

47<sup>TH</sup> Haute  
with Heart  
FASHION SHOW & LUNCHEON

St. Madeleine  
Sophie's Center  
Serving Adults with Intellectual and  
Developmental Disabilities for Over 50 Years

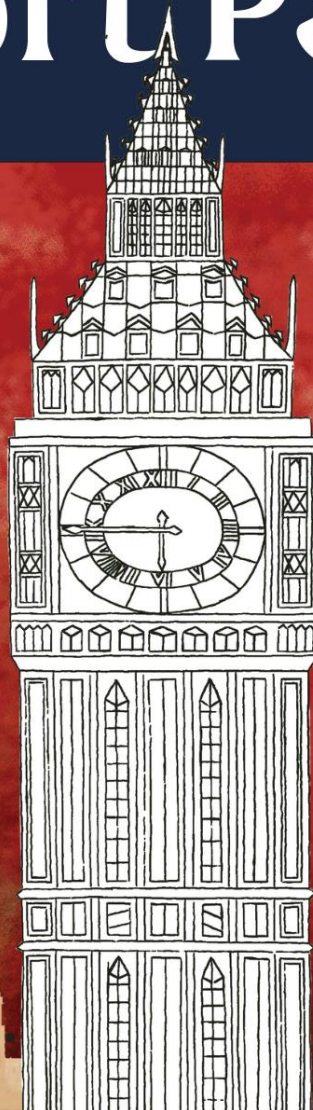
# LONDON CALLING

SATURDAY, AUGUST 2nd, 2025

10AM-2PM

HILTON SAN DIEGO BAYFRONT

## Support Package



Artwork Credit: "Big Ben"  
by Anthony Wardlow (2021)



## Welcome to the 47th Annual “London Calling” Fashion Show!

As a nonprofit supporting adults with intellectual and developmental disabilities, we invite you to explore our sponsorship opportunities. This year’s London-themed show celebrates our students' empowerment as they walk the runway. Your support makes a difference—please review the sponsorship levels and join us for this special event!

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### *Sponsorship Levels & Benefits*

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#### Presenting Sponsor **MANSOUR GROUP** - \$25,000 (UNAVAILABLE)

Take center stage as the **official Title Sponsor** of the **London Calling Fashion Show**, with premier branding and VIP treatment.

- **Exclusive Title Sponsorship:** Your logo featured across **all marketing platforms** (website, social media, flyers, press releases).
- **Event Branding:** Prominent logo placement at the **event entrance** and throughout the venue.
- **VIP Experience:** Twenty (20) **VIP tickets (2 Tables)** with **valet parking** and **premium runway seating**, giving you and your guests an unforgettable experience at the heart of the action.
- **Premium Program Ad:** Back cover, **full- color ad** in the event program, guaranteeing your brand makes a lasting impression on attendees and industry leaders.
- **Marketing Exposure:** Featured in **event email blasts, print, and social media**.
- **Social Media Spotlight:** **Pre- and post-event mentions** on all social media platforms.

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#### Fashion Icon Sponsor - \$10,000

As the pinnacle sponsor of the event, your brand will be prominently displayed throughout all aspects of the "London Calling" Fashion Show, ensuring maximum exposure and recognition.

- **Prime Visibility:** Your logo featured on **all press materials** and **event signage**, including purchased and direct mail campaigns, putting your brand front and center.
  - **Exclusive Calendar Listings:** Featured prominently in **20+ community event calendars**, solidifying your brand’s presence within the local scene.
  - **Program Ad:** A **full-page color ad**, in the event program, ensuring your brand stands out to attendees and industry professionals.
  - **VIP Tickets:** **10 VIP tickets** with exclusive seating and access.
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## Fashionista Sponsor - \$5,000

As a Fashionista Sponsor, your brand will receive exceptional visibility and engagement, ensuring you are a key part of the glamour and excitement of the afternoon:

