



CATWALK

SPONSORSHIP PROSPECTUS

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DIRECTOR'S NOTE

Dear Prospective Sponsor,
It gives me great pleasure to introduce to you CATWALK 2020. As a **100% non-profit student-run fashion show**, we pride ourselves on celebrating innovative fashion and on prioritising our philanthropic nature throughout our campaign.

Since it's revival in 2015, CATWALK Charity Fashion Show has firmly established its reputation as the most accessible student-run fashion show in the St. Andrews University community. By providing an insight into who we are and what we have already achieved, we hope this will encourage you to consider sponsoring CATWALK 2020 in what is expected to be our biggest year yet!

As this year's Director, I couldn't be more excited to oversee our fantastic committee, and forge lasting relationships that ensure CATWALK can continue to thrive. Having experienced impressive growth in the past 5 years, I hope to continue our previous successes of creative enterprise and exciting partnerships.

I look forward to welcoming you to CATWALK 2020.

Yours faithfully,

Isi Webb-Jenkins



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ABOUT CATWALK

CATWALK sits within the University of St Andrews Charities Campaign and comprises of a yearly creative campaign, culminating in our fashion show, held annually in March. Every aspect is created and organised by students, and every penny gathered in revenue from ticket sales and other fundraising activities is donated straight to our 3 nominated charities, generating an annual charity total which is on average 1000% of our original budget.

CATWALK provides a platform for up-and-coming student designers, but equally for well-established high street brands. Through our photo and video shoots, as well as other creative production opportunities, we are keen to combine the talent of our team and the ingenuity of other creators to publish innovative creative content.

CATWALK is known for accessibility, pushing creative boundaries and a galvanising charitable objective. In the next year, we will continue to maintain our mission and strive to expand our charitable achievements.

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400
GUESTS

29
COMMITTEE
MEMBERS

22
MODELS

100%
TO CHARITY

35
SPONSORS

£10,000
RAISED

LAST YEAR



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2020 CREATIVE VISION

For CATWALK 2020, I thought it was time to throw aside the moody and broody which has been commonplace in student fashion shows. **PLAYTIME 2020** aims to embrace the playful, approachable nature that is integral to CATWALK.

Inspired by icons such as Iris Apfel, and brands such as COLLUSION, bright colours and bold graphics will set CATWALK apart from the crowd, and ensure a memorable and exciting year for the brand.

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FUNDRAISING

CATWALK is a major contributor to the wider **University of St Andrews Charities Campaign**, and we both pride ourselves and are grateful for our ability to donate **100%** of all revenue from our ticket sales and fundraising events to our fundraising total. **Since our revival in 2015, we have raised over £45,000 for incredible causes.**

The University of St Andrews Charities Campaign consistently raises over **£100,000** each year for the 3 nominated charities, voted for by students of the university – a local, national, and international charity.

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CHARITIES

THE YARD runs adventure play services for disabled children, young people and their families, through their 3 locations based in the east of Scotland. They create a haven for both the children and their parents and carers, allowing the children to feel more accepted and confident, and their parents to enjoy their time with their child and be better informed about their child's disability.

CALM - The Campaign Against Living Miserably focuses on raising awareness and providing support for those suffering with their mental health, and in particular male mental health. They tackle the biggest killer of men under 30 - suicide - through their helplines, their supportive communities across the country, and through their highly impactful campaigns.

Women for Women, from their founding in 1933, have been helping female survivors of war rebuild their lives and choose their own futures. By implementing their one-year programme, they teach women from war-torn countries marketable skills, business skills so that they can manage their money, and knowledge about their physical health.

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GET INVOLVED

CATWALK is incredibly grateful for the support of previous sponsors; their efforts, big or small, have ensured the success and growth of the brand and our charitable potential.

CATWALK 2020 offers opportunities for:

- **Corporate Partnerships**
- **Official Sponsor Status**
- **Event ‘Goodie Bag’ Sponsorship**
- **Sponsorship event collaborations**
- **Fashion and Design collaborations**
- **Clothing Sponsorship**

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WHAT WE CAN OFFER

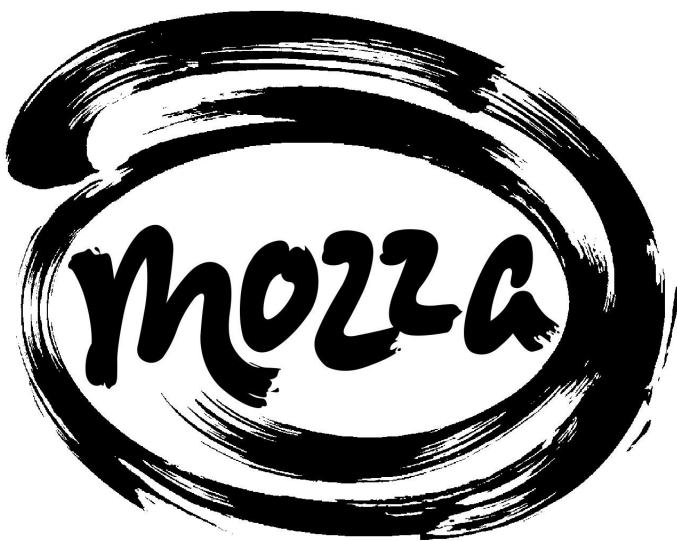
CATWALK 2020 offers our sponsors the opportunity to expand both their geographic and demographic reach. With a comprehensive, collaborative sponsorship arrangement, we will personally tailor any agreement to ensure it resembles the lasting and mutually beneficial relationship we aim to foster. Your brand will be associated with the established philanthropy of the CATWALK brand and our 3 worthy causes, as well as the talented new designers and creatives featured in our show.

MARKETING OPPORTUNITIES

- Access to the student demographic and a network of global alumni
- Posts of recognition on all social media platforms to a reach of 7000+ people
- Opportunity for collaborative events showcasing your brand and/or products
- An opportunity to direct a sponsorship photo shoot advertising your brand
- Your name/brand logo displayed on advertising screens to over 400 guests and sponsors
- Professional photographs of your items on the CATWALK runway
- Fully integrated interaction between CATWALK's and your own social platform
- Tickets to attend the show in March 2020

PREVIOUS SPONSORS...

JACK
WILLS



EDEN.MILL
ST ANDREWS

Boux
— AVENUE —

• CANDY KITTENS •
GOURMET SWEETS

Fairmont
ST ANDREWS



極度乾燥(しなさい)
Superdry.



KEMBACK HOUSE

ROGUE

A UNIQUE HISTORIC HOUSE IN THE EAST NEUK OF FIFE



PROPER
CORN
Done Properly.



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THANK YOU!

Please do not hesitate to contact CATWALK if you have any questions or require further information. We look forward to working with you.

Director: Isi Webb-Jenkins
catwalkstandrews@gmail.com

Head of Sponsorship: Grace Thorner
catwalksponsorship@gmail.com

Head of Fashion: Alaia Nicholson
catwalkfashionspon@gmail.com

Visit our pages:

www.catwalkstandrews.com

<https://www.facebook.com/CatwalkStAndrews>

<https://www.instagram.com/catwalkfashionshow>

<https://www.facebook.com/StAndrewsCharities>

Scottish Registered Charity number SCO19883

Graphics by Amy Pears

