

Sponsorship Overview

Victoria International Marina Presents:

FUTURE OCEANS

Future Oceans

VICTORIA
BRITISH COLUMBIA
CANADA



MONDAY . JULY 1 . 2019

"Future Oceans is a story of hope. Three organizations and ten fashion designers united to launch a fashion show in support of an urgent cause - to protect and save our ocean by changing how we approach fashion as both consumers and producers."

CATHERINE LAROSE,
NATURAL TALENT ALLIANCE



FUTURE  OCEANS



"Our journey is one of passion, purpose and action. The Oceans need our attention and we are answering with action led by a community of artists, backed by well-thought-out strategy and some of the smartest and most proactive people in the world. Our Designers and Ambassadors will help spread the truth about the health of our oceans while stimulating positive discussion on solving the issues that plague them. Communication is more powerful and effective when it comes from leaders, especially when told through the lens and in the vernacular of their professions."

CRAIG E. NORRIS,
VICTORIA INTERNATIONAL MARINA



Letter from Craig E. Norris

CEO VICTORIA INTERNATIONAL MARINA | CO-FOUNDER VIM'S FUTURE OCEANS

The world is abuzz in conversation about plastics and the problem that our careless use of them is causing our oceans. As leaders in an industry relying directly on the oceans, we understand that we need to take real and meaningful action now.

We invite you to join us on an exciting journey of awareness, discovery, innovation, expression, and action as we host an event that will attract global attention and provide a world class platform for visionaries, while leading others to funnel much needed resources toward real solutions.

Future Oceans, as conceived by it's founding partners the Victoria International Marina, Natural Talent Alliance and The Ocean Legacy Foundation, is a showcase that connects a real problem, Ocean Plastics, with a primary source industry hungry for change, Fashion and Clothing, to an entrepreneurial problem solver, Ocean Legacy Foundation, with the immeasurable means of a major user of the oceans, Yachters.

We challenged international fashion designers to visit the piles of ocean plastics salvaged by the Ocean Legacy Foundation and immerse themselves in a creative process of taking this discarded resource and creating works of wearable art that represent both an awareness of the problem, and humanities incredible ability to innovate to resolve. Natural Talent Alliance processed entries from numerous international designers, selecting finalists who demonstrated artistic innovation, exceptional talent, and a passion for our future oceans, ultimately embodying the entire ethos of this project.

On July 1st, 2019 their highly anticipated final wearable art pieces will be showcased to the world on the quays of the Victoria International Marina - a one-of-a-kind runway to match no other.

Founding Partners:

VICTORIA INTERNATIONAL MARINA

BC's pristine coastline is what makes the Victoria International Marina so special and it's our duty to protect it. On land and water, from design to operations, we're committed to preserving our harbour and local environment. Our clients can enjoy the very best life has to offer, with the knowledge that we're prepared and invested in keeping it safe.

As Ambassadors of the Pacific marine lifestyle we have a vision of creating remarkable experiences for our guests. We hold a deep respect for the marine ecosystem and natural beauty of the Pacific Northwest. Recognizing the importance of sustainability and environmental responsibility in our industry, we operate based on the principle that we must protect what we love and lead the way to a new kind of luxury eco-tourism in our region.



CRAIG E. NORRIS

Chief Executive Officer
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GREG PARISH

Business Developer,
Networking Ninja
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THE OCEAN LEGACY FOUNDATION:

The Ocean Legacy Foundation is an international, non-profit organization which utilizes spatial mapping, education and research, clean-up expeditions and plastics to fuel technologies to develop the world leading MARINE DEBRIS SOLUTIONS™ program. This dynamic and integrative approach combines sustainable technologies with education and skills to give all plastic wastes & debris economic value and communities the long term tools they need to steward the environment.



CHLOE DUBOIS

Executive Director, Co-Founder
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JAMES MIDDLETON

Co-Founder, Ship Captain
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<https://www.youtube.com/watch?v=5qA-1l-FBJQ>

VIMs Future Oceans Fashion Show is an innovation challenge presented to Canadian fashion designers by Victoria International Marina in support of The Ocean Legacy Foundation, produced by Natural Talent Alliance. The mission of Future Oceans is to inspire hope and promote positive action toward environmental conservation and recovery.

