



2015 ANNUAL
PHILADELPHIA UNIVERSITY
**FASHION
SHOW**

April 30, 2015

Sponsorship Opportunities



PHILADELPHIA
UNIVERSITY

2015 ANNUAL PHILADELPHIA UNIVERSITY FASHION SHOW

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with Honorary Chair, Carson Kressley

Named for the second year in a row as one of the "Top 50 Fashion Schools in the World" by *Fashionista*, Philadelphia University is pleased to announce sponsorship opportunities for the 2015 Annual Philadelphia University Fashion Show.

This is your opportunity to support PhilaU's Fashion Design, Textile Design and Fashion Merchandising and Management programs and receive the recognition and publicity that comes with sponsoring this high-profile event.

This spectacular showcase of student work features two shows on April 30, 2015 at Philadelphia's unique post-industrial venue, *Moulin at Sherman Mills*, and boasts a combined audience of more than 1,800 industry representatives, alumni and friends.

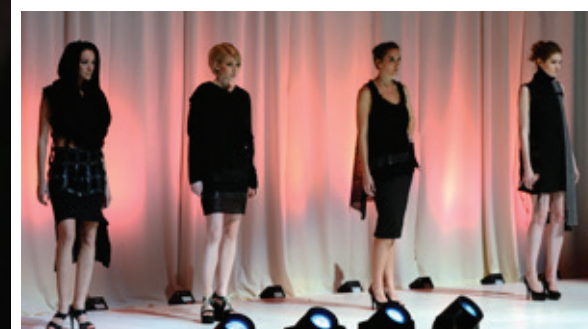
INDUSTRY FIRST LOOK SHOW

The afternoon Industry First Look Show highlights approximately 100 looks from our senior designers. Organized by students, the show highlights the best work of the PhilaU seniors and offers industry representatives an opportunity to directly connect the work with graduating students.

ANNUAL FASHION SHOW

Produced by fashion design and fashion merchandising and management students, The Annual Fashion Show is a dazzling event highlighting the most creative and innovative PhilaU fashion and textile work of 2015. Featuring award presentations and approximately 250 looks, this show is a must-see Philadelphia fashion event.

Our sponsors receive significant recognition in a variety of University publications and its website, and are recognized in a *Philadelphia Inquirer* promotional advertisement. Philadelphia is the fifth largest media market in the U.S. and this annual event garners media coverage in outlets including *Women's Wear Daily*, *Philadelphia Style Magazine*, *The Philadelphia Inquirer*, NBC10, FOX29 and 6ABC. The multimedia coverage for the event typically reaches more than 4 million people.



Sponsorship Opportunities

TITLE SPONSORSHIP: \$25,000

(\$23,100 is tax-deductible)

- Premier recognition as Title Sponsor in *The Philadelphia Inquirer* promotional advertisements
- Company name and logo on all event signage, recognition on the 2015 Annual Philadelphia University Fashion Show web page, in all University event promotion (including social media), and on the PhilaU Fashion Design website for a year
- \$5,000 of your contribution will be directed to scholarships for deserving undergraduates in the Fashion Design, Fashion Merchandising and Management, or Textile Design programs
- Placement in University admissions materials for a year
- Membership in The Theodore C. Search Society that celebrates leadership through philanthropy with recognition on Annual Donor Wall in the Kanbar Campus Center, in *Innovator: Impact Report* (with a readership of 3,000+), and on the PhilaU Development website
- Charter membership on the *Fashion and Textile Futures Center* Advancement Council
- 20 premier seats at the afternoon's Industry First Look Show and the evening's Annual Fashion Show and 20 guest reservations at the afternoon and evening VIP Receptions

EVENING SHOW SPONSORSHIP: \$10,000

(\$9,400 is tax-deductible)

