



Something to Share

 **DRESS FOR SUCCESS®** WORLDWIDE GALA 2010

SPONSORSHIP PACKET

Annabel Adams
Dress for Success 2009

PRESENTING SPONSORS

DIAGEO

FedEx
Corporation

 **Robert Half
International**

Photography courtesy of Mark Andrews

April 20, 2010 ♦ Grand Hyatt at Grand Central, New York City

Cocktails and Silent Auction ♦ 6:30 p.m.

Dinner and Awards ♦ 7:30 p.m.

Event Chair ♦ Niki Leondakis, COO *Kimpton Hotels and Restaurants*

Honoring

Rose Flenorl, *Manager, Social Responsibility, FedEx*

Suzanne Kolb, *President, Marketing, News and Online, E! Entertainment and The Style Network*

Robert Half International Inc.

(Additional honorees TBA)

Celebrate Dress for Success with an elegant night of dinner, auctions and awards.

Since 1997, Dress for Success has

- Assisted over **500,000 women**
- Opened **more than 100 affiliates in 9 countries**—the United States, Australia, Canada, Mexico, the Netherlands, New Zealand, Poland, the U.K. and the West Indies
- Distributed over **\$20 million** of new apparel and other in-kind donations to our affiliates
- Expanded our mission beyond suiting to also provide **vital employment retention programs**
- Supported more than **25,000 women** through career coaching, mentoring and professional development
- Impacted **millions of lives**—from women and their families to thousands of volunteers and hundreds of thousands of donors

As a sponsor of *Something to Share*,
YOU will make a substantial and lasting
difference in communities throughout the world.

Dress for Success promotes the economic independence of disadvantaged women by providing professional attire, a network of support, and career development tools to help women thrive in work and in life.

PRESENTING SPONSOR \$50,000

- Exclusive industry presenting sponsor
- Name and logo on event invitation
- Prime placement of full-page color ad on inside or back cover of journal*
- Option of a welcome letter in the journal*
- One VIP 10-person table at event with on-stage placement
- Logo placement on sponsor page in event journal
- Signage at the event
- Stage recognition during event
- Inclusion in all press releases and promotional materials
- Logo and link on Dress for Success website for a year
- Opportunity to place promotional item in event gift bag

Plus choose between:

1. Women in Business: Making Change*

Silver Sponsor

- Listing on event invitation
- Listing in event program and event signage
- One 10-person table at event
- Listing on event website
- Option of one representative to be a part of event host committee

OR

2. Women Helping Women**

Sponsor

- Logo in event program
- Name in event invitation
- Signage and verbal recognition at event
- One VIP 10-person table in premier location at event (*one attendee will be a DFS Professional Women's Group member*)
- Item placement in event gift bags
- Link on event website
- Contribution made on your behalf to DFS Professional Women's Group Educational Fund

Deadline for inclusion in the invite is February 19, 2010. Deadline for inclusion in the journal is April 2, 2010.

RECEPTION UNDERWRITER \$50,000

- Exclusive sponsorship
- Name and logo on event invitation
- Signage upon entry to event stating "Cocktail reception generously underwritten by..."
- Projection of "Cocktail reception generously underwritten by..." throughout reception area
- Table tent on each bar and cocktail table stating "Cocktail reception generously underwritten by..."
- Logo placement on sponsor page in event journal
- Mention on the event schedule page of the event journal
- Mention on the event schedule section of Dress for Success' event web page
- Option of a welcome letter in the journal*
- Stage recognition during event
- Inclusion in all press releases and promotional materials
- Logo and link on Dress for Success website for a year
- Opportunity to place promotional item in event gift bag

Plus choose between:

1. Women in Business: Making Change*

Silver Sponsor

- Listing on event invitation
- Listing in event program and event signage
- One 10-person table at event
- Listing on event website
- Option of one representative to be a part of event host committee

OR

2. Women Helping Women**

Sponsor

- Logo in event program
- Name in event invitation
- Signage and verbal recognition at event
- One VIP 10-person table in premier location at event (*one attendee will be a DFS Professional Women's Group member*)
- Item placement in event gift bags
- Link on event website
- Contribution made on your behalf to DFS Professional Women's Group Educational Fund

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 **DRESS FOR SUCCESS®** WORLDWIDE GALA 2010

PLATINUM SPONSOR \$25,000

- Name and logo in event invitation
- Full-page B&W ad in event journal
- One 10-person table at event with prime placement
- Listing on sponsor page in event journal
- Signage at event
- Verbal recognition at event
- Inclusion in all press releases
- Opportunity to place promotional item in event gift bag

Plus choose between:

- 1. Women in Business: Making Change***
4 tickets

OR

- 3. Women Helping Women****
4 tickets

You may also choose 2 tickets to each event.