- **Brand Recognition:** Your name and logo displayed on **all press materials** and **event signage** (purchased and direct mail), ensuring widespread exposure.
  - **Community Engagement:** Exclusive mention in **20+ community event calendars**, promoting your brand to a wide and diverse audience.
  - **Program Spotlight:** A **full-page color ad** in the event program, allowing your brand to be showcased in the high-profile event publication.
  - **Event Access:** Ten (10) **general admission tickets**, giving you and your guests access to the event and all the exciting runway action.
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## Vogue Sponsor - \$2,500

The Vogue Sponsor package offers excellent visibility and recognition for your brand while still providing valuable exposure at a premier event:

- **Digital & Physical Exposure:** Your **logo on the event website, social media platforms, and event signage** ensuring your brand is seen across multiple channels.
  - **Program Feature:** A **half-page, in color ad** in the event program, placing your brand in front of attendees and potential clients.
  - **Event Access:** Five (5) **general admission tickets** to the fashion show, giving you the opportunity to enjoy the day while supporting the event.
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## *DIGITAL ENGAGEMENT*

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### Social Media Metrics

Each of our social media posts achieves a monthly reach of 28k +

Each of our social media posts has a monthly engagement rate of 1.6k+

### Email Blast Statistics

Each email blast reaches a total database of 5.2k

Each email blast has a minimum open rate of 62% with a click rate of 11%

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## PROGRAM ADVERTISEMENT RATES

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<u>Location in Program</u>	<u>Dimensions (in inches)</u>	<u>Cost</u>
Inside Back Cover	5.5" wide x 8.5" high (with .25 bleed)	\$2,000
Inside Front Cover	5.5" wide x 8.5" high (with .25 bleed)	\$2,000
Full- Page	4.75" wide x 8" high	\$800
Half- Page	4.75" wide x 4" high	\$500
Business Card	3.75" wide x 2.25" high	\$250

**\*All full-page paid ads come with two VIP tickets if available**

**Print Run: 600 + Due Friday, June 20<sup>th</sup> 2025**

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## SPONSOR AGREEMENT FORM

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**Please return the completed form ONLY if paying by check.**

**Please use QR code at the end of this packet to confirm sponsorship.**

Please confirm your Sponsorship Participation no later than June 27th, 2025

Level of Support:

☐ \$10,000 **Fashion Icon Sponsor**

☐ \$5,000 **Fashionista Sponsor**

☐ \$2,500 **Vogue Sponsor**

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

☐ Check is enclosed (Please make check payable to St. Madeleine Sophie's Center) Check #: \_\_\_\_\_

**Please provide electronic or camera-ready art, in 300 dpi or better. All logos should be Adobe Illustrator eps files by July 4th 2025.**

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## UNDERWRITING

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This is a great alternative for an organization and individuals who would not benefit from a sponsorship but still want to support St. Madeleine Sophie's Center. Consider underwriting one or more of the following expenses to support this event. **Please use QR code at the end of this packet to donate towards underwriting.**

<u>Item to be Underwritten</u>	<u>Cost</u>	<u># of Underwriters Needed</u>	<u>Total Needed</u>
Event Entertainment	\$150	40	\$6,000
Jasmine Creek Florist	\$250	20	\$5,000
Champagne Reception	\$500	5	\$2,500
Lunch for Volunteers and Staff	\$40	60	\$2,400
Auctioneer	\$250	8	\$2,000
Two Photographers	\$250	6	\$1,500
Event Security	\$100	12	\$1,200
Student Lunch Sponsor	\$100	12	\$1,200



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## IN-KIND

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We invite you to support our Haute with Heart Fashion Show with in-kind donations such as gift baskets, gift cards or alcohol. **Please use this QR code to fill out our In-Kind form online.** Thank you for helping us make a difference!



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## QR CODE

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**Please use this QR code to sign up to be a sponsor, register for the event, underwrite or donate.**



**Thank you for your generosity and support of St. Madeleine Sophie's Center! Together, we can create an afternoon of fun, excitement, and meaningful impact for adults with intellectual and developmental disabilities. We can't wait to celebrate with you at the "London Calling" Fashion Show!**

St. Madeleine Sophie's Center is a 501(c)3 non-profit organization. Your donation is tax deductible. Our tax ID number is 95-1957332

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