- Preferred recognition as Evening Sponsor in *The Philadelphia Inquirer* promotional advertisements
- Presenting sponsor for the evening's main event Annual Fashion Show, including evening VIP reception and naming rights for evening runway
- Company name and logo on the 2015 Annual Philadelphia University Fashion Show website and promotion through social media
- \$2,500 of your contribution will be directed to scholarships for deserving undergraduates in the Fashion Design, Fashion Merchandising and Management, or Textile Design programs
- Membership in The Theodore C. Search Society that celebrates leadership through philanthropy with recognition on Annual Donor Wall in the Kanbar Campus Center, in *Innovator: Impact Report* (with a readership of 3,000+), and on the PhilaU Development website
- Charter membership on the *Fashion and Textile Futures Center* Advancement Council
- 12 premier seats at the evening show and 12 guest reservations at the evening VIP Reception

INDUSTRY FIRST LOOK SHOW SPONSORSHIP: \$10,000

(\$9,460 is tax-deductible)

- Preferred recognition as Industry First Look Show Sponsor in *The Philadelphia Inquirer* promotional advertisements
- Presenting sponsor for the afternoon's Industry First Look Show and afternoon VIP Reception, includes event signage and naming rights for afternoon runway
- Company name and logo on the 2015 Annual Philadelphia University Fashion Show website and promotion through social media
- \$2,500 of your contribution will be directed to scholarships for deserving undergraduates in the Fashion Design, Fashion Merchandising and Management, or Textile Design programs
- Membership in The Theodore C. Search Society that celebrates leadership through philanthropy with recognition on Annual Donor Wall in the Kanbar Campus Center, in *Innovator: Impact Report* (with a readership of 3,000+), and on the PhilaU Development website
- Charter membership on the *Fashion and Textile Futures Center* Advancement Council
- 12 premier seats at the Industry First Look Show and 12 guest reservations at the afternoon VIP Reception

PATRON SPONSORSHIP: \$5,000

(\$4,700 is tax-deductible)

- Listing as Patron Sponsor in *The Philadelphia Inquirer* promotional advertisements
- Company name and logo on the 2015 Annual Philadelphia University Fashion Show website
- \$1,000 of your contribution will be directed to scholarships for deserving undergraduates in the Kanbar College of Design, Engineering and Commerce
- 6 premier seats at the evening fashion show and 6 guest reservations at the evening VIP Reception

MENTOR SPONSORSHIP: \$1,000

(\$810 is tax-deductible)

- Company name on the 2015 Annual Philadelphia University Fashion Show website
- \$500 of your contribution will underwrite Fashion Show student awards announced at both shows
- 2 premier seats at both the afternoon and evening fashion shows and 2 guest reservations at both the afternoon and evening VIP Receptions

We would like to express our gratitude for the continued support of our longtime benefactors and invite new sponsors to join the PhilaU family.

All sponsors' company logos must be submitted to Nicole Bonavitacola at bonavitacolan@PhilaU.edu no later than Monday, April 13. Logos received after this date may not be included in all print materials, but your sponsorship will be acknowledged at the event.

LEARN MORE

For more information about sponsorship opportunities contact Rob Skomorucha at skomoruchar@PhilaU.edu or 215.951.2865.



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**FASHION
SHOW**

Thursday, April 30, 2015

4 p.m. Industry First Look Show

7 p.m. Evening Show

Event Sponsorship Form

We are pleased to support the 2015 Annual Philadelphia University Fashion Show as noted below.

Company: _____

Street Address: _____

City, State, Zip: _____

Primary Contact: _____

Phone: _____

Fax: _____

Email: _____

Selected Sponsorship Level:

- \$25,000: Title Sponsorship
- \$10,000: Evening Show Sponsorship
- \$10,000: Industry First Look Show Sponsorship
- \$5,000: Patron Sponsorship
- \$1,000: Mentor Sponsorship
- General Donation: \$_____

Payment Information:

Enclosed is a check for \$_____

Please make checks payable to Philadelphia University.

Please charge \$_____ to

American Express Discover

MasterCard Visa

Card Number: _____

Exp. Date: _____ Security Code: _____

Signature: _____

Please return this form with your credit card information included or check made payable to Philadelphia University by Monday, April 13.

MAIL TO:

Philadelphia University
Attn: Development and Alumni Relations
4201 Henry Avenue
Philadelphia, PA 19144

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