



Create Now

Empowering youth through
arts education and mentoring

CREATE NOW FASHION SHOW





Create Now's Mission

Our mission is to empower youth from ages 3 to 24 (transition age) through arts education and mentoring, with the goal of assisting them to get out of poverty and into jobs and careers.

Create Now focuses on the most vulnerable kids who have been abused, neglected, left orphaned, homeless, victims of domestic violence and sex trafficking, on probation, incarcerated, and facing similar challenges: the “forgotten children” who have fallen through the cracks.





Create Now Programs



Our workshops in music, visual arts, writing, performance, digital media, fashion and culinary arts take place at 100+ emergency shelters, foster group homes, rehab centers, detention facilities, and mental health agencies throughout the Greater Los Angeles area and adjacent counties.

We also teach at-risk students in pre-schools, Title 1, continuation and charter schools.



Every year, Create Now brings thousands of kids and families to concerts, plays, museums and other *Cultural Journeys* at premier venues in the region.

We also produce community events, like our *Power of the Arts Festivals* and mural projects.



The Fashion Industry

- Did you know that Los Angeles generated 87,600 jobs in the fashion industry during 2018?
- This is 24% more workers than in New York!
- The fashion sector accounted for the second largest share of creative jobs in Los Angeles County, contributing nearly 1 in 5 jobs of the creative industries' total employment.
- The average fashion industry worker makes \$66,000/year.
- In Los Angeles and Orange Counties, the fashion industry accounted for payrolls totaling \$4.4 billion annually.



Create Now Fashion Show - Overview



Thanks to the [GO Campaign](#), Create Now has launched two *Fashion Design* workshops for 30 teenage foster youth who live at two large group homes: (1) [Maryvale](#) (formerly the Los Angeles Orphanage) in Rosemead, and (2) [Hillsides](#) in Pasadena.



We seek sponsors to host a fundraising benefit for Create Now where students can meet fashion designers and others who may offer internships and jobs. This will also raise funds for Create Now so we can expand all our arts programs to reach 4,000 more youth next year.



Create Now Fashion Show

While two Fashion Shows will be the highlight of our benefit, this will be a fun and creative event:

- ❖ Delicious food and drinks
- ❖ Fabulous auction items
- ❖ DJ and Live Music
- ❖ Design beautiful jewelry
- ❖ Win great raffle prizes
- ❖ Enjoy our Photo Booth

And so much more! Meet like-minded people while making a difference in these teenage orphans' lives, and help Create Now to serve 4,000 more kids.





What Your Sponsorship Means



The *Create Now Fashion Show* benefit is a fantastic opportunity for your company:

- Increase your brand awareness;
- Reach a wider demographic;
- Give your employees the chance to volunteer and give back to the community; and
- Get a return on your investment through the promotion of your services through Create Now.



More importantly...

Your support will enable the 30 teenage foster youth in our fashion classes with the chance to celebrate their accomplishments, learn new skills, and make valuable contacts that could lead to jobs and careers.

At the same time, Create Now will receive much needed funds so that our 501 (c)(3) nonprofit can expand programs in music, photography, dance, writing - all of the arts - to 4,000 more needy kids next year.





Logistics



The *Create Now Fashion Show* will be held at [The Vortex](#), located just east of DTLA and close to the 10 freeway.

Two Fashion Shows will take place on **Saturday, February 20** at different times:

- (1) a community event that is family-oriented from 1:00-3:30pm; and
- (2) an exciting bash for adults from 7:00-9:30pm.

We anticipate 300-500 guests including media, celebrities, Influencers and fashionistas. Tickets for both shows will be \$30 in advance and \$40 at the door.



Sponsorships

Presenting Title – Champion Sponsor \$30,000

- Presenting Title Sponsor recognition on printed and digital marketing materials: *“Create Now Fashion Show Presented by (Your Company),”* plus your logo;
- Company Signage at the entrance;
- Company Signage on the step-and-repeat backdrop;
- 60-seconds on screen of full-slide ad in Digital Tribute Journal;
- Inclusion in Media Alerts and Press Releases sent to 400+ media contacts;
- Promotion on any radio/TV interviews conducted;
- 12 dedicated Social Media posts;
- Newsletter and website recognition;
- Promotion via high-quality video showcasing the event and your contribution;
- 5-minutes of mic time to share info about your company;
- Amplification of your brand via three Influencer marketing campaigns;
- 50 tickets to the *Create Now Fashion Show*;
- 20 tickets to the *iPalpiti Orchestra* at Walt Disney Concert Hall in July 2020; and
- 20 tickets to the Hollywood Bowl in July or August 2020.



