



MAGPIES & PEACOCKS

Catwalks & Classrooms

2017

Dear Friend

My name is Cristal Ordonez, and I am the Development Director for non-profit design house **Magpies & Peacocks**, an organization focused on breaking the cycle of waste in the textile industry by:

- a) Recycling and repurposing post-consumer textiles,
- b) Providing educational programs for the Arts and Fashion industry that incorporate sustainability, ethics, and leadership programs, and
- c) Championing social enterprise by reinvesting funds into the betterment and growth of the local community.

I am reaching out to you today to invite you to become a Sponsor for our annual event **Catwalks & Classrooms**. This exciting event will take place on October 11, 2017 at the unique Silos at Sawyer Yards in the Washington Avenue Arts District.

Catwalks & Classrooms is our biggest event of the year, attracting over 300 people in a single fashion showcase competitive event. Here, media, designers, society, educators, industry leaders and the public get the opportunity to learn more about emerging local talent in Houston's fashion design industry with focus on sustainable practices and local environmental responsibility.

Our sponsors through the past 5 years have played a pivotal role in providing more opportunities to fashion students who wish to break the cycle of waste in the fashion industry. Your funding allows our organization to invest in these students through educational and mentorship programs, securing industry exposure, supplying materials, making work space available, and much more. With this in mind, we have carefully selected a handful of organizations to offer them the opportunity to secure the event's name sponsorship with a fantastic package of benefits unlike any we have offered in previous years.

Enclosed, please find additional information on this exciting opportunity, as well as other sponsorship levels. Please do not hesitate to contact me with any questions or concerns. I look forward to speaking with you at your earliest convenience.

Cristal Ordonez

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Development Director, Magpies & Peacocks
 cristal@MagpiesandPeacocks.org
 or Ahshia Berry at ahshia@MagpiesandPeacocks.org
 832-299-5609

Magpies & Peacocks is a non-profit 501(c)3 organization based in Houston, Texas. The Magpies & Peacocks mission is to nurture arts education, keep fashion out of landfill and give back to the community. Our model rests on four pillars: Collaborate, Create, Educate and Invest. We build creative connections between businesses, donors, artists, educators and other non-profits. Through our arts education program Magpies & Peacocks leverages its relationships with local industry leaders, established designers, schools and educators to build a socially responsible annual competition, awarding scholarships and valuable access to tools and resources to participating students as they prepare to become the future face of fashion.

Honoree

Christena Reinhard
Founder Union & Fifth

Host Committee

Sarah-Jayne Smith

President

Ahshia Berry

Vice President

Cristal Ordonez

Business Owner

Amy Morgan

Business Owner

Peggy Wallace-Stark

Shell Oil

Yvonne Alden

Retired

Tammi McCart

LyondellBasell

Amy Gordon

The Art Institute of Houston

Liz McStravick

Goldman Sachs

Parisa Safarzadeh

Berings

Sarah Sandercock

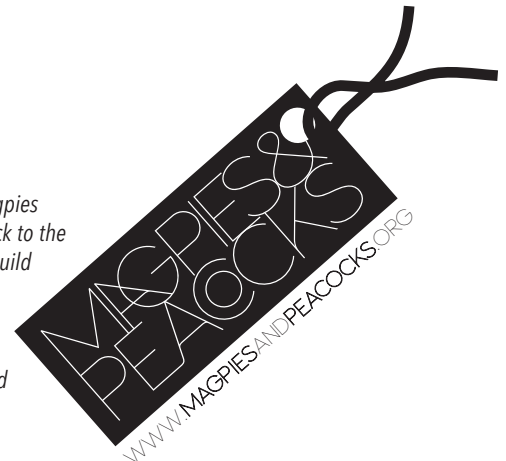
Amergy Bank

Participating Silo Artists

Alex Roman | Donkeeboy

Robert Hodge

René Garza



CATWALKS & CLASSROOMS



October 2017



MAGPIES & PEACOCKS

Catwalks & Classrooms

2017

The Catwalks & Classrooms Competition Showcase Event:

Each year 501(c)3 Magpies & Peacocks' Arts Education Program includes an innovative design competition culminating in the Showcase Event Catwalks & Classrooms, our largest event of the year – Where we collaborate with local and national artists and fashion influencers to uniquely exhibit the final collections of our competing students. Each designer creatively up-cycles a collection from donated materials provided by Magpies & Peacocks. Students receive mentorship from industry leaders, have hands-on exposure to working within the industry with stylists, designers, models, and leading beauty professionals as well as the opportunity to visit local fashion houses that have successfully hand built their businesses.

The 2016 Catwalks & Classrooms Showcase Event, benefitting Magpies & Peacocks and our programming, will be hosted at the architecturally unique **Silos at Sawyers Yards** in the Washington Avenue Arts District. You will be able to view the inspired up-cycled student collections up close, alongside the work of local artists; enjoy complimentary food, designed and presented by local chefs; sip custom cocktails provided by **Faust Distributing**; partake in a curated silent auction; and enjoy the contemporary sounds of a local DJ. Our event honoree is the philanthropic fashion icon **Christena Reinhard**, founder of nonprofit Couture reseller **Union & Fifth**. We expect a sold out event of 300 fashion and arts | culture insiders, business leaders, community partners, educators, donors, sponsors and emerging student designers. All proceeds support our work in educating sustainable design, and growing the circular economy.

