

SPONSORSHIP PROSPECTUS

2014

United Colors of Fashion

4TH ANNUAL GALA & INTERNATIONAL FASHION BENEFIT / 2014

PAPER DREAMS: WRITING NEW RUNWAYS

LEXINGTON AVENUE ARMORY | 69TH REGIMENT

68 Lexington Avenue, NEW YORK, NY 10010

Wednesday, October 8TH, 2014

6:00 PM – 10:00 PM

UCOF



EMPOWER YOUTH
THROUGH FASHION

www.UnitedColorsOfFashion.org | 917.266.4171

ABOUT US

United Colors of Fashion (UCOF) is a New York City-based non-profit 501(c)(3) organization dedicated to providing fashion focused:

- Education
- Mentorship and Counseling
- Internship Opportunities
- Entrepreneurial Development
- Scholarships

to under-resourced youth in New York City. Since being founded in 2010, we have passionately strived to fulfill our mission to Empower Youth through Fashion Education.

UCOF is very different from most non-profit organizations: UCOF's free Fashion Education program is the first of its kind in the United States.

100% of public donations go directly towards funding our programs. Our daily operating costs are covered by sponsors, our board of directors, and private donors.

UCOF is run by an international team of philanthropically-minded, skilled professionals with backgrounds in fashion, the arts and business. We're excited at the prospect of partnering with you to further our mission to Empower Youth through Fashion Education. We invite you to learn more about our organization and our many sponsorship opportunities. If you have any questions, please contact:

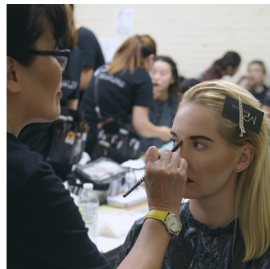
Ciano Clerjuste,
Chairman & President
United Colors of Fashion
Phone: 917.266.4171
Email: ciano@unitedcolorsofashion.org



**EMPOWER YOUTH
THROUGH FASHION**

OUR INITIATIVES

UCOF Educates:



Many under-resourced youth have the talent and the passion to thrive in fashion, but lack the awareness or and ability to access the opportunities that exist in the industry. United Colors of Fashion provides talented youth with the chance to explore their potential futures by exposing them to a variety of educational opportunities in the fashion industry. We provide hands-on training to talented youth who do not normally have the connections to obtain the right internships within the fashion industry, and offer them amazing opportunities to work with top fashion designers, producers, hair stylists, makeup artists, publicists to volunteer backstage during New York Fashion Week. We turn dreams into realities at no cost.

To date, UCOF has impacted the lives of over 300 under-resourced youth from New York and New Jersey. We are proud to announce that our top 3 students of 2014 will be showcasing their collections at the gala with all expenses paid by UCOF . In addition, our top 10 students will be doing an exhibition to show everything learned from the fashion education program.

For more information, please visit:

www.unitedcolorsoffashion.org/fashion-education/

OUR INITIATIVES

UCOF Cares in South Africa



United Colors of Fashion harnesses the fashion community's compassion to bring relief to youth in South Africa who lack access to adequate medical care. UCOF is partnered with the Soweto Hospice in South Africa to provide financial assistance, food and clothing to children suffering from HIV/AIDS, sickle cell anemia and paralysis.



To date, UCOF has provided assistance to 100 HIV infected/affected children in Soweto, South Africa.

For more information, please visit:
www.unitedcolorsoffashion.com/health



4TH ANNUAL GALA & INTERNATIONAL FASHION BENEFIT / 2014



“Paper Dreams: Writing New Runways”

Our 4th Annual Gala will take place on Wednesday, October 8th, 2014 at the historic Lexington Avenue Armory in New York. This year, we are expecting over 1,000 guests at the event. The theme for the gala is “Paper Dreams: Writing new Runways.”

LOCATION OF 4th ANNUAL GALA
Lexington Avenue Armory | 69th Regiment
68 Lexington Avenue
New York, NY 10010

For more information,
please contact:

Ciano Clerjuste,
Chairman & President

United Colors of Fashion
Phone: 917.266.4171
Email:
ciano@unitedcolorsoffashion.org

Our annual gala serves as the biggest training for our under-resourced youth. It is the time of year when we raise the most funds to keep our programs running for the upcoming year. The event attracts world press, dignitaries, New York and New Jersey elites, and supporters across the globe. It is a time to come together, celebrate and showcase our growth, the accomplishments of our students, and how we have touched the lives of youth in South Africa.

