



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, 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.

Sponsor The Power Walk for Dress for Success and help POWER women towards self-sufficiency!

- WHO:** Thousands of "sheroes," friends, and supporters of Dress for Success
- WHAT:** The Power Walk for Dress for Success
- WHERE:** More than 30 cities across the United States and world
- WHEN:** Saturday, May 12, 2012
- Please note that while the large majority of walks will take place on this date, some cities may be scheduled on other dates to accommodate local events.*
- CONTACT:** Jill A. Pall, Director of Special Events
Dress for Success Worldwide
Phone: 646.233.4946
Email: PowerWalk@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.

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.

In 2010, 94% of all contributions to Dress for Success Worldwide supported 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. Dress for Success Worldwide has received a 4-star rating from Charity Navigator for seven consecutive years for sound fiscal management. 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. Additionally, Dress for Success Worldwide meets the BBB Wise Giving Alliance's Standards for Charity Accountability. For more information, please visit: www.dressforsuccess.org.

WORLDWIDE OPPORTUNITIES

All Worldwide opportunity benefits will be fulfilled at every walk taking place in the United States and internationally, if the sponsor has a presence in those markets.

Please note that inclusion benefits are contingent upon date sponsorship/partnership is confirmed.

WORLDWIDE SPONSORSHIP LEVELS

Worldwide Presenting Sponsor **\$100,000** (one available)

- Exclusive industry sponsorship
- All materials and press to read "...Presented Worldwide by..." (or "Nationally," if you prefer)
- Inclusion in print and TV PSA
- Name and logo on all event materials, signage, visuals and event website
- Logo scroll on screen at the staging area at
- Logo on start banner
- Speaking opportunity
- Premier sponsor booth/tent placement at Worldwide locations- NYC, LA and Chicago – 10'x20'
- Logo on event t-shirt
- Complimentary team registration (up to 10 walkers) in each city
- Inclusion in all Dress for Success Worldwide press releases
- Feature article on The Power Walk for Dress for Success website
- Silver Sponsorship level (valued at \$7,500) at DFS Worldwide Gala in NYC April 2012
- Opportunity to provide product at every walk

Worldwide Official Sponsor **\$50,000** (maximum of two non-competing sponsors)

- Logo on all event materials, signage, visuals and event website
- Logo scroll on screen at the staging area
- Logo on event t-shirt
- Inclusion in all Dress for Success Worldwide press releases
- Premier sponsor booth/tent placement at Worldwide locations- NYC, LA and Chicago – 10'x10'
- Complimentary team registration in each city (up to 10 walkers)
- Opportunity to provide product at every walk

Worldwide Friend Sponsor **\$35,000** (maximum of four non-competing sponsors)

- Name on all event materials, signage, visuals and event website
- Logo scroll on screen at the staging area
- Name on event t-shirt
- Inclusion in all Dress for Success Worldwide press releases
- Complimentary team registration in each city (up to 10 walkers)
- Opportunity to provide product at every walk

REGIONAL SPONSORSHIP OPPORTUNITY

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

REGIONAL SPONSORSHIP LEVEL

Regional Friend Sponsor **\$25,000**

(Up to four cities; additional cities can be added for \$3,500 per market)

- Name and logo on event materials, signage, visuals and event websites for chosen market cities
- Logo scroll on screen at the staging area in chosen market cities
- Speaking opportunity at post-race program in chosen market cities
- Premier sponsor booth/tent placement – 10'x10' in chosen market cities
- Logo on event t-shirts in chosen market cities
- 10 complimentary walk registration entries in chosen market cities
- Inclusion in all press releases for chosen market cities

PARTICIPATING MARKETS *(as of December 8, 2011)*

CA-	San Francisco, Worldwide - West (LA)	NC-	Charlotte
CO-	Colorado Springs, Denver	NJ-	Hudson County, Mercer County, Morris County
FL-	Palm Beaches, Tampa Bay	NV-	Southern Nevada
GA-	Atlanta, Savannah	NY-	Worldwide (NYC)
IL-	Peoria, Worldwide - Central (Chicago)	OH-	Cincinnati, Columbus
KY-	Louisville	OK-	Tulsa
LA-	New Orleans	PA-	Philadelphia, Pittsburgh, South Central PA
MA-	Boston	RI-	Rhode Island
MD-	Baltimore	TN-	Memphis
MO-	Kansas City (DFS Midwest)	TX-	San Antonio
MS-	Metro Jackson		

International:

Australia - Brisbane

Canada - Regina, Toronto, Vancouver

Jamaica

New Zealand- Wellington

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:

_____ National Presenting Sponsor	\$100,000
_____ National Official Sponsor	\$50,000
_____ National Friend Sponsor	\$35,000
_____ Regional Friend Sponsor	\$25,000

Chosen Markets: _____

_____ We would like to add the following cities at \$3,500 each:

_____ 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.

_____ 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