



EVENT OVERVIEW

The women of Dress for Success may have overcome some obstacles in life, but on May 12th 2012, they'll be **Going Places. Going Strong!**

The Power Walk for Dress for Success is the international 5k that promotes an active lifestyle and healthy living. Taking place Mother's Day weekend, this annual event is a celebration of family, fitness, and financial independence. More than 60% of Dress for Success clients are single mothers, yet they power through obstacles, overcome extraordinary challenges and redefine possibilities for both themselves and their families.

In 2010 Dress for Success launched a highly successful health and wellness initiative with the Professional Women's Group, which fortified the link between personal health and professional success. Today, our women recognize that in order to achieve total self-sufficiency, they must make healthy choices in all aspects of work and life. *The Power Walk for Dress for Success* serves as both a catalyst for, and a celebration of, those choices. Women from all over the world come together for this fun, festive and family-oriented fitness event.

Join our national spokesperson, friends, supporters, Success Ambassadors and women throughout the world for this emPOWERing event. Our 2012 Power Walk for Dress for Success will take place in more than 40 local Dress for Success affiliate cities across the country and around the world. We are offering New York City local sponsorship opportunities to fit the needs of our supporters. If you are interested in Worldwide or Regional opportunities, please contact us.

WHO: "Sheroes," friends, and supporters of Dress for Success

WHAT: The Power Walk for Dress for Success

WHERE: Battery Park, New York City

WHEN: Saturday, May 12, 2012

CONTACT: Samantha Jenkins, Development Associate

Dress for Success Worldwide

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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.

The Professional Women's Group (PWG) is an international networking association for Dress for Success clients who have recently entered the workforce, some for the first time, to provide support, practical information and inspiration to help women achieve self-defined success in career and in life. It is the first and only employment retention model that moves low-income women towards self-sufficiency by addressing their social and economic needs in relation to work, home and community.

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.

For more information, please visit: www.dressforsuccess.org.

NEW YORK CITY SPONSORSHIP OPPORTUNITIES

****Please note that inclusion on materials is contingent upon date sponsorship is confirmed.****

NEW YORK CITY SPONSORSHIP LEVELS

New York City Presenting Sponsor

\$15,000

- All New York City Power Walk for Dress for Success materials, signage, visuals and New York City event website will read "Presented Locally By"
- Speaking opportunity pre-race program
- Logo on New York City event t-shirt
- Spotlight booth placement in Battery Park
- Inclusion in New York City press release and local digital media billboard placement
- (10) complimentary New York City registrations

New York City Victory Sponsor

\$10,000

- Logo on all New York City event materials, signage, visuals and New York City event website
- Logo on New York City event t-shirt
- Promotional booth in Battery Park
- (8) complimentary New York City registrations

New York City Mentor Sponsor

\$5,000

- Name on all New York City event materials, signage, visuals and New York City event website
- Name on New York City event t-shirt
- Promotional booth in Battery Park

New York City Finish Line Sponsor

\$3,500

- Promotional tabling at the finish line in Battery Park and opportunity to host an activity for walkers post-race
- Name on New York City event website

New York City Kids' Corner Sponsor

\$2,500

- Promotional tabling in Battery Park
- Opportunity to create branded fundraising/participation incentives and prizes for "mom & me" and "student" registrants
- Name on New York City event website

New York City Pets Partner

\$2,500

- Promotional tabling in Battery Park
- Opportunity to create branded fundraising/participation incentives and prizes for all participants who have brought their pet along to walk
- Name on New York City event website

Route Sponsor

\$1,500

- Logo on (5) motivational signs along the walk route in Battery Park
- Signage at the mid-point of the route in Battery Park
- Opportunity to include giveaways for walkers at mid-point

NEW YORK CITY PARTICIPATION FORM

Contact Information

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Commitment

_____ We would like to support the Power Walk for Dress for Success as the following:

_____ New York City Presenting Sponsor \$15,000

_____ New York City Victory Sponsor \$10,000

_____ New York City Mentor Sponsor \$5,000

_____ New York City Finish Line Sponsor \$3,500

_____ New York City Kids' Corner Sponsor \$2,500

_____ New York City Pets Partner \$2,500

_____ Route Partner \$1,500

_____ We are interested in forming a walk team. Please contact me.

_____ We are interested in providing in-kind product for the event. Please contact me.

_____ We are unable to participate but would like to make a 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 sheet (with payment, if applicable) to:

Dress for Success, Attn: Special Events

32 E. 31st Street, 7th Floor, New York, NY 10016

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Dress for Success FEIN: 13-4040377

