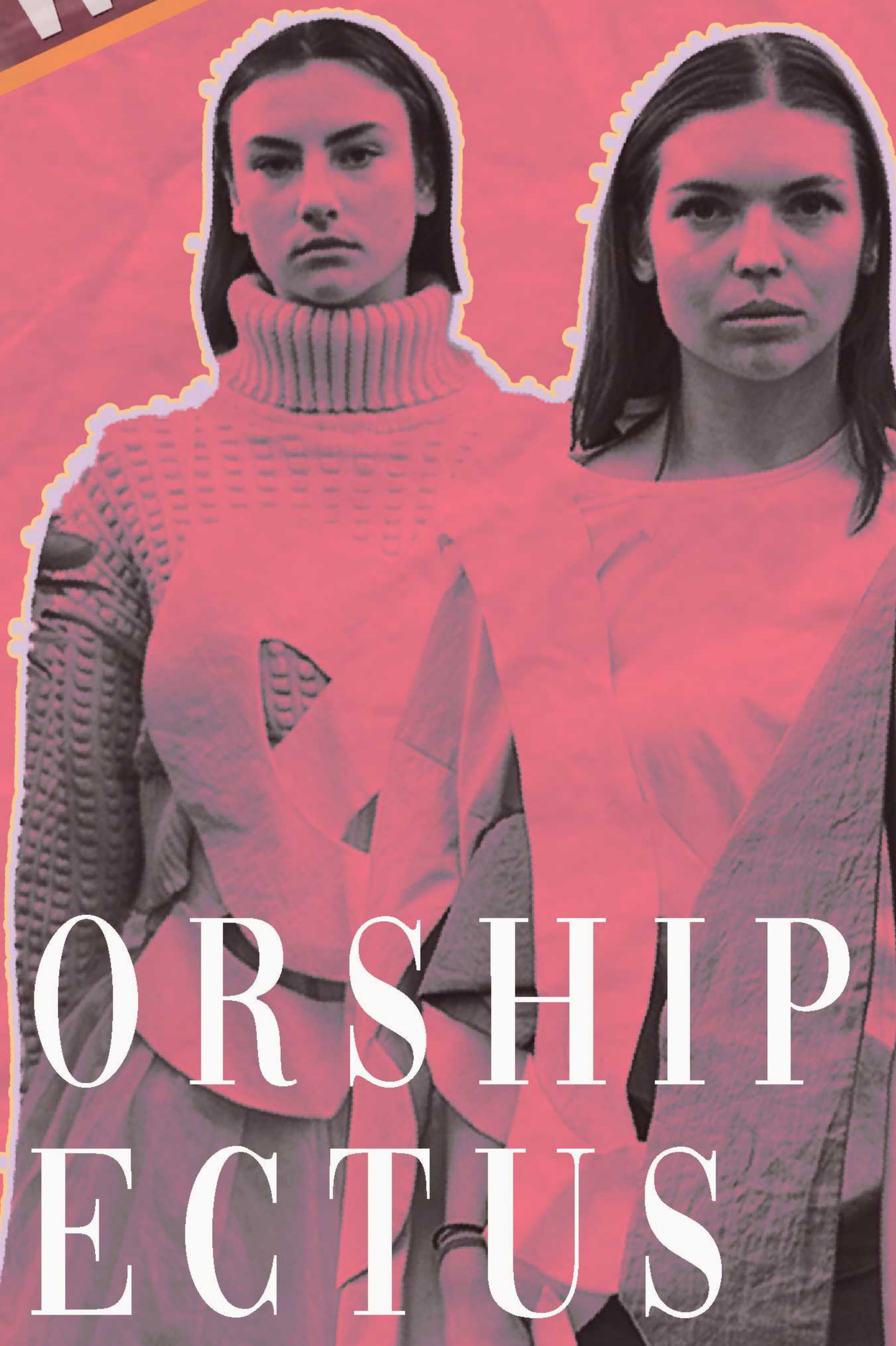




CATWALK



SPONSORSHIP
PROSPECTUS

C O N T E N T S



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DIRECTOR' S NOTE

Dear Prospective Sponsor,

It gives me great pleasure to introduce to you CATWALK 2022. As a 100% non-profit, student-run fashion show, we pride ourselves on creating an inclusive space to celebrate innovative fashion and on prioritising our philanthropic nature throughout our campaign.

Since its 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 to encourage you to consider sponsoring CATWALK 2022 in what is expected to be our biggest year yet! As this year's Director, I genuinely could not be more excited to oversee our fantastic committee and to forge lasting relationships that ensure CATWALK can continue to thrive for years to come. Having experienced impressive growth in the past 7 years, I hope to continue building upon our previous successes of creative enterprise and exciting partnerships.

I look forward to welcoming you to CATWALK 2022.

Yours faithfully,

Kate Tempel

GET TO KNOW CATWALK

Our fashion show sits within the University of St Andrews Charities Campaign and consists of a year-long creative campaign, culminating in our annual fashion show in the early spring. Every aspect is created for and organised by students. Every penny of revenue from ticket sales and other fundraising activities is donated directly to our 3 nominated charities, generating an annual charity total which is on average 500% of our original budget.

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

CATWALK is known for our unparalleled accessibility, our ability to push creative boundaries and for galvanising charitable objectives. In the next year, we will continue to maintain our mission and strive to expand our charitable achievements.



OUR LAST SHOW

400 guests

34 committee members

22 models

30+ sponsors

£13,000+ raised

100% philanthropic



2022 CREATIVE VISION

For CATWALK 2022, I hope to continue to throw aside the moody and broody which has been commonplace in student fashion shows in favor of a fun exploration of clothes as a means of self-expression. UNCOVER 2022 aims to embrace the raw, playful nature that is integral to CATWALK, while exploring the role of fashion in a post-lockdown world.

