-changing support for children and youth living with type 1 diabetes through D-Camps

Since Diabetes Canada's D-Camps began more than 60 years ago, more than 20,000 children living with type 1 diabetes have enjoyed at least one camp stay. This authentic camp experience combines fun activities, friendship and education on how to manage diabetes, with help from medical professionals who are on site 24/7.

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.

Watch our D-Camps impact video.



More than
1,100
participants aged
7 to 17 had an
unforgettable
experience
through Diabetes
Canada's D-Camps
programs.

95%
of attendees felt
D-Camps had a
positive impact on
their confidence.

97%
of caregivers
indicated they made
a special connection
with another family.



About the models

Real people. Real stories. Real impact.

At Pump Couture, the runway becomes a platform for change. Our models — individuals of all ages, backgrounds, and identities living with type 1 or type 2 diabetes — are not just showcasing fashion, they’re sharing their resilience. Through powerful storytelling, they bring visibility to a condition that’s often misunderstood and unseen by sharing their lived experiences.

Diabetes is an “invisible” condition — you can’t always see it, but this complex condition is relentless. Our models represent the diverse faces of diabetes: children, seniors, racialized communities, and more. By stepping into the spotlight, they’re breaking down stigma, challenging stereotypes, and inspiring others to embrace their own stories.

As a sponsor, you’ll be part of a movement that’s changing lives — one story, one step, one strut at a time.

95%	of models loved their outfits and the overall experience	96% felt celebrated and respected as a person living with diabetes during the event
91%	would recommend being a model to a friend or family member	

A moment of belonging: Mason’s story

We are beyond grateful for the incredible impact of the Pump Couture event—not just for the dazzling fashion and powerful message, but for the **deep emotional resonance it had on young people like Mason.**

The experience was transformative. As we were leaving, Mason turned to me and said, *“Mama, I feel like I belong here.”* Those words meant everything. Since September, he had been hiding his diabetes devices, tucking them away out of sight. But on that runway, he proudly revealed his pump—and in that moment, you could see the weight lift off his shoulders. The confidence and relief on his face were unmistakable. Mason also had the joy of joining another model during the “Fund a Need” moment, asking for donations and working the crowd with enthusiasm. It was pure magic—a memory I’ll cherish forever.

For the first time in a long while, Mason stood in front of a crowd with pride. He’s already asked to participate again next year and even offered to share his story at future events. He’s ready to speak with courage and grace.

Thank you for creating a space where Mason—and so many others—feel seen, strong, and proud of who they are. Your work is changing lives in ways words can hardly express.

With heartfelt gratitude,

Miriam & Mason





It gets tiring having to explain to people who don't know what a pump is used for. The fashion show helps me not feel embarrassed about wearing my pump in a visible place, I can just show it off and be like I'm a diabetic and I'm proud.

—Silvie Mahoney, 11 years old
CBC News Kids interview
Pump Couture Model Halifax



WHAT DID WE LEARN ABOUT DIABETES-RELATED STIGMA?

Diabetes Canada released The Social Experiences of Living with Diabetes in Canada, a first-of-its-kind national survey on diabetes stigma, and we found:

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.

