

SECOND ANNUAL

FASHION SHOW BENEFITING MAKE-A-WISH®



MAKE A WISH.

SUMMER 2017



Welcome to the 2nd Annual Fashion Show Benefiting Make-A-Wish® where supporters, guests, celebrities, and friends in the media come together around fashion and art to raise funds and awareness for the important work of Make-A-Wish®. This special one evening event will take place this Summer 2017 in Hollywood California. The evening will host an incredible runway show from one of the biggest designers in fashion, featuring an all model lineup of Wish Kids and celebrity supporters. Guests of the evening will also enjoy a fashion oriented silent auction, musical performance on the runway, delicious light bites and specialty drinks. Brands will have the opportunity to show their support of Make-A-Wish® with sponsorship opportunities throughout the night!

ABOUT MAKE-A-WISH®



Tens of thousands of volunteers, donors and supporters advance the Make-A-Wish® vision to grant the wish of every child diagnosed with a life-threatening medical condition. In the United States and its territories, on average, a wish is granted every 37 minutes. We believe a wish experience can be a game-changer. This one belief guides us and inspires us to grant wishes that change the lives of the kids we serve.



“There is hope in dark times.”

GET INVOLVED

SPONSORSHIP OPTIONS

TITLE SPONSORSHIP

- Share in this event in a major and influential way as our Title Sponsor and we will brand the event for you! The Annual Fashion Show Benefiting Make-A-Wish® brought to you by (Your Brand)
- Receive logo on Step and Repeat (Prominent Logo Placement)
- Branding on front and back cover of event program
- Special thanks by Make-A-Wish® representative and celebrity host during show
- Logo inclusion on large screens in ballroom
- Opportunity for PSA/Video/Ad on large screens in ballroom before show during reception/seating hour
- Logo inclusion on bottom of entire runway video and Special Thanks at end of video
- Inclusion in the press release
- Logo inclusion on invitation
- Co-branding of the photo booth
- Opportunity for on-site activation/branding and backstage branding
- Two tables (8 seats per table)
- Inclusion in gift bags (option to brand gift bags)

IN ASSOCIATION SPONSORSHIP

- Partner with us in a major way and brand the Annual Fashion Show Benefiting Make-A-Wish® in association with (Your Brand)
- Receive logo on Step and Repeat
- Receive a double page ad inside event program
- Receive a special Thank You from Make-A-Wish® representative and celebrity event host
- Logo inclusion on large screens in ballroom
- Inclusion in the press release
- Logo inclusion on invitation
- Special Thanks in runway video
- Opportunity for on-site activation/branding
- One table (8 seats per table)
- Inclusion in gift bags

BEAUTY SPONSORSHIP

- Join Make-A-Wish® by providing Hair or Makeup services for runway show
- Opportunity for on-site activation/branding
- Inclusion in the press release
- Receive a one-page ad inside event program
- Special Thanks in runway video
- Inclusion in gift bags

[MORE SPONSORSHIP OPTIONS >>](#)

GET INVOLVED CONT.

SPONSORSHIP OPTIONS

GOLD SPONSORSHIP

- Opportunity for on-site branding/activation
- Receive half-page ad inside event program
- Special Thanks in the press release
- Inclusion in gift bags

SILVER SPONSORSHIP

- Receive half-page ad inside event program
- Special Thanks in the press release
- Inclusion in gift bags

BEVERAGE SPONSORSHIP

- Exclusivity in category
- Product served at all bars
- Receive one-page ad in event program
- On-site bar top and table top branding
- Inclusion in the press release
- Inclusion in gift bags

GIFT BAG SPONSORSHIP

- Inclusion in Gift Bags

*Option to provide branded baggies (co-branded with Make-A-Wish®) - Extra Investment of \$1000

*Option for quarter-page ad in event program - Extra Investment of \$250

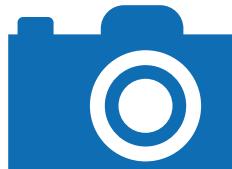
*Option for on-site branding/activation - Extra Investment \$2500

EVENT PROGRAM - AD SPACE

- Full-page full-color ad in event program 2K
- Half-page full-color ad in event program 1K
- Quarter-page full-color ad in event program \$500

MEDIA PARTNER

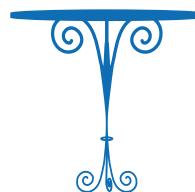
Be the first to share this incredible event as the
First Annual Fashion Show Benefiting Make-A-Wish® Media Partner



Exclusive photo, video content, and interviews with the designer and celebrity models



Opportunity for on-site activation/branding



Opportunity Bar Top and highboy branding



Magazines distributed on all tables/chairs



Double page ad in the show program



Logo Inclusion on Guest/Celeb Invites

PRESS COVERAGE

PAST CELEBRITIES

Brad Goreski, Petra Nemcova, Alyssa Milano, Riki Lindhome, Perez Hilton, Ali Wong, Shaun Ross, Jeannie Mai, Chloe Lukasiak, Michelle Alves, Guy Oseary, Azie Tesfai, Rebecca Black, Chaz Dean, Perrey Reeves, Lubov Azria, and many more!



Daily Mail

GLAMOUR

marie claire

OK!

BAZAAR

CBS

US

JUST JARED

CONTACT

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