FashionFest is a night to sip, shop and support the University of Minnesota Masonic Children’s Hospital.

Driven by a passion for keeping children healthy, University of Minnesota Masonic Children’s Hospital translates research into exceptional medical care for children when they need it most.

For some families, we are their only hope, because we offer promising new treatments available nowhere else.

Discovery unfolds at University of Minnesota, and that’s just the beginning. Experts from across our campus are collaborating on groundbreaking work that enhances children’s lives. At University of Minnesota Masonic Children’s Hospital, we are not only the first to make and apply new discoveries, we teach them as well, bringing hope and better health to all children.

In the first two years, we raised over $315,000 for crucial, life-changing pediatric services, programming and activities — transforming the care for the smallest patients and their families.

A recent national study shows that play areas, ambient music and spaces and therapeutically beneficial activities that support “normal” family life for the entire family within the hospital contribute to more positive outcomes for sick children. Funding for these services and programs is dependent entirely on philanthropy.

Examples of the ways your support will impact University of Minnesota Masonic Children’s Hospital include:

- Art, music and poetry therapies
- Parent date nights and family movie nights
- Massage and therapy services
- Family mentoring
- Entertainment, educational and recreational electronics and programming including story time with well-known children’s authors

FRIDAY, NOVEMBER 20, 2015
MCNAMARA ALUMNI CENTER

Frida y, November 20, 2015
McNamara Alumni Center

GUEST PROFILE

- 80% women ages 30 to 65
- Ranging from CEO moms to young professionals
- Key influencers, tastemakers and connectors in their communities
- Charity supporters, socially conscious and community minded
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, attendees donate/spend $200-$600 at each event

NOTABLE EXPOSURE INCLUDES:

- Online: University of Minnesota Foundation and University of Minnesota Masonic Children’s Hospital Webpages and social media channels
- Print Promotion: Invitation, Children’s Health Newsletter
- Media: Mpls. St. Paul Magazine and Edina, Lake Minnetonka, Maple Grove, Plymouth, Southwest Metro, St Louis Park, Woodbury, and White Bear Lake magazines
- Radio: myTalk 107
### Exclusive Presenting Sponsor | $25,000

- A $25,000 investment in a premiere non-profit organization
- Exclusive naming rights to FashionFest event presented by “YOUR COMPANY NAME”
- Category exclusivity
- Primary placement in all public relations and advertising initiatives
- Prominent logo placement in event program
- Corporate logo prominently displayed on printed & electronic invitation
- Guaranteed inclusion in signature event swag bag
- Acknowledgement and prominent signage at FashionFest event
- Corporate logo and link on FashionFest web page, E-blasts & social networking campaigns
- Opportunity to provide a Wingman from your organization
- Opportunity to welcome guests at the event
- Opportunity to provide marketing materials at the event
- Corporate name and/or logo included in all media advertisements
- Entrance into sponsor reception, includes three tables at the fashion show, and wine poured throughout program

### Exclusive Valet Sponsor | $10,000

- A $10,000 investment in a premiere non-profit organization
- Car placement throughout the event
- Opportunity to place organization information in each valet car
- Placement in all public relations and advertising initiatives
- Prominent logo placement in event program
- Corporate logo on printed & electronic invitation
- Guaranteed inclusion in signature event swag bag
- Corporate logo and link on FashionFest web page, E-blasts & social networking campaigns
- Opportunity to provide a Wingman from your organization
- Corporate logo displayed at the event
- Corporate name and/or logo included in media advertisements
- Entrance into sponsor reception, includes 2 tables at the fashion show and wine poured throughout program

### Tres Chic Sponsor | $10,000

- A $10,000 investment in a premiere non-profit organization
- Placement in all public relations and advertising initiatives
- Prominent logo placement in event program
- Corporate logo on printed & electronic invitation
- Guaranteed inclusion in signature event swag bag
- Corporate logo and link on FashionFest web page, E-blasts & social networking campaigns
- Opportunity to provide a Wingman from your organization
- Corporate logo displayed at the event
- Corporate name and/or logo included in media advertisements
- Entrance into sponsor reception, includes a sponsor table at the fashion show and wine poured throughout program

### Exclusive Wine Sponsor | $5,000

- A $5,000 investment in a premiere non-profit organization
- Exclusive naming rights on all wine related materials and pouring stations
- Placement in public relations and advertising initiatives
- Provide wine for 300 guests and provide 8-10 pouring stations
- Logo placement in event program
- Corporate logo on printed & electronic invitation
- Guaranteed inclusion in signature event swag bag
- Signage at FashionFest event and premier signage at pouring stations
- Corporate logo and link on the FashionFest and web page
- Opportunity to provide a Wingman from your organization
- Corporate logo displayed at the event
- Entrance into sponsor reception, includes a sponsor table at the fashion show and wine poured at table throughout program
Exclusive Wingmen Sponsor $5,000

- A $5,000 investment in a premiere non-profit organization
- Exclusive naming rights on all related “Wingmen” materials
- Exclusive name on back of “Wingmen” shirts
- Placement in public relations and advertising initiatives
- Logo placement in event program
- Corporate logo on printed & electronic invitation

Exclusive Swag/Gift Bag Sponsor $5,000

- A $5,000 investment in a premiere non-profit organization
- Exclusive naming rights on all bags provided to guests
- Must provide more than 400 swag/gift bags and empty bags for vendor shopping
- Placement in public relations and advertising initiatives
- Logo placement in event program
- Corporate logo on printed & electronic invitation

Couture Table Sponsor $3,500

- A $3,500 investment in a premiere non-profit organization
- Placement in public relations and advertising initiatives
- Logo placement in event program
- Corporate logo on printed & electronic invitation
- Guaranteed inclusion in signature event swag bag

Fashion Row

$2,500 (1st row on both sides)
$2,000 (2nd, 3rd and 4th rows)

- A $2,500 or 2,000 investment in a premiere non-profit organization
- Entrance into sponsor reception, swag bag, includes assigned sponsor seating at the fashion show, and wine poured at row throughout program
- Included assigned table of 8 to fashion show and program

Girl Friend Table $1,500

- A $1,500 investment in a premiere non-profit organization
- Includes assigned table of 8 for the fashion show and program
- Wine poured at table during the program

FOR MORE INFORMATION ON FASHIONFEST SPONSORSHIP OPPORTUNITIES, please contact Nicholas Engbloom at 612-626-8429 or engbloom@umn.edu.