



Fresh Start
Women's Foundation

FRESH START

Fashion Gala

Saturday, February 6, 2010

2010

Sponsorship Proposal



14th Annual Fresh Start Fashion Gala

- When: Saturday, February 6, 2010
- Time: 6:30 p.m. – 10:00 p.m.
- Where: Camelback Inn, a JW Marriott Resort & Spa
- Presented by: AZ Society & Westcor's Luxury Collection

Fashion with a purpose

Each year the Fresh Start Fashion Gala presented by AZ Society combines an elegant dinner and a fabulous runway style fashion show with the empowering and life-changing charity work of the Jewell McFarland Lewis – Fresh Start Women's Resource Center. With the organization being 100% privately funded, not only does the Gala entertain and impress with beautiful fashion, delicious food and stunning auction items but the generous contributions made that evening will impact the lives of thousands of women that come through the Women's Resource Center each year.

With the combination of Westcor's Luxury Retailers from Biltmore Fashion Park and Scottsdale Fashion Square, there is no doubt that the beauty and elegance of giving back that evening will translate effortlessly onto the runway. This year's show is destined to be a runway hit with Saks Fifth Avenue, known as much for their style and fashions as their community commitment, present both the opening segment and the show's finale collection by Reem Acra.

With the Gala dinner and reception being graciously 100% underwritten, you can be sure that the majority of every penny donated that night makes it back into the Women's Resource Center. Not only will donors and sponsors enjoy a wonderful evening but they will leave knowing that they have provided a "fresh start" for a woman in need.

We hope you'll join us for the 14th Annual Fresh Start Fashion Gala, as it will truly be an enchanting evening of fashion with a purpose.

your seat is waiting!





The Center offers a variety of key services to the women we help:

Personal Development – Master's Level Empowerment Specialists help women prioritize their needs and create an action plan for overcoming life's barriers, which includes classes, referrals, counseling, and support.

Education – A variety of workshops, seminars and support groups offer concrete practical advise on an ongoing basis by leading professionals on such topics as finance, parenting, interviewing skills to name just a few.

Mentoring Program – This state-of-the-art program provides personal, caring support, and direction from successful women in the community who volunteer to guide and encourage other women in reaching their education and career goals.

Family Law Support – Women obtain assistance from a domestic relations attorney and certified legal document preparer who specialize in domestic-relations cases, such as divorce, child custody and child support.

Self-Esteem Services – Individualized assistance and workshops created to enhance women's outer beauty and boost self-esteem through professional wardrobing choices, hair and make-up application and stress-relief techniques.

Career Services – Career coaches work one-on-one with clients helping them to develop a career and education plan and write their resumes. A self-service computer center is available to help women search for positions in a variety of career fields.

Library - Computer-equipped, internet-accessible library, specializing in self-help and women's issues with a collection of 8,000 books, media and periodicals.

Child Watch – Licensed child care services are available on site for women who are attending classes or utilizing the Center's services.

- 100% privately funded
- In 2008, Fresh Start had over 32,000 visits to the Women's Resource Center
- The Jewell McFarland Lewis Fresh Start Resource Center opened in 2002
- Fresh Start Women's Foundation was founded in 1992 by sisters Pat Petznick and Beverly Stewart
- \$3.2 million operating budget
- Over 3,000 women have been outfitted with professional clothing donated from generous people in the community
- Child Watch has cared for more than 8,200 children at the Center while their mothers improved their lives and those of their children.
- Family Law Support Services has spent 11,092 hours informing and educating women on how to resolve family legal matters
- To date, there have been over 750 women enrolled in the Mentoring Program
- Mentors have dedicated over 40,000 hours to Fresh Start Mentees in order to support and guide them toward their career and educational goals
- Empowerment Specialists have helped to create 9,159 action plans to help women reach their goals

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Empower \$5,000

Fresh Start’s legal program is in high demand. Last year there were more than 53,000 family law cases in Maricopa County. Fresh Start’s legal services department assist women in completing legal documents and provides support through their family court matters. **With a \$5,000 sponsorship you can help 250 women a month receive one-on-one sessions with our Legal Support Team.**