Sponsorships

Luminary Sponsor

\$20,000

- Recognition with company logo on printed and digital marketing materials;
- 50-seconds on screen of full-slide ad in Digital Tribute Journal;
- Listed in *Thanks to All Our Sponsors* ad in Digital Tribute Journal
- Inclusion in Media Alerts and Press Releases sent to 400+ media contacts;
- 10 dedicated Social Media posts;
- Newsletter and website recognition;
- Promotion via high-quality video showcasing the event and your contribution;
- 3-minutes of mic time to share info about your company;
- Amplification of your brand via two Influencer marketing campaigns;
- 30 tickets to the *Create Now Fashion Show*;
- 15 tickets to the *iPalpiti Orchestra* at Walt Disney Concert Hall in July 2020; and
- 15 tickets to the Hollywood Bowl in July or August 2020.



Sponsorships

Hero Sponsor \$10,000

- Recognition with company logo on all digital marketing materials;
- 40-seconds on screen of half-slide ad in Digital Tribute Journal;
- Listed in *Thanks to All Our Sponsors* ad in Digital Tribute Journal
- 6 dedicated Social Media posts;
- Newsletter and website recognition;
- Promotion via high-quality video showcasing the event and your contribution;
- Amplification of your brand via one Influencer marketing campaign;
- 20 tickets to the *Create Now Fashion Show*;
- 12 tickets to the *iPalpiti Orchestra* at Walt Disney Concert Hall in July 2020; and
- 12 tickets to the Hollywood Bowl in July or August 2020.





Sponsorships

Dreammaker Sponsor \$5,000

- Recognition with company logo on digital marketing materials;
- 30-seconds on screen of half-slide ad in Digital Tribute Journal;
- Listed in *Thanks to All Our Sponsors* ad in Digital Tribute Journal
- 4 dedicated Social Media posts;
- Website recognition;
- Promotion via high-quality video showcasing the event and your contribution;
- 10 tickets to the *Create Now Fashion Show*;
- 10 tickets to the *iPalpiti Orchestra* at Walt Disney Concert Hall in July 2020; and
- 10 tickets to the Hollywood Bowl in July or August 2020.



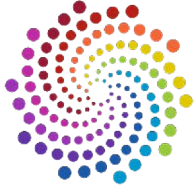


Sponsorships

Visionary Sponsor \$3,000

- Recognition with company logo on digital marketing materials:
- 20-seconds on screen of quarter-slide ad in Digital Tribute Journal;
- Listed in *Thanks to All Our Sponsors* ad in Digital Tribute Journal
- 2 dedicated Social Media posts;
- Website recognition;
- Promotion via high-quality video showcasing the event and your contribution;
- 6 tickets to the *Create Now Fashion Show*;
- 6 tickets to the *iPalpiti Orchestra* at Walt Disney Concert Hall in July 2020; and
- 6 tickets to the Hollywood Bowl in July or August 2020.





Sponsorships

Advocate Sponsor \$1,000

- Recognition with company logo on digital marketing materials;
- 10 seconds on screen of quarter-slide ad in Digital Tribute Journal;
- Listed in *Thanks to All Our Sponsors* ad in Digital Tribute Journal
- 1 dedicated Social Media post;
- Website recognition;
- Promotion via high-quality video showcasing the event and your contribution;
- 4 tickets to the *Create Now Fashion Show*;
- 4 tickets to the *iPalpiti Orchestra* at Walt Disney Concert Hall in July 2020; and
- 4 tickets to the Hollywood Bowl in July or August 2020.





Sponsorships

Friend Sponsor \$500

- Listed in *Thanks to All Our Sponsors* ad in Digital Tribute Journal;
- Website recognition;
- 1 shared Social Media post;
- Promotion via high-quality video showcasing the event and your contribution;
- 2 tickets to the *Create Now Fashion Show*;
- 2 tickets to the *iPalpiti Orchestra* at Walt Disney Concert Hall in July 2020; and
- 2 tickets to the Hollywood Bowl in July or August 2020.





Social Media Reach

Create Now is building our followers through daily posts on these sites, along with LinkedIn, Google and Pinterest. We buy ads to boost our outreach, and we're also connecting with top Influencers on IG.



9,439 Followers



2,037 Followers



940 Followers



6,614 Newsletter Subscribers



Thank you!

**We greatly appreciate your support of the
Create Now Fashion Show Benefit!**





Next Steps

- ❖ The Digital Tribute Journal will be shown on large screens throughout the event and featured on YouTube, the Create Now website and social media. Printing and Digital Tribute Journal specs will be sent to you.
- ❖ Once we know your desired sponsorship tier, you will receive an agreement. When completed, Create Now staff will contact you to discuss event arrangements, sponsorship benefits and recognition for your company.
- ❖ For any questions, call our Founder and CEO Jill Gurr at (213) 747-2777 x 1, or email jill@createnow.org.

**All materials will be sent for your approval
before going to print.**



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