



[www.fashionfightspoverty.org](http://www.fashionfightspoverty.org)

1776 I Street, NW, Suite 900, Washington, DC 20006

T: 202.387.1845

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## Fashion Fights Poverty Sponsorship & Program Opportunities

### BACKGROUND

Created in 2005, Fashion Fights Poverty (FFP) is one of the largest non-profit ethical and eco fashion organizations in the United States. Honoring national and international designers who employ ethical practices in their design and manufacturing processes to create and sustain economic opportunity, FFP provides a forum for dialogue and awareness-building about how fashion, textiles, and design can alleviate poverty and empower communities.

### THE MISSION

To raise awareness for programs and initiatives that encourages and support creative, effective, and sustainable means of challenging poverty.

### THE VISION

Fashion Fights Poverty exists to

- Recognize designers and organizations who embrace creativity and design to address issues of poverty by adhering to such principles as fair trade, equitable compensation and the use of environmentally-sustainable materials.
- Provide responsible consumerism with marketing and branding platforms (such as the “Dress Responsibly” look book) between ethical designers and the growing population of socially-conscious shoppers.
- Extend the dialogue and participation in poverty eradication beyond think tanks and policy makers to include manufacturers and consumers alike

### FFP MARKET DEMOGRAPHICS

#### Geographic

- FFP’s main event takes place in Washington, DC. The majority of our guests and supporters come from the surrounding DC metropolitan area, as well as Baltimore, New York, and Philadelphia.
- Our “Dress Responsibly Look Book” extends our reach to partners in Los Angeles, New York, Nashville, Puerto Rico and Boston.
- The launch of FFP-Miami and participation in events in the Hamptons has also ensured us exposure in these markets.
- FFP enjoys strong web presence through its [website](#), blog, YouTube channel, Flickr page, MySpace profile, and Facebook profile

#### Demographic:

- Females and Males: Ages 25- 50, with 65% of the people coming from the subgroup of 26 to 40
- Affluent, educated, fashionable, philanthropic and motivated supporters
- Income: 75k + Household Income
- Diversity: Hispanic, Asian, Caucasians, and Blacks
- Supporter: 2,500 +



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### **Behavior Factors**

- Established interest in social and global issues
- Interested in making a difference and giving back to one's community
- Love (and consume) fashion

## **ANNUAL ORGANIZATIONAL BENEFITS**

### **Title Sponsor- \$75,000 (1 Slot Available)**

Featured sponsor of the annual fall red carpet benefit (Location TBD) and workshop series

- Welcome address of the annual fall red carpet benefit and workshops
- Prominent feature of company brand in all promotional materials.
- Private meeting with designers and workshop speakers
- Company logo on signage, printed marketing and FFP website
- Prominent coverage in news releases throughout the year
- Verbal recognition at all events
- Opportunities for media interviews at all events
- Opportunities to introduce workshop speakers
- Introduction of prominent attendees and celebrities
- Company logo on the step and repeat for the annual red carpet benefit (TBD)
- 15 complimentary tickets to the annual fall red carpet benefit event
- Exhibit space at all events throughout the year
- Dedicated host ambassador on the day of the annual red carpet benefit
- Opportunities to showcase your company products and services
- Opportunities to support a competition to bring 3 national and/ or international designers who represent the value and mission of FFP for a special event in Washington, DC
- Name recognition on the cover of the annual benefit look book as the "Title sponsor" for the issue

### **Diamond Sponsor- \$50,000 (3 Slots Available)**

- Prominent feature of company brand in all promotional materials
- Company logo on all signage, printed marketing and FFP website
- Prominent coverage in news releases throughout the year
- Verbal recognition at all events
- Opportunities to introduce a workshop speaker
- 8 complimentary tickets to the annual fall red carpet benefit event and workshops
- Exhibit space at events throughout the year
- An opportunity to collaborate with FFP to produce a special event to showcase your corporate brand along with the values of FFP in one of the following cities: New York, Miami, Los Angeles, Washington, DC, Las Vegas, Dallas and Atlanta
- A half page ad in the annual benefit look book



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### **Platinum Sponsor- \$15,000 (5 Slots Available)**

