



THREADS THAT CONNECT 2024  
ПЕРЕПЛЕТЕНІ ДОЛІ 2024

# FASHION SHOW



SATURDAY SEPTEMBER 28  
Allard Hall  
MacEwan University  
7:30 p.m.  
Tickets starting at \$20  
acuarts.ca



For more information visit [acuarts.ca](http://acuarts.ca) or call (780)488-8559

## SPONSORSHIP PACKAGE





## About Threads That Connect Fashion Show

The Threads that Connect Fashion Show was first hosted by the Alberta Council for the Ukrainian Arts (ACUA) and the Ukrainian Resource Development Centre (URDC) in 2021. The fashion show will be hosted in the heart of MacEwan University in the atrium of Allard Hall. Our fashion show will feature several contemporary textile designers from Ukraine, a VIP reception, and silent auction. The next day, ACUA and URDC will host a personal shopping experience at ACUA to purchase the clothing and accessories featured at the fashion show.

## Why Sponsor Threads That Connect?

- Demonstrate your commitment to the arts.
- Give back to the community.
- Support emerging and newcomer artists.
- Receive extensive media coverage across various platforms.
- Engage a targeted marketing audience.
- Empower professional fashion designers from war-torn Ukraine.
- Help create a unique, fun, and immersive experience for Edmontonians.

# Join us in creating an unforgettable event that celebrates both style and solidarity!

Champion and cultivate Ukraine's cultural richness by partnering with ACUA and URDC to sponsor Threads that Connect fashion show. In a time marked by resilience and strength, we extend our invitation to support Ukrainian fashion designers who have persevered through the challenges of war. Your partnership will not only showcase their talent but also stands as a testament to the enduring spirit of Ukrainian craftsmanship.



## Designer Champion

3 Opportunities: Honour our fashion designers' perseverance and talent by flying them to Edmonton and hosting them at MacEwan University Residence Hotel.

- Recognition on Threads that Connect webpage and other relevant marketing collateral.
- Recognition during the runway show from the MC.
- Logo placement on the souvenir ticket.
- Logo placement on the Threads that Connect website with links to the sponsors business.
- Provide a customized welcome letter and branded gift for the fashion designer.
- Receive up to 3 tagged mentions across our social media platforms when the designer is featured.

**\$4000**

## Culinary Connoisseur

Opportunity: Enhance the overall VIP experience by hosting refreshments for the VIP audience.

- Recognition on Threads that Connect webpage and other relevant marketing collateral.
- Recognition at the VIP reception.
- Logo placement at the bar and refreshment table.
- Receive 1 tagged mention across our social media platforms when the VIP reception is featured.
- Recognition from the VIP Reception Committee Chair during the VIP reception.

**\$3500**

## Style Influencer

Opportunity: Enhance the overall VIP experience by providing immediate value to swag recipients.

- Recognition on Threads that Connect webpage and other relevant marketing collateral.
- Recognition at the VIP reception.
- Logo placement on swag bag.
- Recognition from the VIP Reception Committee Chair during the VIP reception.

**\$2500**

## Rhythm and Runway Star

Opportunity: Show your support to our musicians and connect with the audience by providing a memorable, enjoyable, and unique experience.

- Recognition on Threads that Connect webpage and other relevant marketing collateral.
- Recognition at the VIP reception and during the runway show.
- Logo placement on the entertainment stage.

**\$2000**

## Décor Enthusiast

Opportunity: Be an integral part of setting the scene for the fashion show.

- Recognition on Threads that Connect webpage and other relevant marketing collateral.
- Recognition at the VIP reception.
- Logo placement in or near the table arrangements.

**\$1500**

## Glamour Guru

Opportunity: Show your support to our volunteers by providing professional hair and makeup service for the models participating on the runway.

- Recognition on Threads that Connect webpage and other relevant marketing collateral.
- Logo placement at dressing stations.

**\$1000**

# PROCEEDS FROM THE THREADS THAT CONNECT FASHION SHOW WILL SUPPORT THE OPENING DOORS MENTORSHIP PROGRAM

Opening Doors Mentorship Program offers an invaluable experience for emerging and newcomer artists to receive personalized, one-on-one guidance from experienced, professional Canadian artists in their fields of practice.

Mentees will gain insight into the Canadian arts industry by participating in one-on-one mentoring sessions, networking events, and professional development workshops allowing them to gain insight, advice, and constructive feedback tailored to their individual needs and goals, accelerating their growth and development as an artist in Canada.

Professional development workshops will aim to foster community, build networking skills, and promote engagement among program participants. These sessions will allow mentees to learn from experienced professionals, connect with like-minded peers, and develop working relationships that will extend through the life of the mentorship program. It will also assist newcomer artists in settlement in their community.

At the conclusion of the program, mentees will have the opportunity to showcase their growth and accomplishments. ACUA and CARFAC Alberta are committed to providing participants with the opportunity for exhibition, joining a local arts collective, and offering teaching and learning opportunities. This will provide mentees with the opportunity to reflect on their learning and apply it.

Being a professional artist in Canada comes with challenges. It's important to create targeted programming for emerging and newcomer artists that is personalized, allows for skill development, and career advancement. Receiving tailored feedback and creating a community of learning will allow emerging and newcomer artists to receive tailored feedback, industry specific insight, and resources to enhance their craft. Communities of learning are great mediums for adults to learn; fostering collaboration and creating a sense of belonging while learning takes place. The Opening Doors mentorship program will empower emerging and newcomer artists to navigate the challenges of the arts industry and confidently pursue their artistic aspirations.



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UKRAINIAN RESOURCE AND  
DEVELOPMENT CENTRE

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