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





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.

CHARITIES

LoveOliver is dedicated to improving the quality of life for children and their families in Scotland diagnosed with cancer through provision of appropriate financial and practical support, and the development of new treatments through research. LoveOliver is committed to raising awareness of childhood cancer and its impact on families, to encourage volunteering and fundraising to be able to help them, and to bring about a brighter future for childhood cancer treatment and prognosis.

Shelter Scotland's services, research and campaigns come together to advocate for the best possible outcomes for people in housing need through tangible support and legal services. They do this by providing practical support and advice to people experiencing bad housing or homelessness, by informing professionals, and by campaigning for legislative change.

International Justice Mission partners with local authorities in 24 programme offices in 14 countries to combat slavery, violence against women and children, and police abuse of power against people who are in poverty. IJM works to bring victims of violence and abuse to safety and protection, hold perpetrators accountable, and help local law enforcement build a safe future that lasts.

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 2022 offers opportunities for:

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

CATWALK 2022 offers our sponsors the opportunity to expand both their geographic and demographic reach. With a comprehensive, collaborative sponsorship arrangement, we commit to tailoring any collaboration agreement to ensure that it appropriately reflects the lasting, personal, and mutually beneficial relationship that we aim to foster. Your brand will be associated with the established philanthropy of CATWALK and our 3 worthy causes, as well as the talented 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



OUR PREVIOUS SPONSORS

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EDEN.MILL



Jude's

EMILY
CRISPS®

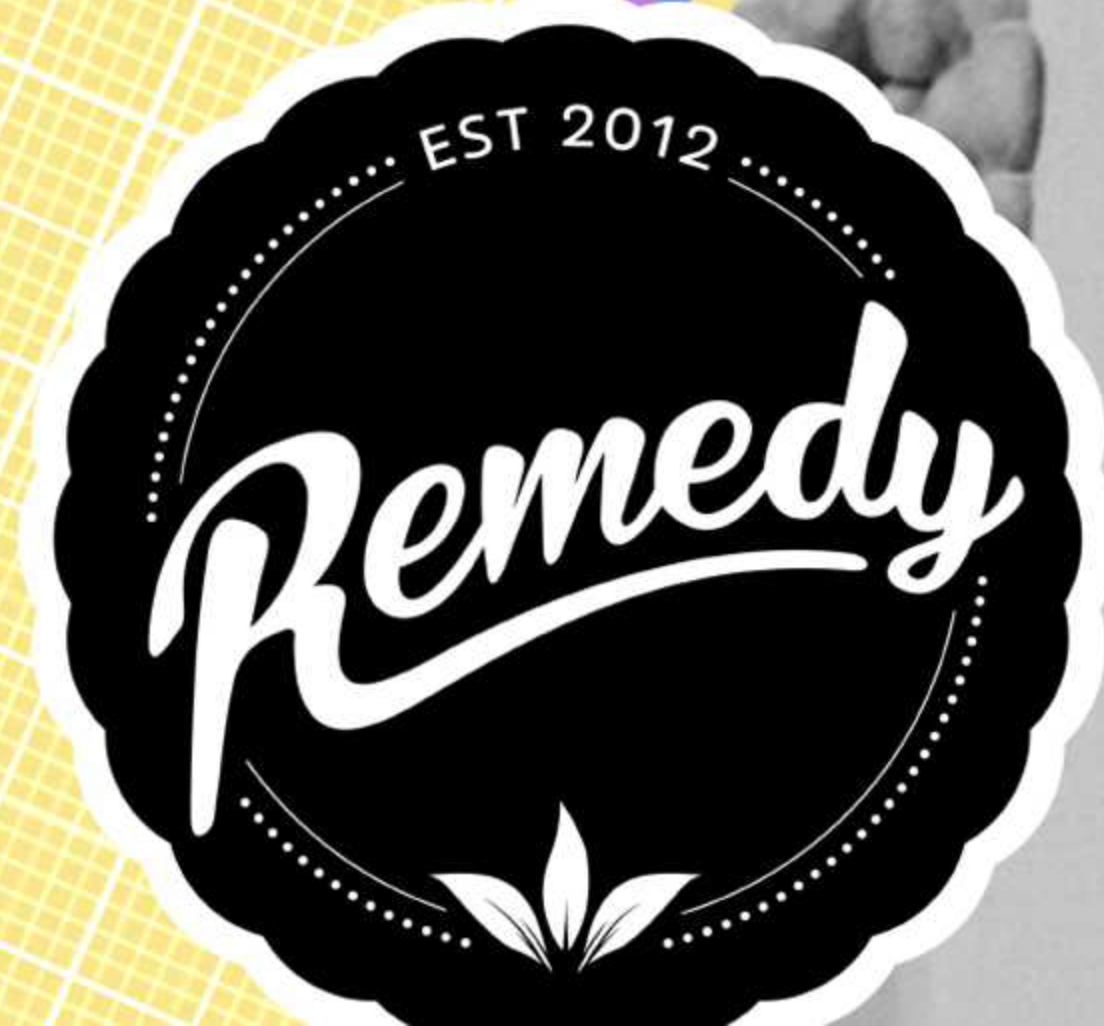
JACK
WILLS



BADACHRO
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極度乾燥(しなさい)
Superdry®

PROPER CORN



THANK YOU!

Please do not hesitate to contact CATWALK if you have any questions or require further information. We cannot wait to work with you.

Director: Kate Tempel

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catwalksponsorship@gmail.com

Head of Fashion: Laura Blundy Jones

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 SC019883

Graphics by Rada Georgieva

