

# ROM IMMORTAL GALA

## The Art of Fashion

Honouring

**Suzanne Rogers**

for her immeasurable contributions  
to the art of fashion

**November 4, 2025**  
Park Hyatt, Toronto

**6:30 p.m.** Cocktails  
**7:30 p.m.** Dinner

**Black Tie**

**Honourary Chair**  
Sylvia Mantella

**Gala Chair**  
Jenna Bitove Naumovich

**Hosted by**  
Lisa LaFlamme

The collection of global textiles and fashions at ROM  
is the largest in Canada and ranks fourth in the world.  
**Image courtesy of the Fashion & Textile Collection at  
ROM. Detail of dress attributed to Marie-Antoinette.**





The ROM Immortal Gala Series will serve as an annual signature fundraising event to support ROM's ongoing curatorial and community programming.

The ROM Immortal Gala Series focuses on the exceptional creativity and art found in ROM's world-class collection of 18 million artworks, cultural objects and natural history specimens, and celebrates an immortal icon who has defined themselves in their cultural field.



Suzanne Rogers is a dedicated supporter of Canada's fashion industry, a champion for young people and a devoted leader of causes that strengthen and shape Canadian civic and cultural life.

After decades of committed support for a wide range of notable causes in the arts sector, in 2016, Suzanne proudly launched The Suzanne Rogers Fashion Institute (SRFI) at Toronto Metropolitan University, a ground-breaking program that educates, supports, promotes and advocates for the next generation of Canadian design talent.

Deeply passionate about issues related to children's welfare in Canada and beyond, through the spectacular "Suzanne Rogers Presents" (where Suzanne collaborates with some of the industry's most respected names, including Oscar de la Renta, Victoria Beckham, and Diane von Furstenberg), Suzanne combines the world's fashion and philanthropy to raise funds to better the lives of underprivileged and endangered children. To date, The Edward and Suzanne Rogers Foundation has raised over \$4 million to combat child poverty.

# AVANT- GARDE SPONSOR

\$300,000

**SOLD**

**The Exclusive Presenting  
Sponsor of the ROM  
Immortal Gala: The Art  
of Fashion**

## **Hosting & Engagement**

- 3 tables (10 guests/table)
- Premium table placement, seated with honouree
- Speaking opportunity during the Gala's opening remarks
- Champagne service during dinner
- First access to VIP cocktail reception for meet and greet with honouree, before dinner, in the Terrace Room
- 50 complimentary tickets to ROM
- 2 behind-the-scenes tours of the fashion collections area at ROM with a curator or fashion expert

## **Brand Recognition**

- Colour logo included in title lockup
- Title lockup included on all Gala marketing and event material such as invitation, event webpage, presentation screens, and onsite signage
- Title lockup recognition on print advertising, such as thank you ads, as well as recognition as Presenting Sponsor in Gala-related media releases
- Recognition as a supporter of the ROM Global Fashion and Textiles collection for one year
- 1 LinkedIn article with tag highlighting brand activation

## **Brand Activation (optional)**

- 1 premium brand activation opportunity that is fully integrated into the event. Ideas to consider include:
  - Provide a service or experience for guests (e.g. branded valet or transportation)
  - Collaborate on digital content
  - Brand a key area such as the VIP reception and lounge or "red carpet"



# HAUTE COUTURE SPONSOR

\$200,000

1 available

## Hosting & Engagement

- 2 tables (10 guests/table)
- Premium table placement
- VIP cocktail reception for meet and greet with honouree, before dinner, in the Terrace Room
- 20 complimentary tickets to ROM
- 1 behind-the-scenes tour of the fashion collections area at ROM with a curator or fashion expert

## Brand Recognition

- Black and white logo inclusion in most Gala marketing and event material such as program, event webpage, presentation screens, onsite signage, media releases, and post-event thank you ad
- Verbal recognition in Gala's opening remarks
- 1 LinkedIn article with tag highlighting brand activation

## Brand Activation (optional)

- 1 prominent brand activation with a physical onsite footprint such as a photobooth or beauty touch-up station





# ATELIER SPONSOR

\$100,000

2 available

## Hosting & Engagement

- 1 table (10 guests/table)
- Premium table placement
- VIP cocktail reception for meet and greet with honouree, before dinner, in the Terrace Room

## Brand Recognition

- Black and white logo inclusion in most Gala marketing and event material such as program, event webpage, presentation screens, onsite signage, media releases, and post-event thank you ad
- Verbal recognition in Gala's opening remarks
- 1 LinkedIn article with tag highlighting brand activation

## Brand Activation (optional)

- 1 prominent brand activation with a physical onsite footprint such as a photobooth or beauty touch-up station

# RUNWAY SPONSOR

\$50,000

4 available

## Hosting & Engagement

- 1 table (10 guests/table)
- Cocktail reception before seated dinner showcasing select items from ROM's fashion collection

## Brand Recognition

- Black and white logo inclusion in select Gala marketing and event material such as program, event webpage, presentation screens, and post-event thank you ad

## Brand Activation (optional)

- 1 brand activation without a physical footprint such as providing a gifting opportunity, dressing notable guests, or branding an existing bar

# TABLE SPONSOR

\$20,000

SOLD

## Hosting & Engagement

- 1 table (10 guests/table)
- Cocktail reception before seated dinner

## Brand Recognition

- Black and white logo inclusion in select Gala marketing and event material such as program, event website, and post-event thank you ad

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