**Sponsorship Proposal**

Spring 2022 SoCal Fashion Show to support the RiteCare® Childhood Language Center of Orange County

Location: Segerstrom Shelby Event Center – Irvine, California  
Event Date : TBD – Spring 2022  
Time : VIP reception will be held from 6:00 pm to 7:00 pm.   
 Runway Presentation begins at 8:00 pm.   
 After-Party runs from 10:00pm until 2:00am

**Runway Show History & Overview**

We are proud to present the SoCal Fashion Show to support theRiteCare® Childhood Language Center of Orange County. This year’s event, consisting of a VIP reception followed by a fashion runway show and after-party is poised to be a success.

We would like to take this opportunity to invite your business to participate as a sponsor for the Spring 2022 SoCal Fashion Show to support the RiteCare® Childhood Language Center of Orange County. These sponsorship opportunities offer a host of exclusive benefits designed to enhance your brand visibility among some of Southern California’s most stylish and affluent people. This event is expected to draw over 500 potential customers who are influential decision makers of high household incomes residing in the SoCal area.

**Demographics**

The SoCal Fashion Show attracts a growing audience of educated, affluent creative professionals and passionate early adopters in the 21 to 55 years old age range who are key influencers in fashion, technology and entertainment industries. Typical fashion event participation is 60% female with male participation growing year-on-year. Typical participants (both female and male) are trend and tech savvy, educated, creative professionals and entrepreneurs from businesses and organizations in the OC, San Diego, and Greater Los Angeles Area. This venue holds an audience of 500 and we are expecting a near capacity crowd.

Another important component to our event is the charitable aspect. Not only is this a high end evening of style, but it also raises money for the RiteCare® Childhood Language Center of Orange County, with 100% of net proceeds going directly to the charity.

**About the Charity**

The RiteCare® Childhood Language Center of Orange County provides free diagnostic and therapeutic services to children ages 2 to 16. The RiteCare® Childhood Language Center of Orange County in Santa Ana, California is a community program of the [California Scottish Rite Foundation](http://www.casr-foundation.org/) in affiliation with the [Communication Sciences and Disorders Program of the Crean College of Health Sciences](https://www.chapman.edu/crean) at Chapman University.

***All net proceeds of this event will be donated to the RiteCare® Childhood Language Center of Orange County and will be earmarked for use in supporting their mission of providing the above.***

Please review the following sponsorship opportunities. We look forward to working with you to ensure a mutually beneficial strategic partnership between your company and the show.

**Sponsorship Opportunities**

**Principal Sponsor (1 Currently Available) $10,000**:

We will work with Principal Sponsor on an individual basis to help create promotional or special event opportunities to maximize partnership. This includes the opportunity to act as principal sponsor of all official events, to host a reception, logo acknowledgment in all advertising, special acknowledgment at events, VIP seating

• Press Release issued upon sponsor agreement signed & payment received  
• Name/Logo Placement on event signage  
• Name/Logo recognition on the Step & Repeat (the welcome red carpet backdrop where guests will have their photograph taken with your logo prominently displayed behind them)  
• Name/logo on the event invitation   
• Name/logo on all advertisements (flyers, posters, newspaper, social media, etc.)   
• Back cover full page ad in the event program/look book given to all attending guests   
• Name/logo and website link on the fashion show website   
• Eight (8) complimentary VIP tickets (Value: $800)   
• Gift Bag product/coupon inclusion (optional)  
• Slideshow/Video playing presentation as negotiated and/or provided by sponsor

**Official Partner Sponsor (Several Currently Available) $7,500**:

We will work with Official Partner Sponsors on an individual basis to help create promotional or special event opportunities to maximize partnership. This includes the opportunity to act as a main category sponsor (ex. “Official Soft Drink of SoCal Fashion Showat all official events, to host a reception, logo acknowledgment in all advertising, special acknowledgment at events, VIP seating:   
• Press Release issued upon sponsor agreement signed & payment received  
• Name/Logo Placement on event signage  
• Name/Logo recognition on the Step & Repeat (the welcome red carpet backdrop where guests will have their photograph taken with your logo prominently displayed behind them)  
• Name/logo on the event invitation   
• Name/logo on all advertisements (flyers, posters, newspaper, social media, etc.)   
• Back cover full page ad in the event program/look book given to all attending guests   
• Name/logo and website link on the fashion show website   
• Six (6) complimentary VIP tickets (Value: $600)   
• Gift Bag product/coupon inclusion (optional)  
• Slideshow/Video playing presentation as negotiated and/or provided by sponsor

**Platinum Sponsor (5 Currently Available) $5000:**  
• Name/Logo recognition on the Step & Repeat (the welcome red carpet backdrop where guests will have their photograph taken with your logo prominently displayed behind them)   
• Name/logo on the event invitation   
• Name/logo on all advertisements (flyers, posters, newspaper, social media, etc.)   
• One full page ad in the event program/look book given to all attending guests   
• Name/logo and website link on the fashion show website   
• Four (4) complimentary VIP tickets (Value: $400)   
• Gift Bag product/coupon inclusion (optional)

