

United Colors of Fashion

3RD ANNUAL GALA & INTERNATIONAL FASHION BENEFIT / 2013

LEXINGTON AVENUE ARMORY | 69TH REGIMENT

68 Lexington Avenue, NEW YORK, NY 10010

Wednesday, October 9TH, 2013

7:00 PM – 11:00 PM

UCOF



EMPOWER YOUTH
THROUGH FASHION

ABOUT US

United Colors of Fashion (UCOF) is a New York City-based non-profit 501 (c)(3) organization with a passion to locally mentor under-resourced youth in New York City about the fashion industry through hands-on training in fashion education; and offer provisions of financial assistance, food, and clothing to youth in South Africa who are living with HIV/AIDS, sickle cell anemia and paralysis. Since being founded in 2010, we have passionately strived to fulfill our mission to Empower Youth through Fashion with two core initiatives: **Fashion Education in NYC & Charity Care in South Africa.**

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. Every single member of our team donates their time and expertise free of charge.

We're excited at the prospect of partnering with you to further our mission to Empower Youth through Fashion. 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
t: 917.266.4171 / 973.953.6211
Email: ciano@unitecolorsofashion.org



EMPOWER YOUTH
THROUGH FASHION

OUR INITIATIVES

Fashion Education Program in NYC



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

To date, UCOF has impacted the lives of over 200 under-resourced youth from New York and New Jersey. We are proud to announce that our top student for 2013, **Sade Solomon**, recently graduated from the Fashion Institute of Technology (FIT), and will be launching her first collection this fall during our 2013 Annual Gala on October 9th.

For more information, please visit:
www.unitedcolorsoffashion.org/education

OUR INITIATIVES

Charity Care Program 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 52 HIV infected/affected children in Soweto, South Africa.

In March of this year, the UCOF team made our highly anticipated yearly visit to South Africa to provide support to the children of the Mapetla Day Care Center, which is closely affiliated with the Soweto Hospice.



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

3RD ANNUAL GALA & INTERNATIONAL FASHION BENEFIT / 2013

FAITH. HOPE. FASHION.

Our 3rd Annual Gala will take place on **Wednesday, October 9th, 2013** at the historic Lexington Avenue Armory in New York. This year, we are expecting over one thousand guests at the event. Our theme for the gala is “**Faith. Hope. Fashion.**”

VENUE

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

t: 917.266.4171 / 973.953.6211

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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 from across the globe, who come together to see how we have grown, the accomplishments of our students, and how we have touched the lives of youth in South Africa who are living with HIV/AIDS, sickle cell anemia and paralysis.

Last year, our 2012 Annual Gala honored celebrity photographer Nigel Barker of “The Face” and “America’s Next Top Model”, as well as musical icon Dionne Warwick and acclaimed fashion stylist Phillip Bloch. Our international runway show featured designers from around the world, including Anya Ayoung-Chee from Project Runway (USA), Amparo Chorda (Spain), Naked Ape (South Africa), Style Butler (Denmark) and David Tlale (South Africa). 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:

www.unitedcolorsoffashion.org/gala-2012

This year, our 2013 Annual Gala will honor Pat Cleveland, the legendary supermodel, who will receive the Lifetime Achievement Award for the impact she has made on the fashion industry worldwide, and for her time and dedication to UCOF during the past year. Additionally, we are working to honor Robin Roberts from Good Morning America, and Alicia Keys during the evening. We will also be hosting an international fashion show featuring seven designers, as well as a fashion exhibition showcasing the work of our students.

3RD ANNUAL GALA PRELIMINARY PROGRAM

6:00 PM	Press Check-in Opens / Arrival of Honorary Chairs
6:30 PM	Press Conference / Red Carpet
6:45 PM	VIP Reception Begins
7:00 PM	Arrival of Guests, Gala reception & Exhibition of our Students' Work
8:00 PM	Awards Program Begins Introduction by the CEO of the company with the Presenting Sponsor Title Presentation of the Lifetime Achievement Award to Pat Cleveland Presentation of the Honorary Chair Awards 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 7 Top Designers
9:30 PM	Music by the DJ of the event

3RD ANNUAL GALA SPONSOR BENEFITS

(1 OF 4)

Our 3rd 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

Please choose one of the sponsorship opportunities for our gala listed on the next page

3RD ANNUAL GALA SPONSOR BENEFITS

(2 OF 4)

LEVEL 1: \$20,000.00 – 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 20 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 12 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 – FASHIONISTA SPONSOR

- Logo placement on digital materials including invite on social media
- Name recognition in program booklet and website
- VIP seating for 7 at the show, entry to the VIP cocktails and hors d'oeuvres

3RD ANNUAL GALA SPONSOR BENEFITS

(3 OF 4)

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

- VIP seating for 5 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 – HAUTE COUTURE SPONSOR

- VIP seating for 4 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: **September 5TH, 2013**E-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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3RD ANNUAL GALA SPONSOR SELECTION

(4 OF 4)

- PRESENTING SPONSOR: \$20,000
- RUNWAY SPONSOR: \$15,000
- FASHION STUDENTS EXHIBITION SPONSOR: \$10,000
- HIV/AIDS EPIDEMIC FIGHTER: \$7,000
- FASHIONISTA SPONSOR: \$5,000
- NY UNDER-RESOURCED YOUTH MENTOR: \$3,000
- HAUTE COUTURE 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: **September 5TH, 2013** (*Formal Invitation will be printed on August 9TH*)

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

t: 917.266.4171/973.953.6211

Email: ciano@unitecolorsofashion.org

Donations

Debbie Louis

Email: debbie@unitecolorsofashion.org



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