** Fall fundraising breakfast for women in business with a passion to help disadvantaged women secure financial freedom.*

*** Premier winter fundraising breakfast with inspirational keynote address and PWG member testimonial*

Deadline for inclusion in the invite is February 19, 2010. Deadline for inclusion in the journal is April 2, 2010.

Something to Share

 **DRESS FOR SUCCESS®** WORLDWIDE GALA 2010

GOLD SPONSOR \$10,000

- Name in event invitation
- Half-page ad in event journal
- One 10-person table at event
- Opportunity to place promotional item in event gift bag
- Listing on sponsor page in event journal
- Signage at event
- Booth at DFS job fair

SILVER SPONSOR \$7,500

- One 10-person table at event
- Quarter-page ad in event journal
- Listing on sponsor page in event journal
- Opportunity to place promotional item in event gift bag
- Booth at DFS job fair

Deadline for inclusion in the invite is February 19, 2010. Deadline for inclusion in the journal is April 2, 2010.

TABLE OF TEN - \$5,000

INDIVIDUAL TICKET - \$500

JOURNAL ADVERTISING

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

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

Deadline for inclusion in the journal is April 2, 2010.

Who we are:

The mission of Dress for Success is to promote 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.

The women we serve:

- Are single mothers (70%), raising an average of 2-3 children.
- Represent all ethnicities and races.
- Range in age from 18-60, with the majority age 18-38.

How we work:

Dress for Success provides each woman with a business suit when she has a job interview. When she successfully lands the job, she returns to Dress for Success for up to one week's worth of business-appropriate separates. She also receives an invitation to join the Professional Women's Group, our career development and networking group, and participate in other employment retention programs such as the Career Center, mentoring and career fairs. Dress for Success serves job-ready women by referral only from more than 3,000 non-profit organizations including domestic violence agencies, homeless shelters and job-training programs.

What we achieve:

Our programs transition women towards self-sufficiency by addressing their social and economic needs in relation to work, home and community. Each woman is a success story: She has gone from unemployment to economic *independence*.

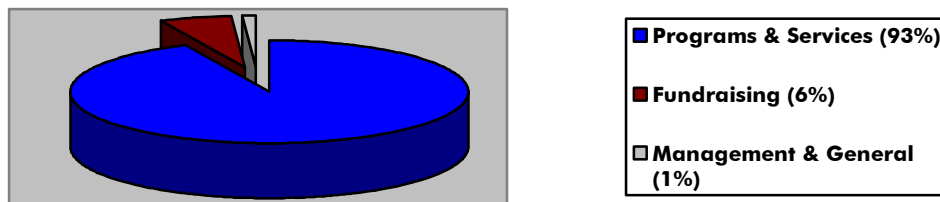
The results of our programs speak for themselves:

- Dress for Success has suited over 500,000 women since our inception in 1997.
- In 2008 alone, Dress for Success served more than 50,000 women.
- Dress for Success has affiliate locations in over 100 cities across the United States, Australia, Canada, Jamaica, Mexico, New Zealand, the Netherlands, Poland, United Kingdom and the West Indies.
- 75% of Professional Women's Group members have retained their jobs after one year.
- 62% of Professional Women's Group members have been promoted and/or received salary increases.
- 60% of Professional Women's Group members have improved their credit.
- 57% of Professional Women's Group members have furthered their education by enrolling in or completing a GED or college program.

Overall Funding

Dress for Success is proud that nearly all our funding directly supports our programs and services. It is very important for us to minimize our administrative and fundraising costs to ensure that we are serving disadvantaged women with the best possible programs and services to help them achieve economic independence. In 2008, 93% of all money raised supported our programs and services.

2008 Expenses



Gala Funding

Each year, at least 75% of all money raised at our annual gala directly supports our programs and services. We limit event costs to less than 25% of all sponsorships and ticket sales. By keeping event costs low, we ensure that your generous donations will make a difference in the lives of the women we serve!

