

100 years of fashion

A CATWALK FASHION FUNDRAISER



DRESS FOR SUCCESS
SYDNEY

SPONSORSHIP
PROPOSAL

22 AUGUST 2018
DOLTONE HOUSE, HYDE PARK

Dress for Success

Dress for Success is an international charity. Its mission is to empower women to achieve economic independence by providing professional attire, a network of support and career development tools to help them thrive in work and life.

Dress for Success does this by providing a range of free services to women including employability skills training, peer support, mentoring & coaching, on-site dressing services, mobile dressing services, a 'pack & send' service for remote areas.

"I was shown that I could be independent. I was shown that I could be strong and stand on my own two feet. A new dress really can change your life, as it can dress your mind. Dress for Success changed my life"

*-Former client & Dress for Success
Sydney Advocate, Indah.*



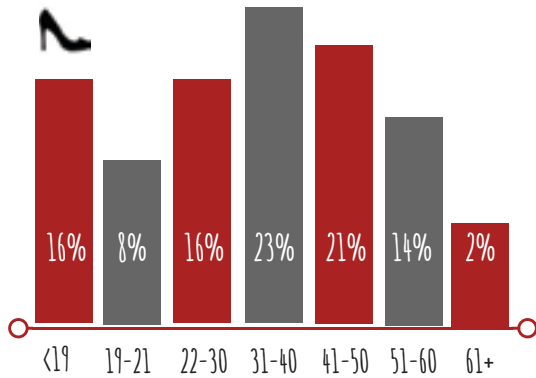
WE ENHANCE THE
EMPLOYABILITY OF MORE THAN

2500

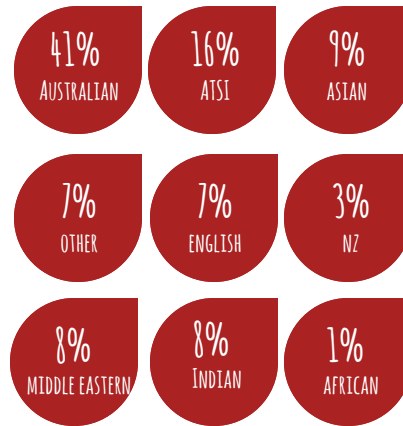
WOMEN EACH YEAR

a little about our clients

CLIENT AGE



CLIENT ETHNICITY



If you know a woman...from a family who has always depended on welfare...who is rebuilding her life after a divorce...or domestic problems...who is the new migrant mum at your kids' school trying to cope without family here...coming out of a long bout of depression with no confidence...who made a rash mistake.

Then you may know one of these women...

SINCE 2009, WE'VE
HELPED OVER

14,000
CLIENTS

the event...

has been directed and curated by Charlotte Smith, owner of the rare 8,000-piece Darnell Collection of couture fashion since 2015. Charlotte, an ambassador for Dress for Success Sydney, will take guests on an extraordinary journey exploring the key moments in women's history and the role fashion played in the empowerment of women.

This flagship event sells out to over 350 guests, year on year, hosting people from business, arts, media and many other areas.



Generating national and international media coverage estimated to have reached over **26,480,401** people worldwide

Former catwalk models & distinguished guests



Exclusive Naming Sponsor

Own the naming rights to the entire event in partnership with Dress for Success Sydney

\$40,000 - 1 max

- Exclusive naming rights in partnership with DFSS
- Exclusive seat at event planning table with DFSS
- Premium acknowledgement in all event media
- 3 minute welcome to guests
- Access to guest list
- 30 tickets (premium seating)
- Brochure acknowledgement & logo
- Logo on all event materials (pre, during & post)
- Post event EDM acknowledgement
- Gift bag product inserts
- Ownership of a decade w/ on screen logo and verbal acknowledgement
- Logo on special decade sponsor media wall
- Branded flyer in event gift bags
- Inclusion in Annual Report
- Team building volunteer day in showroom
- Photo w/celebrity models (up to 3 people)
- Branding on event signage
- Corporate pull up banner inclusion on site
- Social shout out on the night



Premium Sponsors

Own a decade of your choice based on your founding date or significant organisational milestone

Major - \$10,000 - 7 max

- 10 tickets (premium seating)
- Brochure acknowledgement & logo
- Logo on event materials
- Post event EDM acknowledgement
- Gift bag product inserts
- Ownership of a decade w/ on screen logo and verbal acknowledgement
- Logo on special decade sponsor media wall
- Branded flyer in event gift bags
- Inclusion in Annual Report
- Team building volunteer day in showroom
- Photo w/celebrity models (up to 3 people)
- Branding on event signage
- Corporate pull up banner inclusion on site
- Social shout out on the night

Minor - \$6,000 - 6 max

- 5 tickets (premium seating)
- Brochure acknowledgement & logo
- Logo on event materials
- Post event EDM acknowledgement
- Gift bag product inserts
- Logo on special decade sponsor media wall



In Kind Sponsors

Provide services or goods in kind to this special event

Up to \$6k

- Brochure acknowledgement & logo
- Logo on event materials
- Post event EDM acknowledgement

Over \$6k

- 2 tickets
- Brochure acknowledgement & logo
- Logo on event materials
- Post event EDM acknowledgement
- Gift bags product insert



Past Sponsors

200



200 years proudly supporting Australia



PETER ROWLAND



DAVID JONES

Westfield



Madame Tussauds

DJ LADY TRE

FRANCK PROVOST
PARIS



GOOD DAY GIRL



FERGUSON

Grant Cowan

FERNANDO MIRANDA

grace:
Always there.



FUJI XEROX