

# 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.

## SPONSORSHIP OPPORTUNITIES

We would like to invite you to participate as a sponsor for the 2021 Fashion Week. The Fashion Week presents four levels of sponsorship, both large and small, so you can select the level of participation that best meets your needs. As a sponsor, your support will have a direct impact on the quality of programming we can provide for middle and high school girls in Eagle County.

### Presenting | \$10,000

**Sample impact of your gift:** Underwrites HER Film Camp this summer for Girl PowHER.

**Benefits:**

- Receive ten (10) Empowerment Tees
- Name or logo on Empowerment Tee mission tag
- Sponsor level recognition on all Fashion Week materials including online and print advertising, lookbook, save-the-dates, invitations, and press releases
- Two (2) full page ads in the Fashion Week Lookbook
- Recognition of your generosity during the virtual event

### Haute Couture | \$5,000

**Sample impact of your gift:** Provides a college scholarship for one Girl PowHER graduate

**Benefits:**

- Receive seven (7) Empowerment Tees
- Sponsor level recognition on all Fashion Week materials including online and print advertising, lookbook, save-the-dates, invitations, and press releases
- One (1) full page ad in the Fashion Week Lookbook
- Recognition of your generosity during the virtual event

### Prêt à Porter | \$2,500

**Sample impact of your gift:** Sponsors a Girl PowHER student for one year

**Benefits:**

- Receive five (5) Empowerment Tees
- Sponsor level recognition on all Fashion Week materials including online and print advertising, lookbook, save-the-dates, invitations, and press releases
- One (1) half page ad in the Fashion Week Lookbook
- Recognition of your generosity during the virtual event

### Trendsetter | \$1,000

**Sample impact of your gift:** Provides college and career-readiness programming for two high school seniors

**Benefits:**

- Receive two (2) Empowerment Tees
- Sponsor level recognition on all Fashion Week materials including online and print advertising, lookbook, save-the-dates, invitations, and press releases
- One (1) quarter page ad in the Fashion Week Lookbook
- Recognition of your generosity during the virtual event



<b>SPONSORSHIP BENEFITS</b>	<b>Presenting Sponsor (\$10,000)</b>	<b>Haute Couture (\$5,000)</b>	<b>Prêt à Porter (\$2,500)</b>	<b>Trendsetter (\$1,000)</b>
<b>EMPOWERMENT TEES</b>				
Complimentary T-Shirts	<b>10</b>	<b>7</b>	<b>5</b>	<b>2</b>
<b>RECOGNITION</b>				
Empowerment Tee's mission tag	★			
Save-the-dates & Invitations	★	★	★	★
Digital Collateral & Select Advertising	★	★	★	★
Business Ad in Lookbook	2 Full Page	1 Full Page	1 Half Page	1 Quarter Page
Virtual Event	★	★	★	★

## **GIRL POWHER MISSION**

Our mission is to empower young women mentally, emotionally and physically to promote school and community engagement ensuring each girl reaches her full potential.

## **ABOUT YOUTHPower365**

The Vail Valley Foundation's YouthPower365 is a 501(c)3 nonprofit organization with an extraordinary history of serving children and families throughout Eagle County. Our mission is to provide extended learning year-round that inspires, educates, and empowers the youth and families of Eagle County from cradle to career-readiness.

*For more information please contact:*

*Euginnia Seyferth ([eseyferth@vfv.org](mailto:eseyferth@vfv.org)) or Rachel Strommen ([rstrommen@vfv.org](mailto:rstrommen@vfv.org))*