- Prominent feature of company brand in all promotional materials
- Company logo on all signage, printed marketing and FFP website
- Prominent coverage in news releases throughout the year
- Verbal recognition at all events
- An opportunity to collaborate with FFP to create a special event to showcase your company products or services with the values of FFP in Washington, DC.
- 4 complimentary tickets to the annual fall red carpet benefit and workshops
- Exhibit space at select workshop events

### **INDIVIDUAL PROGRAM SPONSORSHIP OPPORTUNITIES:**

#### **FFP's Global Sustainable Projects (3 available) \$3,000**

- Networking opportunities with workshop attendees
- Company/organization featured as part of the Global Sustainable workshop
- Exhibit space (include one six foot table)
- Logo on signage
- Verbal recognition at event

#### **Community & Youth Programs (5 available) \$5,000**

- Networking opportunities with Community & Youth Program attendees
- 5 complimentary tickets to the Community & Youth Programs
- Recognition in brochure and website
- Mention in Community & Youth Program news releases
- Exhibit space (include two six foot tables)
- Logo on signage
- Verbal recognition at event

#### **Industry Workshops (3 available) \$2,000**

- Networking opportunities with Industry Workshops attendees
- 3 complimentary tickets to Industry Workshops
- Recognition in brochure, invite and website
- Exhibit space (include one six foot table)
- Logo on signage
- Verbal recognition at event workshop

#### **Look Book series (3 features available) \$1,500**

Produce every two months beginning in March and ending in December

- Editorial on sponsor's product or service line in "ethical lifestyle" editorial
- Inclusion of sponsor's product or service line in editorial fashion shoot
- Mention of sponsor's participation on the COVER (i.e. "The issue of the DR Lookbook brought to you by...")
- The Lookbook sponsor will receive 20 print copies of the Book.



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#### **Workshop Eco/Green Exhibitor (based on availability) \$500**

- Two complimentary tickets
- Logo on signage
- One six foot table

### **PROGRAMS AND INITIATIVES**

The following programs undertaken by Fashion Fights Poverty are in line with our mission of providing designers, organizations and consumers alike with information needed to make smart decision in our effort to eradicate poverty here and abroad. FFP's local projects aim to create awareness within the local Washington DC metro area.

This includes:

- Resurrection and support of existing community-based textile, artisan, and other FFP mission pertinent programs on the verge of elimination.
- Raise awareness of little known community programs and initiatives
- Provide additional sources for social responsibility corporate and consumer awareness.
- Provide community outlets and support opportunities for local individuals and families.

Through local programs, FFP has the ability to:

- Provide attention to the FFP mission through action.
- Serve as a leading education resource to consumers and those in the industry

### **COMMUNITY BASED**

#### **Local Youth Outreach**

Examples:

- The teen life skills camp sponsored by Through the Kitchen Door. With cooperation from the FFP fashion director and a local thrift store, the teens learned how to find "looks" that are professional and fashionable by using recycle and/ or eco and ethical clothing.
- Fashion Fights Poverty has partnered with Woodrow Wilson High School to fund its Clothing and Textile Program (CTP), a program that began in the 1930s as part of the Home Economic and Arts curriculum. The program has evolved over the years and typically includes up to 225 students annually, which makes up 75% of the school's total enrollment. FFP is providing school supplies, materials, and curricula support. FFP is committed to the education and development of future design leaders and fashion experts in our nation's capital who will inspire individuals and communities throughout the country and around the world.

### **SOCIALLY RESPONSIBLE CONSUMER WORKSHOPS**

FFP's Socially Responsible Consumer Workshops, Lectures, and Panel Discussions aim to create awareness of fair trade, sweatshop free, and ethical business within the local Washington, DC metro area.