**Gold Sponsor (20 Currently Available) $2,000:**   
• Logo on the event invitation   
• Name/logo on all advertisements (flyers, posters, newspaper, social media, etc.)   
• Half-page ad in the event program/look book   
• Logo recognition on the fashion show website   
• Three (3) complimentary VIP tickets (Value: $300)   
• Opportunity to provide product/coupon in gift bag (optional)

**Silver Sponsor (20 Currently Available) $1,000:**  
• Logo on the event invitation   
• Logo recognition on the fashion show website   
• 1/4 page ad in the event program/look book   
• Two (2) complimentary VIP tickets (Value: $200)   
• Opportunity to provide product/coupon in gift bag (optional)

**Bronze Sponsor $500:**  
• Logo recognition on the fashion show website   
• Logo printed in the event program/look book   
• One (1) complimentary VIP ticket (Value: $100)  
• Opportunity to provide product/coupon in gift bag (optional)

**Gift Bag Donor**   
**In-Kind**   
• Gain access for your business to the region’s most prominent guest list! You will have the opportunity of placing 500 branded items within the gift bag.

**ADDITIONAL SPONSORSHIP OPPORTUNITIES INCLUDE:**• Alcoholic and Non-Alcoholic Beverages (we will have a full liquor license)   
• Catering (Food, Desserts, Snacks)   
• Product Samples /Minimum 500 Units (SWAG, Beauty, Apparel, Accessories)   
• Production Rentals (Lighting, A/V Equipment, Chairs, Backdrops, Banners and Signs)   
• Media (see ‘Official Partner Sponsor’ section)

Sponsor/Agency understands that payments are due in full upon receipt of invoice. Sponsor shall indemnify, defend and protect SoCal Fashion Show its promoters and producers, Orange County Scottish Rite, RiteCare Childhood Centers and all representatives and save all of these entities harmless from any and all claims, demands, suits, liability damages, loss, costs, attorney fees and expenses of any kind which might result from or arise from fire, theft, water, or accident or from any action or failure to act on the part of the sponsor or its officers, agents, employees or other representatives. It is the responsibility of sponsor to maintain insurance on its property and liability.

**Ad & Donation Form**

Ad or Donation Information (Please Print)

Name (Individual or Business) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ST \_\_\_\_ Zip \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please indicate your Ad Request and/or Sponsorship Level:   
Send Ad copy to: [sponsors@socalfashionshow.com](mailto:sponsors@socalfashionshow.com)

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| |  |  |  | | --- | --- | --- | | √ | **Sponsorship** | | |  | Principal Sponsor | $10,000 | |  | Official Partner Sponsor | $7,500 | |  | Platinum Sponsor | $5,000 | |  | Gold Sponsor | $2,000 | |  | Silver Sponsor | $1,000 | |  | Bronze Sponsor | $500 | |  | Gift Bag Donor | Contact | |  | Silent Auction Donor | Contact | | |  |  |  | | --- | --- | --- | | √ | **Ad Cost** | | |  | Inside Cover | $500.00 | |  | Inside Back Cover | $500.00 | |  | Full Page | $250.00 | |  | ½ Page | $125.00 | |  | ¼ Page | $75.00 | |  | Name Listed | $50.00 | |

**Note: See Sponsorship document for details for each level**

I (we) plan to make this contribution in the form of: ☐cash ☐check ☐credit card ☐other.

***Deadline for ad is Monday, February 28, 2022***

|  |
| --- |
| *Credit card type | Exp. date* |
| *Credit card number* |
| *Authorized signature* |

Acknowledgment Information

Please use the following name(s) in all acknowledgements: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Signature Date

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| Please make checks, corporate matches, or other gifts payable to:  **RiteCare Childhood Language Center of Orange County**  Note: A letter of acknowledgement of your Tax deductible Donation will be sent | Mail to:   RiteCare Childhood Language Center of OC  ATTN: SoCal Fashion Show  2001 East 4th Street, Suite 202  Santa Ana, CA 92705  Tel: 714.972.2646  Fax: 714.543.9754  email: info@oclanguagecenter.org |

**RiteCare Childhood Language Center of Orange County - Donation**

Donor Information (PLEASE PRINT)

Name (Individual or Business)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ St \_\_\_\_\_\_\_\_\_\_\_\_\_ ZIP \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Pledge Information

I (we) pledge a total of $ To be paid: ☐now ☐monthly ☐quarterly

I (we) plan to make this contribution in the form of: ☐cash ☐check ☐credit card ☐other.  
Credit Card type & Exp. Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Credit Card Number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Authorized Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Gift will be matched by (company/family/foundation) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

☐Form enclosed ☐Form will be forwarded

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☐ I (we) wish to have our gift remain anonymous

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Signature Date

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