Your generous sponsorship will allow us to continue to grow our arts education program annually, increasing our audience outreach and attracting visitors to our city. With your help we can provide essential arts scholarships packages and vital industry resources to build the careers of our local art students, positioning Houston as a leader in the field of sustainable design and innovation.

www.magpiesandpeacocks.org
facebook/magpies and peacocks
@magpiespeacocks



THE MAGPIES & PEACOCKS CATWALKS & CLASSROOMS EVENT NAMING | UNDERWRITING AGREEMENT

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Name as it should appear on printed materials _____

PAYMENT INFORMATION

Enclosed is a check in the amount of \$ _____ made payable to **Magpies & Peacocks Inc.**

Please charge \$ _____ to my credit card (Visa / Mastercard / American Express)

Name on Card _____

Card No. _____ Expiration Date _____ Security Code _____

Signature _____ Zip Code _____

I am unable to attend the Catwalks & Classrooms Showcase, but am enclosing my tax deductible donation of \$ _____
In honor of: _____

EVENT NAMING | UNDERWRITING OPPORTUNITY

Naming | Underwriter for Catwalks & Classrooms: \$10K _____

The Event Name Sponsorship package includes:

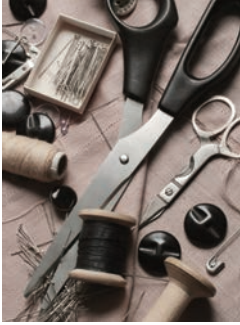
- Event named after the Sponsor's brand alongside M&Ps
- Scholarship award in Sponsor's name
- Prominent sponsor recognition on all event-related marketing & promotional collateral
- Special mention and recognition in all media and press releases related to the event
- Sponsor listing on at-event signage and in the event program
- Sponsor recognition and link from the event page on the Magpies & Peacocks website
- 20 tickets to the event

Unique benefits:

- Company name and premium logo placement in all media advertising: print, online, radio, social media and TV
- Prominent product display at event
- Sponsor advertisement in event program
- 20 tickets to the VIP event pre-party
- Opportunity to speak to VIP reception attendees
- Sponsor signage on key locations throughout the event
- Sponsor name recognition on 2 individual artist produced display Plinths

Mailing address:

Magpies & Peacocks Inc.,
908 Live Oak, Houston Texas 77003
Email: ahshia@MagpiesandPeacocks.org



UNDERWRITING | SPONSORSHIP AGREEMENT

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Name as it should appear on printed materials _____

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Please charge \$ _____ to my credit card (Visa / Mastercard / American Express)

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Signature _____	Zip Code _____	

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In honor of: _____

SPONSORSHIP LEVELS

- Couturier | Platinum: \$7.5K** _____
- Platinum sponsorship name recognition and 12 tickets
 - Title logo placement on all event material and PR
 - Mention as platinum sponsor on digital social media
 - Acknowledgement on M&Ps website
 - Recognition at launch and main event

- Sketch Artist | Silo Sponsor: \$1k** _____
- Sponsor name recognition of one individual silo. Each silo will display one designer exhibit paired with an artist.
 - 2 tickets to the Catwalks & Classrooms Showcase Event
 - In honor of (option) _____

- Front Row Fashionista | Gold Sponsor: \$5k**
- Gold Sponsor name recognition and 8 tickets
 - Premium logo placement on all digital and printed event material
 - Mention as platinum sponsor on digital social media
 - Acknowledgement on M&Ps website
 - Recognition at event

- Editor in Chief**
- Sponsor name recognition as Media sponsors and 8 tickets
 - Premium logo placement on digital and printed event material
 - Mention as platinum sponsor on digital social media releases
 - Acknowledgement on M&Ps website
 - Signage and magazines at event

- Bespoke Designer | Silver Sponsor: \$2.5k**
- Logo placement on all digital and printed event material
 - Recognition at event and 6 tickets
 - Publicity material at event

Mailing address:
 Magpies & Peacocks Inc.,
 908 Live Oak, Houston Texas 77003
 Email: ahshia@MagpiesandPeacocks.org



IN-KIND | SILENT AUCTION AGREEMENT

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Name as it should appear on printed materials _____

Tech Sponsor: \$5k {1} _____

- Gold Sponsor name recognition and 8 tickets
- Premium logo placement on all digital and printed event material
- Mention as platinum sponsor on digital social media
- Acknowledgement on M&Ps website
- Recognition at event

Valet: {1} _____

- Publicity material at event
- Acknowledgement on M&Ps website
- Recognition at event

Print Sponsor: \$2.5k {1} _____

- Sponsor name recognition on all digital and printed material
- Logo placement on all printed event material
- Recognition at event and 6 tickets
- Publicity material at event

Silent Auction Item _____

- Acknowledgement on M&Ps website
- Recognition at event
- Publicity material/bid sheets at event
- 2 tickets to the Catwalks & Classrooms Showcase Event

Prop Sponsor: \$2k {1} _____

- Sponsor name recognition on all digital and printed material
- Logo placement on all digital and printed event material
- Recognition at event and 6 tickets
- Publicity material at event



info@MagpiesandPeacocks.org www.MagpiesandPeacocks.org

Twitter: @MagpiesPeacocks Facebook.com/MagpiesandPeacocks Instagram: @MagpiesPeacocks Pinterest.com/magpeapins/

For Further Information Please contact

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ahshia@MagpiesandPeacocks.org

Tel: 832-299-5609