NATURAL TALENT ALLIANCE:

Natural Talent Alliance is a group of producers and business owners with shared values, a commitment to education and community building, and demonstrated leadership in several areas. We love working together to produce inspiring, educational and immersive events around the world.



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EDWARD ROSS - Director of Photography

BRANDIE SUNLEY (Edward Ross Photography):

Official Runway Photographer

KELLY HOFER - Official Runway Photographer/

Fashion Technology Advisor

ANDRAS SCHRAM - Official Runway Photographer

ZEV VITALY ABOSH - Official Runway Photographer

KAMP KENNEDY - Documentary Director / Producer

AUDIO PROVIDED BY: PK SOUND

LIGHTING PROVIDED BY: ORANGE FROG PRODUCTIONS



VIP CATERING PROVIDED BY: BOOM + BATTEN



Oceans Apart

INNOVATION THAT LEADS THE INDUSTRY

We want to encourage the adoption of clean technology in our industry. We are leading the way by choosing to invest in alternative transportation and establishing research partnerships that help us unearth the potential for a greener future in boating.

Victoria International Marina has committed to the following environmental goals:

HEALTHY LOCAL ECOLOGY:

We have a deep respect and appreciation for the natural beauty of the Pacific Northwest, and we recognize that ecological health is vital to both our industry and our region. We understand that we must play an active role in conserving and restoring the habitats and waterways in which we operate.

WHAT WE ARE DOING:

- Engaged in shoreline rehabilitation and are fully honouring an established Habitat Conservation Plan for our region.
- Partnered with local conservation groups, including Friends of Victoria Harbour Migratory Bird Sanctuary, Ocean Legacy Foundation.
- Signed the pledge to certify with the Clean Marine BC program (<https://georgiastrait.org/work/cleanmarinebc/>), an eco-certification for marinas developed by the Georgia Strait Alliance.

CARBON NEUTRAL 2020

Victoria International Marina is committed to taking responsibility for our impact on climate change, with the ultimate goal of being Carbon Neutral by 2020. We first minimize our carbon footprint by choosing renewable and energy-efficient technologies and reducing and recycling waste. We will then purchase carbon offsets to neutralize our remaining emissions.

WHAT WE ARE DOING:

- Committed to reducing and recycling waste, such that 90% of all waste produced and collected onsite is kept out of the landfill.
- Our onsite waste management system includes separated streams for organics, paper, cardboard, glass, tin, soft and hard plastics, Styrofoam, batteries & electronics, and oil.
- Building uses energy-efficient air source heat pumps and ENERGYSTAR equipment.

VIBRANT COMMUNITY PARTNERSHIPS

We believe we have the ability to create a positive impact on the local economy by partnering with the best local businesses in the region, from our tenants and suppliers to the eco-tourism companies we recommend to our guests.

WHAT WE ARE DOING:

- Screen tenants and suppliers for environmental and social best practices.
- Host a variety of community events, with dedicated resources to reducing the event's environmental impact.

VIMARINA.CA



VICTORIA

INTERNATIONAL MARINA

— Oceans Apart —



FUTURE OCEANS

DESIGNER FINALISTS

Angela Dale

Cristal Cherry Lebel

Dianne Gibson

Jakelia Elwood

Erina Kashihara

Janani Mitchel

Katherine Funk

Nadine Arthur

Samm Gardiner

Sydney Lunt

Fashion Concept:

Future Oceans Designers are champions for ocean conservation, and sustainable fashion. The designers featured in the inaugural event were chosen from a pool of applicants for their vision, experience, and potential to have a social impact.

In addition to creating two runway ready looks, each designer will produce a work of wearable art using reclaimed ocean plastic provided by the Ocean Legacy Foundation. The goal is to inspire the public, and our influential guests, to lead by example and implement much needed changes in fashion production.


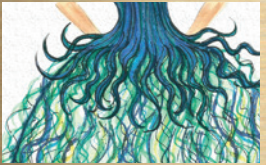







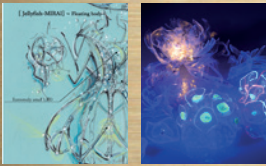










The Future Oceans designers will be innovating new uses and applications for recycled materials, and sharing their journeys of discovery along the way in the form of social media and documentary. Video footage will be captured by the Future Oceans Documentary Team, led by Director Kamp Kennedy.