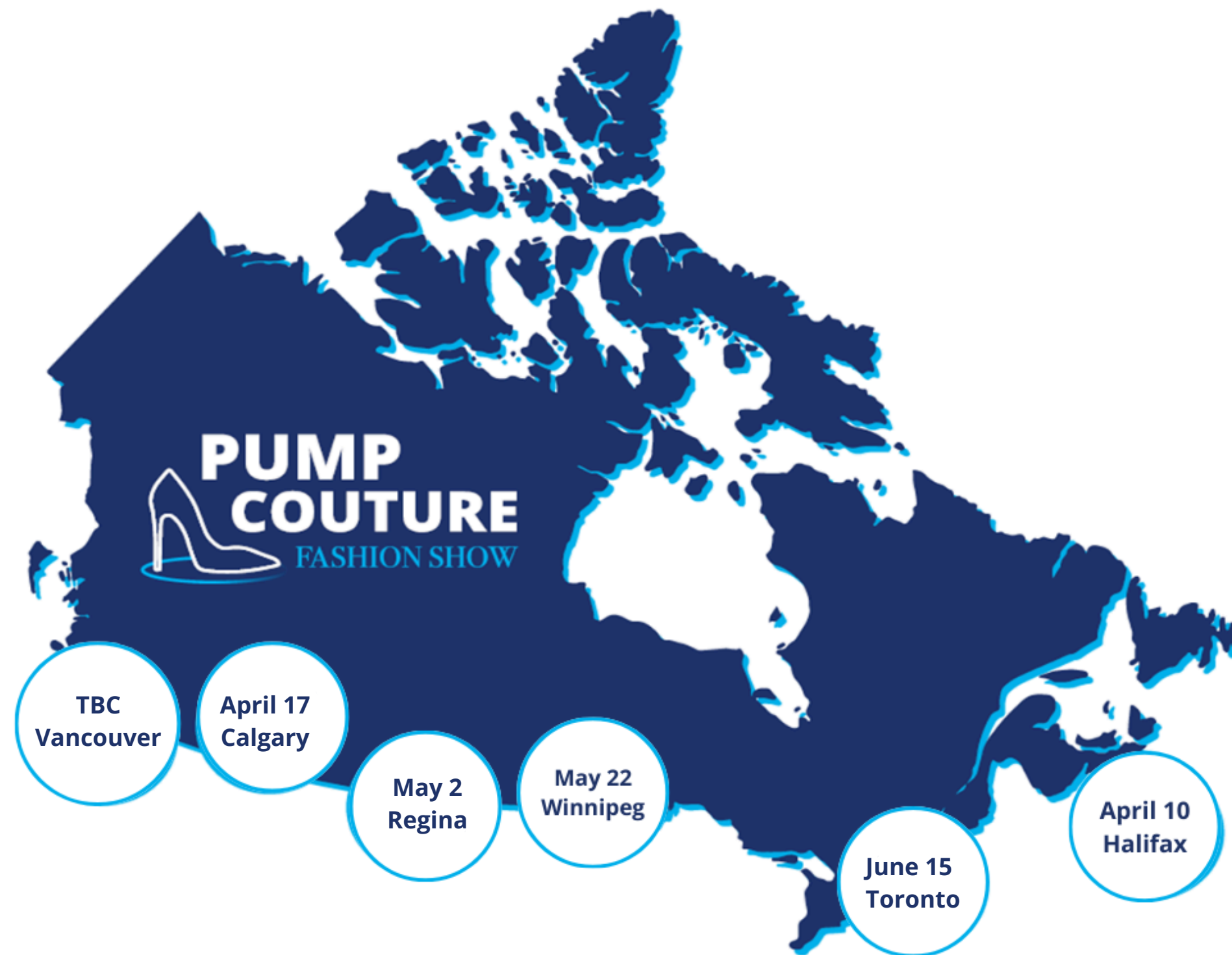
Change the Conversation about diabetes

Despite how common diabetes is, many people living with this complex condition continue to face stigma and feel isolated. This stigma—the negative judgements, unfair assumptions, shame, blame, stereotypes and prejudices that unfairly affect people who live with diabetes, can prevent some people from seeking the care they need, affecting their health outcomes and quality of life. Awareness of the prevalence and impact of diabetes stigma is the first step in changing it, paving the way for a more understanding, empathetic, and supportive world for people living with diabetes.

It's time to end the stigma

Through the Change the Conversation strategic priority, Diabetes Canada is working to develop large-scale initiatives that educate and dismantle harmful misconceptions about diabetes to help improve the quality of life and better health outcomes for people 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.





TBC
Vancouver

April 17
Calgary

May 2
Regina

May 22
Winnipeg

June 15
Toronto

April 10
Halifax

Title Sponsor

\$100,000

PRE-EVENT

Media Integration

- Verbal recognition on one Canadian television spot (media to be confirmed by January 2026)
- Co-branded public service announcement with DC spokesperson linking your brand's commitment to supporting people in Canada living with diabetes

Exclusive National Designation

- Exclusive designation as Title Sponsor across all national event materials
- Licence to use Diabetes Canada logo in event-related promotions (during contract period)
- Priority logo placement on Pump Couture websites
- Press release announcing your sponsorship and highlighting impact

Digital and Social Media Campaign

- Inclusion in all national Pump Couture event email campaigns (header logo position)
- Opportunity for pre-approved message from your organization in one national email campaign (sharing why this event aligns with your brand)
- Multi-post social media campaign (customized content for your brand):
 - Sponsor spotlight Instagram Carousel post featuring your impact story
 - Sponsored Instagram Reel featuring model reveal and brand integration
 - Dedicated LinkedIn post acknowledging corporate social responsibility leadership

