

SPONSORSHIP GUIDE

Abby's Closet Prom Gown Giveaway

April 7-8, 2018, Oregon Convention Center





More Than A Dress....

The mission of Abby's Closet, an Oregon-based nonprofit, is to inspire confidence and respect in high school women by providing free formal gowns for prom or other memorable events. For some students, getting a free dress from Abby's Closet is the only way they're able to attend prom, an important celebration and rite of passage. But we're also more than a dress – or really, more than the 20,000 dresses we've given away so far – because we're just as focused on sequins and satin as we are on education, confidence, and inclusiveness. We empower high school students to learn leadership skills through our Student Advisory Board. We award a college scholarship each year. We're welcoming to people of different gender identities, abilities, sizes and socioeconomic status. The goal of Abby's Closet is to make every participant feel special, beautiful, and confident.

Prom Gown Giveaway

The Prom Gown Giveaway is the main focus of our organization. The 2017 Giveaway provided free formal gowns to nearly 2,500 young women. Students attended the event from all over the state of Oregon and Southwest Washington to receive a prom gown completely free of charge. Students are only asked to provide a valid high school identification card or proof of school enrollment at check-in.

The Friday before the opening of the Prom Gown Giveaway, Abby's Closet hosts a Special Needs day. We invite students from area schools who need extra assistance or time selecting a dress to visit the Giveaway before we officially open the doors to the general public. We host a range of students with varying abilities and challenges that might prevent them from otherwise attending the event.

We continue to be truly amazed at the impact one dress can have in the lives of the young women we serve. They are able to attend their prom with a confident, positive self-image. This positive feeling seems to resonate with many of our attendees, often times providing a life changing idea of self-worth and respect.

How Your Sponsorship Will Help

Abby's Closet is able to transform a bare, 60,000 square foot space into an intimate, personal boutique for the young women who walk through the door. Funds raised will be used to cover the costs associated with hosting this major event, including \$10,000 for venue rental, \$1,100 for moving expenses, \$5,500 for pipe and drape, \$1,000+ for our annual college scholarship and of course the cost of the Honey Bucket (for overnight, outdoor attendees) for \$415. In addition, your sponsorship will also benefit our supplemental dress fund. Statistics from previous years show that 25% of our attendees wear size 15 and above. However, we do not receive enough donations in this size range; it only represents about 10% of our inventory. In an effort to supply a quality selection of gowns for all sizes, funds are needed to purchase supplemental dresses at discounted prices. In 2017 we spent \$4,000 of our budget buying low cost dresses in these sizes to ensure every young woman had an opportunity for a beautiful dress for prom.



SPONSORSHIP OPPORTUNITIES

*We will work with you to tailor your sponsorship package.	PRESENTING	SILK	SATIN	TAFFETA	TULLE
	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
Event promoted as Abby's Closet Prom Gown Giveaway presented by "Your Company Name" (1 Available)	✓				
Logo included on primary event materials	✓	✓			
Name recognition on primary event materials			✓	✓	
Verbal recognition during the event	✓	✓	✓		
Company name recognition in annual thank you advertisement in a significant, local publication	✓	✓	✓	✓	✓
Mention in all PSA and live media events	✓				
Listed on the Oregon Convention Center reader board during the weekend long event	✓				
Recognized on thank you sign displayed throughout the weekend long event	✓	✓	✓	✓	✓
\$1,000 contribution to benefit the Abby's Closet Dreams Can Come True Scholarship	✓				
\$500 contribution to benefit the Abby's Closet Dreams Can Come True Scholarship.		✓			
Invitation to sit on the Dreams Can Come True Scholarship selection committee	✓	✓			
Your company name listed on website event countdown clock	✓				
Invitation for 8 guests to attend a major Abby's Closet fundraising event	✓				
Invitation for 4 to attend a major Abby's Closet fundraising event		✓			
Invitation for 2 to attend a major Abby's Closet fundraising event			✓		
Sponsor a selected area at the Prom Gown Giveaway to be determined by sponsor and Abby's Closet. Your company name will be prominently displayed in selected area. Examples include— Dress Salons, Anticipation Alley, and Reception Area.		✓			
Sponsor 15 dresses. Specially selected dresses will be marked with a customized hangtag featuring your company logo	✓				
Sponsor 10 dresses. Specially selected dresses will be marked with a customized hangtag featuring your company logo		✓			
Sponsor 5 dresses. Specially selected dresses will be marked with a customized hangtag featuring your company logo			✓	✓	
Company highlighted in our monthly newsletter prior to event	✓				
Recognition in social media and monthly newsletter prior to event	✓	✓	✓	✓	✓



SPONSORSHIP AGREEMENT

April 7-8, 2018, Oregon Convention Center

Company Name or Individual's Name

Contact Person

Address

City, State, Zip

Telephone

Email

Presenting Sponsor \$20,000

Taffeta Sponsor \$2,500

Silk Sponsor \$10,000

Tulle Sponsor \$1,000

Satin Sponsor \$5,000

To become a sponsor of the 2018 Abby's Closet Prom Gown Giveaway send this completed form with payment to:

Abby's Closet, PO Box 402, West Linn, Oregon 97068

Final Payment Due January 30, 2018

Payment Method:

Enclosed is a check payable to Abby's Closet

Charge Visa/Mastercard/Amex _____

Expiration Date: _____ Credit Card ID (3 digit) _____

Name on Card/Business _____

Please mail me an invoice

If you have any questions or concerns please contact Abby's Closet at 503.722.1524 or promgowns@abbyscloset.org

Abby's Closet Inc. is exempt from federal income tax under section 501(c)3 of the internal revenue code. All donations are tax deductible as allowed by law. Tax ID# 65-1230155

Thank you for your support!