Dress for Success Worldwide has received a 4-star rating from Charity Navigator for six consecutive years for sound fiscal management. Only 3% of rated charities have received this honor, which highlights our leadership and strong governance in the nonprofit community. Dress for Success Worldwide has also obtained GuideStar Exchange's Seal-Holder status and is recognized as a valued "partner in trust" for transparency and fiscal responsibility.

Event Chair – Niki Leondakis, COO *Kimpton Hotels & Restaurants*

Dress for Success CEO – Joi Gordon

Committee Members

Frank Aquila, <i>Sullivan & Cromwell LLC</i>	Janas Jackson, <i>FedEx Corporation</i>
Ami-Lynn Bakshi, <i>Diageo NA</i>	Rose Jackson Flenorl, <i>FedEx Corporation</i>
Amanda Beck, <i>Robert Half International</i>	Nancy Johansen, <i>Diageo NA</i>
Vanessa Bortnick, <i>Kimpton Hotels & Restaurants</i>	Debra Kelly-Ennis, <i>Diageo Canada</i>
Kristen Boscaino, <i>Bobbi Brown Cosmetics</i>	Dyann Klein, <i>Props for Today</i>
Ave Bradley, <i>Kimpton Hotels & Restaurants</i>	Jamie Law, <i>Kimpton Hotels & Restaurants</i>
Bobbi Brown, <i>Bobbi Brown Cosmetics</i>	Ruby Luna, <i>Kimpton Hotels & Restaurants</i>
Eileen Brumback, <i>GE</i>	Gail Marquis, <i>Element Financial Group</i>
Doug Checkeris, <i>MediaCom</i>	Robbin Mitchell, <i>Polo Ralph Lauren</i>
Linda Chin, <i>Kimpton Hotels & Restaurants</i>	Michael Mueller, <i>MediaCom</i>
Chloe Mata Crane, <i>Baltz & Company Inc</i>	Ericka Nelson, <i>Kimpton Hotels & Restaurants</i>
Samantha Davis, <i>TyRy Designs</i>	Jaime Nortman, <i>Peace of Cloth</i>
Jon Dobbin, <i>MediaCom USA</i>	Steve Pinetti, <i>Kimpton Hotels & Restaurants</i>
Patricia Dugan, <i>Corcoran Group Real Estate</i>	Amy Rosi, <i>Aros Communications</i>
Wendy Finerman, <i>Producer</i>	Deidre Ryan, <i>Kimpton Hotels & Restaurants</i>
Alex Garfield, <i>Peace of Cloth</i>	Jane Sperrazza, <i>MediaCom</i>
Stephanie Goodman, <i>Vis-à-vis Creative Concepts Inc.</i>	Marliese Engel Traver, <i>Baltz & Company</i>
Margaux Guerard	Shannon Washington
Marta Harmon, <i>The Style Network</i>	Emily Wines, <i>Kimpton Hotels & Restaurants</i>

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

SPONSORSHIP COMMITMENT

We would be honored to participate in the gala event in the following manner(s):

_____ **Presenting Sponsor** \$50,000
and Women Helping Women Sponsor or Making Change Silver Sponsor (*circle one*)

_____ **Reception Underwriter** \$50,000
and Women Helping Women Sponsor or Making Change Silver Sponsor (*circle one*)

_____ **Platinum Sponsor** \$25,000
and 4 tickets to Women Helping Women or 4 tickets to Making Change (*circle one*)

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

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

_____ **Table of Ten** \$5,000 Number of Tables: _____

_____ **Individual Ticket** \$500 Number of Tickets: _____

We are unable to attend the event, but would like to make a fully tax-deductible gift to Dress for Success. *Donation Amount:* \$ _____

ADVERTISING

We would like to purchase the following size ad in the event journal (check one):

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

PAYMENT METHOD

Enclosed is a check for \$ _____ made payable to Dress for Success.

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

Credit Card #: _____ Expiration Date: _____

Name on Card: _____

Dress for Success, Attn: Special Events 32 E. 31st Street, 7th Floor, New York, NY 10016

Fax: 212-684-9563 • Phone: 646-233-4946 • events@dressforsuccess.org

Dress for Success FEIN: 13-4040377