AT EVENT

Style Lounge Brand Experience Activation

- Fully branded premium Style Lounge with interactive digital stations (polls, social wall, photo opportunities, etc.)
- Digital display loop with sponsor messaging and Diabetes Canada impact stats
- Opportunity to provide curated guest gift experience within lounge
- On-stage visibility with welcome speech opportunity at all events (live or pre-recorded)
- Brand mention by emcee at key moments (opening, intermission, closing)

VIP Experience and Hospitality

- 48 VIP tickets (eight per event) with exclusive reception access
- Opportunity to host a private meet-and-greet with your organization with a model or guest speaker
- Title Sponsor-branded reserved seating signage for key stakeholders

Branded Content and Creative Placement

- Prime double-page ad in all event programs
- Logo on prime signage (i.e. main stage, screens, runway, etc.)

Employee Engagement Opportunities

- Opportunity to place an employee on the runway as a model
- Encourage your team members to show their support beyond event day and join one of the event planning committees
- Make an impact on the day of the event and join one of the key volunteer roles (registration, model support, lounge hosts, etc.)

POST-EVENT

- Co-branded digital gallery and highlight reel distributed to attendees and shared on social media
- Logo featured in national and all regional wrap-up videos
- Featured in Diabetes Canada annual donor recognition section
- Digital thank-you post tagging your corporate channels
- Customized impact report for internal and external use

Platinum Sponsor

\$50,000

PRE-EVENT

Brand Visibility

- Prominent logo placement on Pump Couture website (by level)
- Inclusion in all national Pump Couture email campaigns (mid-tier placement)
- One dedicated national social media post highlighting your brand’s support
- Regional social media recognition across all regional platforms.

Media and Public Relations

- Inclusion in national press release announcing sponsors

AT EVENT

Branded Photo Backdrop Activation

- Your logo integrated across the official event backdrop for all six events — maximizing organic social media sharing.
- Branded hashtag callout at event to encourage user-generated content
- Premium guest access
- 24 VIP tickets (four per event) with access to exclusive reception.
- Invitation to private sponsor reception with Diabetes Canada leadership and select models

Program and Event Recognition

- Full-page ad in all programs
- Logo featured on select signage throughout event
- Verbal recognition by emcee during the event

Employee Engagement Opportunities

- Opportunity to place an employee on the runway as a model
- Encourage your team members to show their support beyond event day and join one of the event planning committees
- Make an impact on the day of the event and join one of the key volunteer roles (registration, model support, lounge hosts, etc.)

POST-EVENT

- Logo featured in national and all regional wrap-up videos
- Digital thank-you post tagging your corporate channels
- Customized impact report for internal and external use



Gold Sponsor

\$30,000 (in-kind and monetary opportunity)

PRE-EVENT

- Visibility
- Logo on Pump Couture website and select email campaigns
- One national social media thank-you post plus, acknowledgement across regional platforms
- Brand storytelling
- Sponsor spotlight tile in one pre-event newsletter
- Opportunity to contribute short “Why we support Diabetes Canada ” quote for website and/or social use

AT EVENT

Fashion Empowerment Sponsor

- Recognition for providing monetary gift cards to each model to curate their runway looks
- Logo recognition on model lookbook and shopping cards

Guest Experience

- 12 VIP tickets (two per event)
- Half-page ad in event programs
- Recognition in emcee script as Fashion Empowerment Sponsor
- Opportunity for two volunteers to support backstage with model fashion and support

POST-EVENT

- Logo in national and regional wrap-up video
- Customized impact report for internal and external use
- Social media thank-you post tagging your corporate channels

Regional Sponsorship Opportunities

Vancouver. Calgary. Regina. Winnipeg. Toronto. Halifax.

Support your local community and make a meaningful impact on the lives of the more than four million people diagnosed with diabetes in Canada. Regional sponsorship offers your brand targeted exposure in key markets, valuable corporate networking opportunities, and authentic community engagement.

By aligning with Pump Couture's national initiative, your support helps drive change at the grassroots level, where it matters most, while showcasing your commitment to mental health, wellness, and social responsibility in your own backyard.