Last year, our 2013 Annual Gala honored **Fern Mallis** the fashion industry leader and the renowned creator of New York Fashion Week, **Pat Cleveland**, the legendary supermodel who had made invaluable contributions to the worlds of fashion and the arts. In 2012, we honored celebrity photographer **Nigel Barker** of “*The Face*” and “*America’s Next Top Model*”, musical icon **Dionne Warwick** and acclaimed fashion stylist **Phillip Bloch**... Our past international runway shows featured designers from around the world, including **Carmen Marc Volvo** (USA), **Marc Bouwer** (USA), **Anya Ayoung-Chee** from Project Runway (USA), **Amparo Chorda** (Spain), **Naked Ape** (South Africa), **Style Butler** (Denmark), **Olivier Talentino** (Philippines) and **David Tlale** (South Africa), just to name a few. UCOF was featured in the media in all seven continents, and Lifetime Magazine referred to our event as “*the best fashion benefit of the year.*” For video footage of last year’s event, please visit:

<http://www.unitedcolorsoffashion.org/gallery/>

This year, our 2014 Annual Gala will potentially honor Former President **Bill Clinton** with the Humanitarian Award and **Madonna** with the Icon Award. **Bethann Hardison**, the legendary supermodel, and activist, will receive the Lifetime Achievement Award for the impact she has made on the fashion industry and for her time and dedication to UCOF during the past year. In addition, we will potentially honor **Alaia Azzedine** with the Fashion Icon of the Year Award during the evening. One student will receive the Achiever of the Year Award, and another with the Emerging Designer of the Year Award. We will also be hosting an international fashion show featuring four designers from three continents who are mentoring our students, and three of our top students, as well as a fashion exhibition showcasing the work of our students throughout the year.



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4TH ANNUAL GALA PRELIMINARY PROGRAM

6:00 PM	Press Check-in Opens / Arrival of Honorary Chairs
6:15 PM	Press Conference / Red Carpet
6:30 PM	VIP Reception Begins
7:00 PM	Arrival of Guests, Gala reception & Exhibition of our Students' Work
8:00 PM	Introduction by the CEO of the company with the Presenting Sponsor Title: Presentation of the Lifetime Achievement Award Presentation of the Honorary Chair Awards Presentation of the Fashion Icon Award Runway Fashion show by 3 top students Presentation of the Emerging designer of the Year Presentation of the Achiever of the Year Award Video of our Impact in NY and Abroad
8:35 PM	Live Auction by Celebrity Chair of the Gala
8:50 PM	Dance Presentation by Dancers from Steps on Broadway
8:50 PM	International Runway Fashion Show by 4 Top Designers
9:30 PM	Conclusion by our top Students

4TH ANNUAL GALA SPONSOR BENEFITS

(1 OF 4)

Our 4th Annual Gala provides excellent marketing opportunities for organizations who want to be recognized nationally and globally by celebrities, stylists and top designers. UCOF works only with well-established international designers, and invites industry elites, VIP's and major press. By becoming a sponsor with us, your brand will be in the spotlight with the following benefits:

1. Exposure opportunity during the entire event
2. Red carpet with world media and celebrities
3. Promotional flyers to be distributed nationally
4. Display of your logo on gala program booklet and
5. An opportunity to promote your organization with a section named after your company during the reception and fashion show

Below are the benefits of sponsoring our gala. Please choose one of the following:



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4TH ANNUAL GALA SPONSOR BENEFITS

(2 OF 4)

LEVEL 1: \$30,000.00 – PRESENTING SPONSOR

- Recognition as presenting sponsor on all media material for 12 months including our website
- 3-minute Video presentation of your company during the award ceremony
- Company CEO opens the award ceremony with a 3 minute salutation
- 2 page ad in program booklet
- Logo placement on step-and-repeat and digital materials
- 20 custom tweets, and mention of company name on Facebook for 5 months
- VIP seating for 25 at the show, entry to the VIP cocktails and hors d'oeuvres
- 2 backstage passes to meet the super models, honorary chairs and designers
- A section at the venue to display company products for guests to try