The Future Oceans Organizing Team will be seeking three paid summer internships to offer to three awardees, selected from the Designer Finalists, immediately following the fashion show.

schedule

Media Reception (open Bar)	4:00-5:00pm
VIP Reception	6:00-8:00pm
Fashion Show	8:00-9:30pm
Intermission	8:45-9:00pm
Fireworks	10:20pm

Designer Sneak Peek

 <p>Angela Dale Finalist</p>	 <p>concept detail</p>	 <p>Cristal Cherry-Label Designer</p>	 <p>concept detail</p>
 <p>Dianne Gibson Designer</p>	 <p>concept detail</p>	 <p>Jakelia Elwood Designer</p>	 <p>concept detail</p>
 <p>Erina Kashiwara Designer</p>	 <p>concept detail</p>	 <p>Janani Senarathne Designer</p>	 <p>concept detail</p>
 <p>Katherine Funk Designer</p>	 <p>concept detail</p>	 <p>Nadine Arthur Designer</p>	 <p>concept detail</p>
 <p>Samantha Brunner Designer</p>	 <p>concept detail</p>	 <p>Sydney Lunt Designer</p>	 <p>concept detail</p>



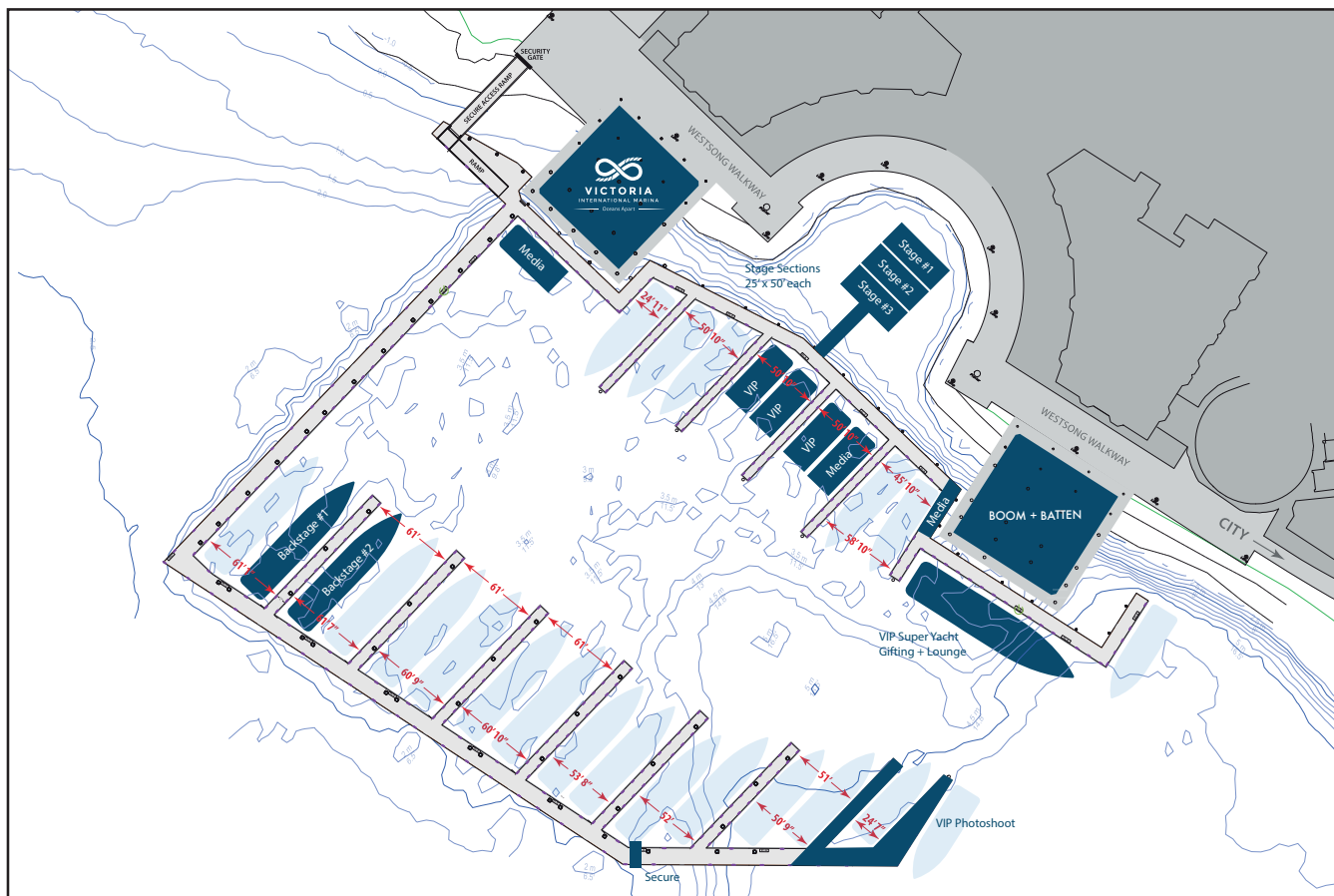
FUTURE CEANS

Our Talent Showcase

On July 1, VIMs Future Oceans Fashion Show will open with a powerful dance performance by the Nanaimo Contemporary Ballet Company, titled "Plastic Whale." Directed by Chantelle Norris with original music composed by Alan Donnelly, Plastic Whale is a creative collaboration involving 20 professional dancers and five costume designers working with recycled and eco-friendly materials. Artistic lighting design will be provided by Orange Frog Productions, with AV support provided by PK Sound.

This inspired performance piece is one of the highlights of the Future Oceans Canada Day Celebration. It is a testament to the passion brought forth by creative communities to help draw much needed awareness to both the problem of plastics in our oceans, and to innovative and creative solutions. We are proud to be working with several artistic talent teams including: models, dancers, hair and makeup artists, musicians, set designers, graphic designers, filmmakers, lighting designers and fashion designers.

Tentative Site Plan



Evening View of Event Space



Market Research



building community
strengthening relationships



fashion show
paradigm shift



events are crucial
tourism resources



arts impact
communities



sustainable
development

Marketing Plan & Media Outreach

TV

Radio

Magazines

Newspapers

Social Media

Booked Talent

Online

Event website

Civic partner promotions

Participating fashion designers

Global Press Release

Lead up events

