

Corporate Sponsorship Opportunities

A Perfect Fit: Fashioning Futures for Women is The Career Wardrobe's premiere fundraising event attracting over 350 Career Wardrobe donors, including prominent media personalities who model during our fashion presentation. We invite your company to join us as a Corporate Sponsor to show your support of empowering women in our community while also receiving valuable marketing benefits.

Event Date: Wednesday, June 9, 2010 at Park Hyatt at the Bellevue

Sponsorship Deadlines: April 2, 2010 – Invitation Printing / May 14, 2010 – Ad Book

Program Outline

- **Cocktail reception and silent auction at Park Hyatt at the Bellevue on Broad Street** featuring signature cocktail by Pravda Vodka and wine by Barefoot Wines.
- **Fashion presentation of business suits modeled by media personalities*** as well as outfits modeled by former clients who share their success stories.
 - Monique Braxton and Denise Nakano, NBC 10
 - Kerri-Lee Halkett, Fox29
 - Amy Wilen Buckman, 6ABC
 - Michelle Buckman, Fox29
- **Purse with Purpose Live Auction:** One-of-a-kind purses signed by celebrities and designed by Viv Pickle Custom Handbags.

Celebrities donating signagures for 2010*:

President Barack Obama, Twilight star Robert Pattinson, Martha Stewart, Sarah Jessica Parker and Chris Noth (Sex in the City), Phillies Jamie Moyer and Charlie Manuel, Eagles Andy Reid, Duff from Ace of Cakes.

* Confirmed as of 2/22/10

Audience and Press Coverage

- **350 Career Wardrobe supporters and stakeholders**, professional women who make financial and retail decisions for their families and support self-sufficiency for women.
- **Promotion:**
 - Event invitations mailed to over 8,000 supporters
 - Website (www.CareerWardrobe.org): Average: 11,500 visits/month in 2009-10
 - E-Newsletter: 5 emails sent to over 6,000 email supporters during May-June (17-20% open rate with 6-10% click through rate)
 - Facebook/Twitter/Linked-In Promotion: 1,000 supporters
 - Partnerships with press: NBC10's "10! Program," Good Day Philadelphia (Fox29), KYW3, 6ABC, WB17, *Philadelphia Inquirer*, *Philadelphia Business Journal*, *Philadelphia Tribune*, *Philadelphia Daily News*, *Philadelphia Style*, *Jewish Exponent*, *BUCKS Magazine*, KYW Newsradio, WXPB, B101 and others.

Corporate Sponsorship Opportunities

Diamond (\$7,500)

- ★ Industry Exclusivity at the Diamond Level
- ★ Exclusive opportunity to have promotional table at the event
- ★ Opportunity to address guests from the podium
- ★ Company representative to model in the fashion show (wearing a suit they donate)
- ★ 10 tickets, including VIP balcony reserved seating

Corporate Advertising

- Full page ad in event program with prominent placement (i.e. back cover)
- Logo included in “Thank You” advertisement in Philadelphia Business Journal
- Banner and/or signage on stage throughout duration of event
- Corporate sponsor of Career Wardrobe website and e-newsletter (12 months)

Recognition – Corporate Logo

- Front of event invitation and program
- Step and Repeat backdrop for arrival photos
- Bidder Paddles during Purse with Purpose Live Auction
- Event signage, including bar signs and podium

Direct Promotion

- Opportunity to provide promotional materials or gifts in guest gift bags
 - Corporate logo imprinted on Career Wardrobe promotional item
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Couture (\$5,000)

- ★ Recognition from the podium
- ★ Company representative to model in the fashion show (wearing a suit they donate)
- ★ 8 tickets, including VIP balcony reserved seating

Corporate Advertising

- Full page ad in event program
- Logo included in “Thank You” advertisement in Philadelphia Business Journal
- Banner and/or signage throughout duration of event
- Corporate sponsor of Career Wardrobe website and e-newsletter (6 months)

