

# GIRL POWHER®

## FASHION WEEK

PRESENTED BY AMANDA PRECOURT



### THE CONCEPT

This year, Girl PowHER Fashion Week is offering multiple ways to support Girl PowHER. While we will miss the in-person Fashion Show, we are excited to offer “social distancing” for fashion to achieve our fundraising goal of \$100,000 and share the Girl PowHER mission. Thank you in advance for your support and for empowering young women and girls who are the future of our community



#### Shop for Support Empower Tees

In partnership with Sol Angeles and our presenting sponsors, local Vail Valley business partners will sell Girl PowHER Empowerment Tees. Each purchase of an Empowerment Tee will directly support Girl PowHER Programming. Girl PowHER Empowerment Tees will feature classic crew and V-neck styles and t-shirts will be on sale in stores the week of March 8, 2021.

#### Shop Locally - Fashion Week

Shop March 8-14, 2021 at participating stores and 10% of proceeds on a selected day of the week will support Girl PowHER.



#### Virtual Fashion Show & Lookbook

Kicking off Fashion Week on March 8, we will be featuring our first ever Virtual Fashion Show and Lookbook. After months of quarantine, it is time to check out the latest spring fashion. This Fashion Show will feature local celebrities modeling styles from local stores and renowned fashion designers.

*We hope this concept allows us to keep the health and well-being of our Girl PowHER supporters and attendees in mind, while also promoting women’s empowerment and our local businesses.*

### ABOUT GIRL POWHER

Girl PowHER is a gender-specific program for middle and high school aged girls focused on empowerment through meaningful academic, enrichment and adventure activities designed to challenge, and encourage girls socially, academically and physically. Founded in 2011 with the help of many – including Amanda Precourt and the Women’s Foundation of Colorado - and run through the nonprofit Vail Valley Foundation and YouthPower365. The mission of the Girl PowHER program is to motivate young women to become the best version of themselves by recognizing their strengths through their passions and identifying and overcoming areas of personal challenge, with the support of other girls.

## RETAIL PARTNERSHIP OPPORTUNITIES

### Atelier | \$5,000+

#### Benefits:

##### Shop for Support

- Receive thirty (30) Empowerment Tees for resale in your store (suggested retail \$70)
- Featured as a 'Shop for Support' participating store, with 10% of proceeds benefiting Girl PowHER on a selected day of the week\*
- Dedicated marketing/promotion for 'Shop for Support' during Fashion Week

##### Fashion Show & Lookbook

- Contribute up to five (5) looks for the Virtual Fashion Show
- Contribute up to five (5) images for the Fashion Week Lookbook
- Sponsor level recognition on all Fashion Show material (e.g. advertising, lookbook, and invitation)
- One (1) full page ad in the Fashion Week Lookbook
- Recognition of your generosity during the virtual event

*\*Sponsorship commitment minimum is \$5,000 which includes Empowerment tees (\$1,500) and 10% of proceeds (minimum \$3,500)*

### In Vogue | \$2,500+

#### Benefits:

##### Shop for Support

- Receive thirty (30) Empowerment Tees for resale in your store (suggested retail \$70)
- Featured as a 'Shop for Support' participating store, with 10% of proceeds benefiting Girl PowHER on a selected day of the week\*
- Dedicated marketing/promotion for 'Shop for Support' during Fashion Week

##### Fashion Show & Lookbook

- Contribute up to three (3) looks for the Virtual Fashion Show
- Contribute up to three (3) images for the Fashion Week Lookbook
- Sponsor level recognition on all Fashion Show material (e.g. advertising, lookbook, and invitation)
- One (1) half page ad in the Fashion Week Lookbook
- Recognition of your generosity during the virtual event

*\*Sponsorship commitment minimum is \$2,500 which includes Empowerment tees (\$1,500) and 10% of proceeds (minimum \$1,000)*

### Designer | \$1,500+

#### Benefits:

##### Shop for Support

- Receive thirty (30) Empowerment Tees for resale in your store (suggested retail \$70)

##### Fashion Show & Lookbook

- Contribute one (1) look for the Virtual Fashion Show
- Contribute one (1) images for the Fashion Week Lookbook
- Sponsor level recognition on all Fashion Show material (e.g. advertising, lookbook, and invitation)
- One (1) quarter page ad in the Fashion Week Lookbook
- Recognition of your generosity during the virtual event

## SIZING MATRIX | CREW NECK &/OR V-NECK

XS	S	M	L	XL
4	8	8	6	4

Women's sizes only. Additional shirts may be purchased on request. MSRP: \$70.