Inspire \$10,000

This is where it all starts at Fresh Start...self-esteem. When a women feels good about herself she becomes more confident, more empowered to reach for the stars and achieve her goals. Fresh Start’s Self Esteem courses help women do just that! **With a \$10,000 sponsorship you can help 300 women one-on-one professional wardrobe consultation and the professional clothing they need to look their best for an interview, new job or court date.**

Encourage \$15,000

With the current state of our economy the demand for career services is on the rise at Fresh Start. Women who just a year ago could provide for their families are now seeking advice on how to change careers and find work so they can keep their homes and feed their children. **With a \$15,000 sponsorship you can help 150 women per month sit with a career coach learn, grow and succeed.**

Hope \$25,000

At Fresh Start Women’s Foundation we want the women who come to the Center to focus on themselves. That’s why we have Child-Watch. Women can leave their children in a nurturing environment while they get the help they need. The cost to maintain the high-quality of care provided at Child-Watch is significant. **With a \$25,000 sponsorship you can help fund the Child-Watch program for three months, and allow thousands of women to use the resources they need to get back on their feet.**

	Empower \$5,000	Inspire \$10,000	Encourage \$15,000	Hope \$25,000
Incorporated in media relations, unless otherwise requested				Yes
Special recognition during the evening of the Fashion Gala				Yes
Display of corporate identity on all promotional materials				Logo/Name
Preferred Runway Dinner Table		1 Table (10 seats)	1 Table (10 seats)	2 Tables (20 seats)
Dinner Table	1 Table (10 seats)			
Listed in Fashion Gala Program	Yes	Yes	Yes	Yes
Ad in Fashion Gala Program	1/4 Page	1/2 Page	Full Page	Double Full Page
Invitations to After Party	10	10	10	20
Tax Deductible	\$3,500.00	\$8,500.00	\$13,500.00	\$22,000.00

Please note that the dinner and reception has been generously underwritten for the event.



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SPONSORSHIP COMMITMENT FORM

DONOR NAME: _____

(AS YOU WISH IT TO APPEAR ON ALL ACKNOWLEDGMENTS)

COMPANY NAME: _____

CONTACT: _____ TITLE: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____ E-MAIL: _____

Please indicate Sponsorship Level:

Hope \$25,000

Provides Child-Watch program for three months, and allows thousands of women to use the resources they need to get back on their feet.

- Listed as "Hope" sponsor in the Fashion Gala Program
- Incorporated in media relations, unless otherwise requested
- Special recognition during the evening of the Fashion Gala
- Two preferred runway tables (seats 20) at the Fashion Gala dinner
- One double full page ad in Fashion Gala Program
- Display of corporate identity on all promotional materials
- (20) invitations to After Party

Encourage \$15,000

Provides career guidance for 150 women per month to learn, grow and succeed.

- Listed as "Encourage" sponsor in the Fashion Gala Program
- One preferred runway table (seats 10) at the Fashion Gala dinner
- One full page ad in Fashion Gala Program
- (10) invitations to After Party

Inspire \$10,000

Provides 300 women one-on-one professional wardrobe consultation and the professional clothing they need to look their best for an interview, new job or court date.

- Listed as "Inspire" sponsor in the Fashion Gala Program
- One runway table (seats 10) at the Fashion Gala dinner
- One 1/2-page ad in Fashion Gala Program
- (10) invitations to After Party

Empower \$5,000

Provides 250 women a month one-on-one sessions with our Legal Support Team.

- Listed as "Empower" sponsor in the Fashion Gala Program
- One table (seats 10) at the Fashion Gala dinner
- A 1/4-page ad in the Fashion Gala Program
- (10) invitations to After Party

Individual Tickets \$500 each

- One seat at the Fashion Gala and dinner

Payment in full must be received by January 15, 2010

I am unable to attend, enclosed is my 100% tax deductible donation in the amount of \$ _____

Signature: _____ Title: _____ Date: _____

Method of Payment: Check Charge: Visa MasterCard American Express

Account Number _____ Expiration Date _____

Name as it appears on card _____ Signature _____

PLEASE MAIL/FAX TO: **2010 Fashion Gala
Fresh Start Women's Foundation • 1130 East McDowell Road, Phoenix, AZ 85006
Tel. (602) 261-7126 Fax. (602) 257-9692**

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