Recognition – Corporate Logo

- Event invitation and program
- Step and Repeat backdrop for arrival photos
- Bidder Paddles during Purse with Purpose Live Auction
- Event signage, including bar signs and podium

Direct Promotion: Opportunity to provide promotional materials in guest gift bags

Corporate Sponsorship Opportunities

Designer Label (\$2,500)

- ★ Recognition from the podium
- ★ 6 tickets, including VIP balcony reserved seating

Corporate Advertising

- Half-page ad in event program
- Listing in “Thank You” advertisement in Philadelphia Business Journal
- Banner and/or signage throughout duration of event
- Corporate sponsor of Career Wardrobe website and e-newsletter (3 months)

Recognition – Corporate Listing

- Event invitation and program
- Step and Repeat backdrop for arrival photos
- Event signage, including bar signs and podium

Direct Promotion: Opportunity to provide promotional materials in guest gift bags

Fashion Diva (\$1,000)

- ★ Recognition from the podium
- ★ 4 tickets, including VIP balcony reserved seating

Corporate Advertising

- Quarter page ad in event program
- Listing in “Thank You” advertisement in Philadelphia Business Journal
- Corporate sponsor of Career Wardrobe website and e-newsletter (1 month)

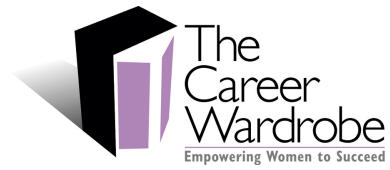
Recognition – Corporate Listing

- Event invitation and program
- Event signage, including bar signs and podium

Direct Promotion: Opportunity to provide promotional materials in guest gift bags

Ad Book Partner (\$500)

- ★ 2 individual tickets
- ★ Quarter page ad in event program
- ★ Recognition in event invitation and program
- ★ 20% discount on individual tickets for employees and/or members (Discount Tickets \$56)



Corporate Sponsorship Confirmation Form

◇ **YES!** We are “A Perfect Fit” with The Career Wardrobe and want to help bring clothing and confidence to 7,500 women throughout the Philadelphia region this year!

We will sign on at the following level:

- ◇ Diamond (\$7,500)
- ◇ Designer Label (\$2,500)
- ◇ Ad Partner (\$500)
- ◇ Couture (\$5,000)
- ◇ Fashion Diva (\$1,000)
- ◇ Individual Ticket/s(\$70)

Corporation: _____

Contact Person: _____ Title: _____

Address: _____

Telephone Number: _____ Email: _____

Payment Method (Please note, all sponsorship payments are due at time of commitment):

- ◇ Check
- ◇ Charge my credit card (Visa/MC/AmEx)

Account Number: _____ Expiration: _____

Card Holder Name/Signature: _____

PROGRAM BOOK AD SPECIFICATIONS

- 1) Email advertising files to: sreyes@tetrasc.com (With a copy to: scole@careerwardrobe.org)
- 2) Advertisement live area – no type beyond this area:
 - **Full Page:** 4.75" W x 7.25" H – Full page ads can bleed
 - **Half Page:** 4.75" W x 3.5" H – No bleed
 - **Quarter Page:** 2.25" W x 3.5" H – No bleed
- 3) All advertisements in **one color (black)**
- 4) Accepted programs: QuarkXPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat.
- 5) All submitted files must have:
 - all fonts converted to vector art
 - all placed eps at **300 dpi** or higher at actual size
 - all placed line art eps at **600 dpi** at actual size
- 6) Hairline rules must be at least **0.3 points**
- 7) Positive type at least **8 points**; negative type at least **10 points**

Please note: Generic Ads will be used if ads are not received by the deadline – May 14, 2010

For more information:

Sheri Cole, Executive Director – scole@careerwardrobe.org – 215-545-5784
Joanne McCool, Corporate Sponsorship Chairwoman - tcwvolunteer@gmail.com