

# Something to Share

 DRESS FOR SUCCESS® WORLDWIDE GALA 2012

## Event Overview

Each spring as buds bloom into flowers and caterpillars become butterflies, friends of Dress for Success gather to share in the transformation of our clients from disadvantaged women to empowered professionals, excelling in both their careers and personal lives. Tapping into the spirit of the season, this awe-inspiring event celebrates growth, triumph, and transformation. Our biggest and most anticipated event of the year, *Something to Share* is more than just a fundraising gala, it is a night of laughter, tears, inspiration and jubilee. Attended by philanthropists, socialites, industry leaders, celebrities, and tastemakers alike, *Something to Share* attracts some of the most influential figures throughout the country and enkindles us all to complete our journeys towards becoming our personal best. Join us for our 2012 annual gala as we celebrate not only our honorees and Success Ambassadors but also the 15<sup>th</sup> anniversary of Dress for Success.

**Who:** Supporters and friends of Dress for Success

**Honorees:** lia sophia ♦ Posterscope ♦ RBS

**Chair:** Clarice Kennedy

**Host Committee:** Frank Aquila, Dorria Ball, Alex Garfield, Donna Griffin, Robbin Mitchell, Rosalyn Taylor O'Neale

**What:** An elegant evening dedicated to celebrating the success and accomplishments of the women Dress for Success serves as well as recognizing the generosity of our friends and supporters.

**Where:** The Grand Hyatt at Grand Central, NYC

**When:** Tuesday, April 3, 2012  
Silent Auction and Cocktails ♦ 6:30 PM  
Dinner Reception and Awards ♦ 7:30 PM

**Contact:** Jill A. Pall, Director of Special Events  
Dress for Success Worldwide  
Phone: 646.233.4946  
Email: [JillP@dressforsuccess.org](mailto:JillP@dressforsuccess.org)

### About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 110 cities in 12 countries. To date, Dress for Success has helped more than 600,000 women work towards self-sufficiency. For more information, visit [www.dressforsuccess.org](http://www.dressforsuccess.org).

Dress for Success Worldwide has received a 4-star rating, the highest possible rating, from Charity Navigator for eight consecutive years for sound fiscal management. Dress for Success also meets the Better Business Bureau's Wise Giving Alliance's Standards for Charity Accountability and has obtained GuideStar Exchange's Seal-Holder Status for transparency and fiscal responsibility.

## Sponsorship Opportunities

Please note that additional sponsorship opportunities are available. We are happy to work with you to customize a level that fits your company's needs.

### **Presenting Sponsor \$50,000**

- Industry exclusive opportunity
- Name/logo of sponsor(s) incorporated into event title and prominently featured on all event materials: "Dress for Success Something to Share Gala Presented by: xxxxxx"
- (1) VIP table with prime seating for (10) people (includes tabletop signage with company name/logo)
- Inclusion in all press releases, e-blasts and promotional materials surrounding event
- Logo on event invitation and event webpage
- Prime placement of full-page color ad on inside or back cover of journal\*
- Option of a welcome letter in the journal\*
- Logo placement on sponsor page in event journal
- Logo scroll on event screen
- Verbal recognition from stage at event
- Dedicated "Presenting Sponsor" social media postings on Facebook (with logo) and Twitter
- Opportunity to place promotional item in event gift bag
- Logo and link on Dress for Success website for a year

### **Platinum Sponsor \$25,000**

- Logo on event invitation and event webpage
- One (1) VIP table with preferred seating for ten (10) people (includes tabletop signage with company name/logo)
- Full-page B&W ad in event journal
- Logo placement on sponsor page in event journal
- Logo scroll on event screen
- Verbal recognition at event
- Inclusion in all press releases, e-blasts and promotional materials surrounding event
- Dedicated "Platinum Sponsor" social media postings on Facebook (with logo) and Twitter
- Opportunity to place promotional item in event gift bag

### **Gold Sponsor \$10,000**

- Name on event invitation and event webpage
- One (1) table for ten (10) people (includes tabletop signage with company name/logo)
- Half-page B&W ad in event journal
- Listing on sponsor page in event journal
- Name scroll on event screen
- Mention in social media postings on Facebook and Twitter
- Opportunity to place promotional item in event gift bag

### **Silver Sponsor \$7,500**

- One (1) table for ten (10) people (includes tabletop signage with company name/logo)
- Quarter-page B&W ad in event journal
- Listing on sponsor page in event journal
- Opportunity to place promotional item in event gift bag

**Deadline for inclusion on the invite is February 3, 2012. Deadline for inclusion in the journal is March 16, 2012.**

# Something to Share

**DRESS FOR SUCCESS® WORLDWIDE GALA 2012**

## Journal Advertisements

Support Dress for Success, our honorees, our event chair or our clients with a congratulatory ad or business advertisement in our commemorative journal.

Full Page Color Ad	(7 ½ x 10)	\$5,000
Full Page B&W Ad	(7 ½ x 10)	\$3,500
Half Page B&W Horizontal Ad	(7 ½ x 4 ¾)	\$1,500
Half Page B&W Vertical Ad	(3 ½ x 10)	\$1,500
Quarter Page B&W Ad	(3 ½ x 4 ¾)	\$750
Business Card B&W Ad	(3 ½ x 2)	\$500

Deadline for inclusion in the journal is March 16, 2012.



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SOMETHING TO SHARE GALA**

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Congratulations on this  
spectacular event!!

Best Wishes,  
Deborah Roberts  
ABC News Correspondent



Dress for Success Worldwide  
and  
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## Participation Form

### Contact Information

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Participation Level

\_\_\_ We would like to support the *Something to Share Gala* as a:

- \_\_\_ Presenting Sponsor \$50,000
- \_\_\_ Platinum Sponsor \$25,000
- \_\_\_ Gold Sponsor \$10,000
- \_\_\_ Silver Sponsor \$7,500
- \_\_\_ Full Page Color Journal Ad \$5,000
- \_\_\_ Full Page B&W Journal Ad \$3,500
- \_\_\_ Half Page B&W Journal Ad \$1,500 Please specify: \_\_\_ Vertical \_\_\_ Horizontal
- \_\_\_ Quarter Page B&W Journal Ad \$750
- \_\_\_ Business Card B&W Journal Ad \$500

\_\_\_ We are unable to participate but would like to make a full tax-deductible donation of \$\_\_\_\_\_.

### Payment Method

\_\_\_ Enclosed is a check for \$\_\_\_\_\_ made payable to: *Dress for Success Worldwide*

\_\_\_ Please charge the following credit card in the amount of \$\_\_\_\_\_.

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Please return this completed form to:

Dress for Success Worldwide Attn: Special Events

32 E. 31st Street, 7th Floor

New York, NY 10016

Fax: 212-684-9563 Email: [events@dressforsuccess.org](mailto:events@dressforsuccess.org) Phone: 646-233-4946

Dress for Success FEIN: 13-4040377

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