Workshops include but are not limited to:

- Identifying eco-sustainable or ethical fabrics, brands, retailers;
- Panel discussions



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- Demonstration of social responsible practices
- Provide awareness of fair trade, sweatshop free, and ethical business
- Serve as a leading resource of information for local consumers looking to become socially responsible

### **INDUSTRY WORKSHOPS**

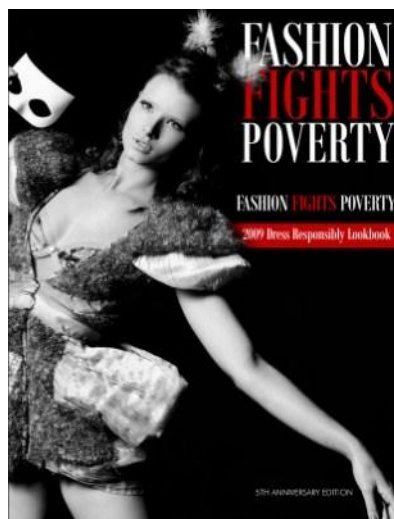
FFP Industry Workshops are aimed at the creation, conversion, and maintenance of sustainable and/or ethically-based businesses.

Workshops will include but are not limited to:

- Identifying resources and methods to incorporate sustainable and ethical elements into business structure;
- How to become an eco/ethical designer or business;
- Establishing socially responsible businesses;
- Finding and maintaining eco/ethical customers; etc
- Workshops through partnerships with college based fashion clubs

### **THE DESS RESPONSIBLY LOOK BOOK**

- The Dress Responsibly Look Book is the official style guide of FFP. The book is filled with editorial style photographs that feature taste makers from the around the country in FFP approved clothing and accessories. The Look Book shows readers that high fashion can be ethical and accessible.





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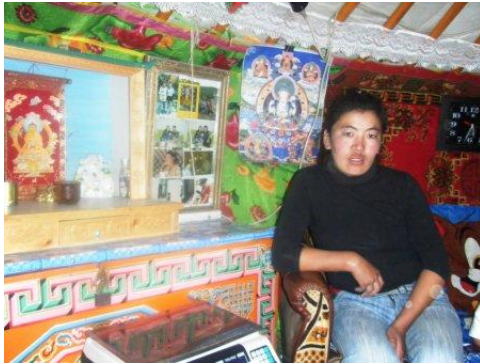
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## GLOBAL OUTREACH PROJECTS

FFP supports globally sustainable projects that create income-generating and/ or microfinance opportunities for individuals/families/communities in developing countries. FFP has partnered with Kiva (an organization that connect people, through lending, for the sake of alleviating poverty) to support sustainable textile and artisan-based projects. Through the support of FFP, we entrust that this seed funding will expand the skill sets within communities, benefit families, and help communities sustain themselves

## MONGOLIA

In Mongolia, FFP support Ms. Ichnnorov Batbasabm a 29 years old artisan living in a ger, a traditional Mongolian tent, who makes felt products such as slippers, hats and seat cushions, and deels (traditional coats), which are sold at a souvenir stand in front of Erdene-Zuu, an ancient Mongolian Buddhist monastery. By helping Ms Ichnnorov Bathasam FFP is helping to increase Ms. Ichnnorov Batbasabm's customer base and build a sustainable future for her family and community.



## UGANDA

In Uganda, FFP support businessmen Mr. Kigundu Joseph's and his shoe-making practice. Supporting a large family and members of his community, Joseph relies on a steady customer base and growing skill in his trade to build his trade. FFP is helping Mr. Joseph Kigundu buy better machines and afford housing with as store-front as well as better-quality supplies and materials.





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### **SIERRA LEONE**

In Sierra Leone, FFP support women's collectives the Ta try Traders. The Ta try Traders are a group of local entrepreneurs who rely on the sewing and clothes-making skills to improve their standard of living, as well as feed, clothe and educate their children. The leader of the group, Ms. Ya Kadday Koroma, specializes in buying and selling recycled clothing and promoted the virtues of reuse.



### **GUATEMALA**

In Guatemala, FFP support Ms Maria Batza, an entrepreneur artisan who specializes in weaving and other crafts. Along with her sisters, Miss Maria Batz, lives and works in a small shop and shares looms and yarn to meet growing customer demand. However, Ms Maria Batza lacks the capital to grow her business and so have turned to our partner micro-finance organizations for low-interest loans which we support. Through our contributions, Ms Maria Batza is able to better sustain her family and community.





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### THE ANNUAL FASHION SHOW BENEFIT

- The purpose of the benefit is to showcase the designs of emerging and established {mainstream and non mainstream} eco and/ or ethical fashion designers and artisans as a way of raising awareness of their outstanding contribution to the environments. It introduces consumers to new and exciting fashion, products, and design.