LEVEL 2: \$15,000.00 – RUNWAY SPONSOR

- Logo display on invite as runway sponsor
- Full page ad in program booklet
- 10 custom tweets, and mention of company name on Facebook for 3 months
- Name recognition in program booklet and website for 9 months
- VIP seating for 17 at the show, entry to the VIP cocktails and hors d'oeuvres
- 1 backstage pass to meet the models and designers

LEVEL 3: \$10,000 – FASHION STUDENTS EXHIBITION SPONSOR

- Logo display on invite as Fashionista sponsor
- Half page ad w/ logo on program
- Name recognition in program booklet and website for 6 months
- VIP seating for 11 at the show, entry to the VIP cocktails and hors d'oeuvres

LEVEL 4: \$7,000.00 – HIV/AIDS EPIDEMIC FIGHTER

- Logo display on screen during the reception and before the show
- Logo placement on digital materials including invite on social media
- Name recognition in program booklet and website for 3 months
- VIP seating for 8 at the show, entry to the VIP cocktails and hors d'oeuvres

LEVEL 5: \$5,000.00 – ACHIEVER OF THE YEAR SPONSOR

- Logo placement on digital materials including invite on social media
- Name recognition in program booklet and website
- VIP seating for 6 at the show, entry to the VIP cocktails and hors d'oeuvres

4TH ANNUAL GALA SPONSOR BENEFITS

(3 OF 4)

LEVEL 6: \$3,000.00 – NY UNDER RESOURCED YOUTH MENTOR

- VIP seating for 4 at the show, entry to the VIP cocktails and hors d'oeuvres
- Listing of company logo or name on program booklet and website as a mentor

LEVEL 7: \$2,000.00 – STUDENTS WORKSHOP SPONSOR

- VIP seating for 3 at the show, entry to the VIP cocktails and hors d'oeuvres
- Listing of name on program booklet as an Haute Couture Sponsor

LEVEL 8: \$1,000.00 – FASHION EDUCATOR

- VIP seating for 2 at the show, entry to the VIP cocktails and hors d'oeuvres
- Listing of name on program booklet as a Fashion Educator

LEVEL 9: \$500.00 – SUPPORTER OF UNITED COLORS OF FASHION

- VIP seating for 1 at the show, cocktails and hors d'oeuvres
- Listing of name on program booklet as a Supporter

United Colors Of Fashion Annual Gala Sponsorship ApplicationReservation deadline: May 16TH, 2014E-mail completed form to: ciano@unitedcolorsoffashion.org**COMPANY INFORMATION**

Name of Company

Contact Name and Title

Address

City State Zip Code

Phone: Fax

E-mail: Website:

Please indicate below the name of the person who should receive all communication regarding the participation of your company.

Contact Name

Title

Phone E-mail

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4TH ANNUAL GALA SPONSOR SELECTION

(4 OF 4)

- PRESENTING SPONSOR: \$30,000
- RUNWAY SPONSOR: \$15,000
- FASHION STUDENTS EXHIBITION SPONSOR: \$10,000
- HIV/AIDS EPIDEMIC FIGHTER: \$7,000
- ACHIEVER OF THE YEAR SPONSOR: \$5,000
- NY UNDER-RESOURCED YOUTH MENTOR: \$3,000
- STUDENTS WORKSHOP SPONSOR: \$2,000
- FASHION EDUCATOR: \$1,000
- SUPPORTER OF UNITED COLORS OF FASHION: \$500.00

Sponsorship Total \$

FORM OF PAYMENT

Make all checks payable to:

United Colors Of Fashion, Inc. and mail the completed applications to:

United Colors Of Fashion

C/O: Ciano Clerjuste

8128 248th Street, Bellrose, New York 11426

Registrants are responsible for any and all bank charges.

A \$50 processing fee will be charged for returned checks.

Deadline: **June 1ST, 2014** (*Formal Invitation will be printed on July 1ST, 2014*)

If you need confirmation of receipt of your application, please call **917.266.4171**

CHARGE MY CREDIT CARD:

Visa Master ☐ Card Discover ☐ American express ☐

Credit Card Number

Expiration Date Security Code

Name on Card:

Charge Amount

Signature



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THANK YOU

Contact Us

Ciano Clerjuste,
Chairman & President

United Colors Of Fashion

Phone: 917.266.4171 or 973.953.6211

Email: ciano@unitedcolorsofashion.org

Donations

Debbie Louis

debbie@unitecolorsofashion.org



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