Industry Podcasts

Industry Outreach

Invites to attendees

Onsite promotions at VIM and
local participating retailers

VISION

It's time to take action, and we are ready. We believe we have the ingredients to kick start a movement led by fashion industry leaders who are dedicated to shared values, as exemplified by VIM and the Pacific Marine lifestyle:

1. A respect for the environment and how all things are connected within it.
2. A love of and connection to the ocean.
3. A respect for First Nations connection and knowledge of this area.
4. Love of adventure, exploration, and discovery.
5. Seeking education in all that influences health and wellness.
6. Respect for wildlife as an observer and a cohabiter.

ACTIONS

A world class fashion show at the Victoria International Marina, featuring innovative wearable art and fashion designers.

A process for educating future designers to work with and acquire recycled materials.

A series of educational videos about Future Oceans and the Ocean Legacy Foundation.

On-going public outreach and engagement through creative activation, in an effort to raise awareness about ocean conservation.



Sponsor Benefits

FUTURE OCEANS SPONSOR BENEFITS

Partners of the Future Oceans Fashion show will receive customized pre-event, on-site, and hospitality benefits at both the Official Launch Event on July 1, and press events leading up to the event.

The Victoria International Marina is a luxury, green super yacht marina with the purpose of creating remarkable experiences for our guests. Our VIP Experience Team will work with you to design the perfect, customized VIP package for you and your guests to attend the event, while enjoying the beautiful Pacific Northwest Coastline.



#MYFUTUREOCEANS

DESIGNER: ERINA KASHIHARA

Erina Kashiara has been producing "light dresses" and impressive wearable art since the 1980's. Her work has toured the world and inspired generations of wearable technology designers. Her artwork focuses around concepts relating to light, and how people interact with light. Inspired by the Future Oceans call to action, Erina has created a series of light dresses and accessories constructed from recycled PET bottles which have been heat molded, LED technology and sensors. Her complex designs make a powerful statement about plastic as a precious material, as opposed to one that is disposable.



VIMFutureOceans.com

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