The Annual Dress for Success Gala

April 18, 2018

Cipriani Wall Street

6:30pm Cocktail Reception
7:30pm Dinner and Awards Ceremony
Who We Are

The mission of Dress for Success® is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

We provide each client with professional attire to secure employment, but we are about much more than simply a new outfit. Besides physically equipping the client with apparel and accessories, our programs furnish her with a confidence that she carries forever and the knowledge that she can actively define her life, the direction she takes and what success means to her.

Since starting operations in 1997, Dress for Success has expanded to more than 160 cities in 28 countries and has helped more than one million women work towards self-sufficiency.
Annual Gala

Each year more than 800 industry leaders from the world of fashion, entertainment, technology, media, retail, philanthropy and finance come together to celebrate the impact of Dress for Success in the lives of women we serve around the world.

Celebrating our 21st year in operation, this annual fundraising gala will honor and celebrate the achievements of 10 of our Success Ambassadors. These women found Dress for Success in a time of need and have transformed themselves into leaders and role models within their households and communities.
Gala Chair: Carmen Rita Wong
Author and Founder of Malecon Productions

Carmen is an author and the founder and CEO of Malecon Productions. She is the former co-creator and television host of ‘On the Money’ on CNBC. Carmen was also a national advice columnist for Glamour, Latina, Essence, Men’s Health, and Good Housekeeping as well as an editor at MONEY magazine. She spent years as an expert contributor on NBC’s TODAY Show, MSNBC, CNN, CBS This Morning, ABC’s The View, and has written for The New York Times. A member of President Obama’s ‘Business Forward’ initiative to further African-American, Latino and Asian business owners, Carmen was a faculty professor of behavioral economics at New York University and is the author of two best-selling financial advice books.

A seasoned speaker and moderator, Carmen serves on the national board of the Planned Parenthood Federation of America, Dress for Success and The Futuro Media Group. She is the author of a series of novels beginning with “Never Too Real,” and is an angel investor and advisor in female-led and owned businesses and productions.
Corporate Citizenship Award: Adrianna Papell

At Adrianna Papell, we believe that more than a look, we deliver a feeling. This feeling has become our mission: to make every woman and every moment feel special. We understand that every woman is truly different, and seeks to enhance and reveal her own unique beauty to both herself and the world. To us, there is nothing more alluring than a woman who feels beautiful.

We take great pride in this mission as well as giving back to the women whom we serve. When searching for a charitable organization to partner with, Dress for Success was a natural fit. In line with our mission, our collections are infused with an elegance and flair that empowers women of all ages and silhouettes to feel and look their best. Each piece we make is designed for the way women live today—transitioning seamlessly from one event to the next.

We strive to celebrate the important moments of life by celebrating the women who experience them. Dress for Success is the true embodiment of this goal and it is a tremendous honor to support such an impactful organization.
Impact and Innovation Award: Susan Credle
Global Chief Creative Officer, FCB

As FCB’s Global Chief Creative Officer, Susan Credle heads up the agency’s creative product and reputation. She is one of the industry’s leading creatives and an important voice representing women.

The creative brilliance responsible for the iconic M&M’S “human” and Allstate’s “Mayhem” campaigns, she has received numerous industry accolades, including Ad Age’s “100 Most Influential Women,” Business Insider’s “Most Creative Women in Advertising” and induction into the AAF’s Hall of Achievement. In 2017, Credle was named a Matrix honoree by New York Women in Communications.
A Look Back: 20th Anniversary Gala

1. New York City Ballet Principal Dancer, Tiler Peck

2. Pledge for Support Moment

3. 2017 Success Ambassadors, outfitted in Adrianna Papell gowns

4. Special Performance by Grammy Award-Winning Artist, Estelle

5. Journalists, Mara Schiavocampo, Ginger Zee, Sunny Hostin and Linzie Janis

6. Silent Auction Display
A Look Back: 20th Anniversary Gala

1. Beauty Expert, Jay Manuel

2. Success Ambassador Keynote, Tammy Jo Johnson

3. 2017 Success Ambassadors

4. Fashion Designer, Nicole Miller

5. Style Expert and Author, Stacy London

6. PANDORA Jewelry Team
Sponsorship Opportunities

PRESENTING SPONSOR: $50,000

EVENT TICKETS
- Premium seating for 20 guests {2 tables}

AT THE EVENT
- Red carpet photo opportunity with Dress for Success CEO, Joi Gordon
- Access to designated VIP area during cocktail reception
- On stage verbal and onscreen logo recognition during the event program
- Company logo on step and repeat
- Welcome letter in event journal
- One full page color ad with prominent placement in event journal
- Premier company logo placement on all event materials {invitation, evite, journal, press release and website}

EXTENDED PROMOTIONAL VISIBILITY
- A total of 5 dedicated posts on Dress for Success social media platforms
- Dedicated e-blast to all Dress for Success subscribers {25,000+} highlighting sponsorship
- Brand mention in monthly Dress for Success email newsletter
Sponsorship Opportunities

PLATINUM SPONSOR: $25,000

EVENT TICKETS
• Premium seating for 10 guests {1 table}

AT THE EVENT
• Access to designated VIP area during cocktail reception
• Onscreen logo recognition during the event program
• One full page black and white ad with prominent placement in event journal
• Company logo placement on all event materials {invitation, evite, journal, press release and website}

EXTENDED PROMOTIONAL VISIBILITY
• A total of 3 dedicated posts on Dress for Success social media platforms
• Brand mention in monthly Dress for Success email newsletter
Sponsorship Opportunities

GOLD SPONSOR: $15,000

EVENT TICKETS
- Seating for 10 guests {1 table}

AT THE EVENT
- Onscreen company name recognition during the event program
- One half page black and white ad in event journal
- Company name listed on all event materials {evite, event journal and website}

EXTENDED PROMOTIONAL VISIBILITY
- One dedicated post on Dress for Success social media platforms

SILVER SPONSOR: $10,000

EVENT TICKETS
- Seating for 10 guests {1 table}

AT THE EVENT
- Onscreen company name recognition during the event program
- One quarter page black and white ad in event journal
- Company name listed on all event materials {event journal and website}
Journal Advertisements

Support Dress for Success, our honorees, event chair or clients with a congratulatory or business ad in our commemorative journal.

Full Page Color Ad $3,000
Full Page Black and White Ad $2,500
Half Page Black and White Ad (Vertical or Horizontal) $1,500
Quarter Page Black and White Ad $1,000
Silent Auction Donations

Support Dress for Success by donating a unique and coveted silent auction item or experience to be bid on during the Gala.

SILENT AUCTION DONOR

- Company name listed in event journal
- Item and company name listed in silent auction catalog
- Item visibility, description and company name listed on silent auction website
- Option to brand auction area with collateral and display materials
Thank You

For sponsorship opportunities please contact:

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Stay Connected!
@dressforsuccess