Presenting Sponsor

\$15,000

PRE-EVENT

- Co-branded event designation ("Pump Couture Toronto presented by [Sponsor]")
- Logo on Pump Couture event website
- Logo on all regional email blasts
- Logo on all regional social media engagement

AT EVENT

- 10 VIP tickets with exclusive reception access
- Approved on-site activation
- Speaking opportunity
- Premium signage placement
- Full-page ad in program
- **Employee Engagement Opportunity:** 4 employee volunteer spots or hosted team-building experience

POST-EVENT

- Prominent logo featured in event wrap-up videos
- Regional social media thank-you post tagging your corporate channels
- Customized impact report for internal and external use



Changemaker Sponsor

\$10,000

(Limited opportunities)

PRE-EVENT

- Logo on Pump Couture website
- Logo on regional e-blasts

AT EVENT

- 1-minute speaking opportunity
- Key signage
- 6 event tickets
- VIP cocktail hour invitation (Toronto only)
- Full-page ad in program
- Opportunity to include an item in guest swag bags

POST-EVENT

- Logo in regional wrap-up video
- Regional social media thank-you post tagging your corporate channels
- Customized impact report for internal and external use

Optional Activation Options:

Model Matching

- Your logo on fundraising pages and T-shirts worn by participants. Be seen, shared, and celebrated as models raise funds — your brand front and center throughout the campaign.

Fund-a-Need Matching

- Your brand recognized on donation boards and across social media. Support that stands out — amplify impact and visibility as donors rally behind key needs.

Silent Auction Matching

- Your branding featured on the auction platform. Boost visibility as bidders engage — your support showcased where the action happens.



Community Builder Sponsor

\$7,500

(Limited opportunities)

PRE-EVENT

- Logo on Pump Couture website
- Logo on select regional e-blasts
- Social media engagement

AT EVENT

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

POST-EVENT

- Logo in regional wrap-up video and regional collaborative social media thank you post
- Impact report for internal and external use

Optional Activation Options:

Model Ticket Sponsorship

- Your support ensures every model family has a cheering section. Be recognized on all tickets and in email communications — a visible show of community spirit.

Social Media Champion

- Co-branded 10-story takeover on our regional channels. Show your commitment creatively — your brand featured in a bold, engaging spotlight across our social platforms.



Connector Sponsor

\$5,000

PRE-EVENT

- Logo on website and select regional e-blasts
- Social media engagement

AT EVENT

- VIP cocktail hour invitation (Toronto only)
- Select signage
- 2 general admission tickets
- Logo in program

POST-EVENT

- Logo in regional wrap-up video and regional collaborative social media thank you post
- Customized impact report for internal and external use

Optional Activation Options:

Catwalk

- Make a bold statement of community support by sponsoring a model to walk the runway on your behalf. Your brand will be highlighted with a personalized emcee mention—sharing your story, your product, or the reason behind your support—creating a memorable moment that connects your company with the audience in a meaningful way.

Photobooth

- As a sponsor, your company's logo will be prominently featured on every photo taken at the event, giving you lasting visibility and a fun, interactive way to connect with attendees.

Guest Experience Enhancement

- This unique activation offers attendees a personalized keepsake—such as a live sketch or caricature—while showcasing your brand in a creative and memorable way.



Ally Sponsor

\$3,000

PRE-EVENT

- Logo on website and select regional e-blasts
- Social media engagement

AT EVENT

- VIP cocktail hour invitation (Toronto only)
- Select signage
- 2 event tickets
- Name recognition in program

POST-EVENT

- Logo in regional wrap-up video

Optional Activations

Registration Booth

- Co-host the welcome experience with guest interaction. Your brand front and center as attendees arrive — a warm first impression and meaningful engagement.

Event Decor

- Recognition for bringing the event to life. Your brand celebrated in the details — acknowledged for setting the scene with style and impact.

Cocktail and Tapas

- Engage with guests and be recognized for fueling the flavour. Your brand celebrated as the host of the evening’s bites and sips — where great conversations begin.



Event Experience 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

Corporate Ticket Sponsor

\$5,000

PRE-EVENT

- Logo on website

AT EVENT

- Section of 10 reserved seats with branding and signage
- Logo in event program

POST-EVENT

- Logo in regional wrap-up video

Get additional tickets at diabetes.ca/pumpcouture.

For group ticket options, please contact pumpcouture@diabetes.ca



EMPOWERING THE DIABETES COMMUNITY

We'd love to hear from you! To learn more or secure your sponsorship package, please contact,
pumpcouture@diabetes.ca

diabetes.ca/pumpcouture

**DIABETES
CANADA**