



it's a (fashion•art•design) show

Friday, May 10, 2024 | Mount Mary University

SPONSORSHIP OPPORTUNITIES

WHAT: CREO, Latin for *to make, create or produce*, is an annual celebration highlighting student work from fashion, studio art, graphic design, and interior architecture. The celebration culminates in a student-run FASHION SHOW highlighting the collaborative and creative efforts of our design and merchandise management majors. The show draws an audience of up to 1,000 attendees.

WHEN: Friday, May 10, 2024 • Shows at 1 p.m., 5 p.m. and 7:30 p.m.
Mount Mary University • Alumnae Dining Room
2900 North Menomonee River Parkway
Milwaukee, WI 53222

WHY: The cost and effort required to produce a fashion show of this scale are significant. Almost half the expenses come from ticket sales, so there is a need to raise over \$20,000 through sponsorships to underwrite the remaining expenses.

YOUR IMPACT: The collaborative planning and production of this event teaches students the value of teamwork, accountability, clear communication, organization, budgeting, and goal setting through hands-on experiences. Mount Mary not only prepares students with the practical coursework and technology required for success in today's fashion industry careers, but emphasize the development and practice of crucial 'soft skills' in high demand by today's employers.

“ Participating in the Fashion Show Coordination class to create the 2023 CREO fashion show was an incredible experience for me as it pushed me out of my comfort zone and helped me grow as a creative. It also taught me the importance of teamwork and collaboration as I pursue my career aspirations. ”

– Jessica Rodriguez, Merchandise Management '24



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Your investment in the CREO fashion show positively impacts Mount Mary students and helps to elevate art and fashion in Southeastern Wisconsin.

Sponsorship Levels:	PREMIER SPONSOR \$5,000 (ONE AVAILABLE)	COUTURIER SPONSOR \$2,500	TAILOR SPONSOR \$1,500	APPRENTICE SPONSOR \$500	SPOTLIGHT SUPPORT \$100
Recognized as Presenting Sponsor	●				
Video Message at the Event	●				
MMU Magazine Spotlight	HALF PAGE				
Listed on Postcard Invitation (if committed by March 1, 2024)	●	●			
Invitation to President's Reception (May 10, 2024)	●	●			
Personalized Social Media Post	●	●	●		
Invitation to Rack Check Reception (March 20, 2024)	10 TICKETS	6 TICKETS	4 TICKETS		
CREO Tickets	10 FRONT ROW TICKETS	6 TICKETS	4 TICKETS	2 TICKETS	
Drink Tickets* (2 tickets per guest)	●	●	●	●	
Recognized on Promotional Materials	●	●	●	●	●

* Drinks only available at the 5 p.m. and 7:30 p.m. shows

A portion of all sponsorships are used for a materials stipend to enhance the senior collections with quality materials.

“ Being a designer for the CREO 2021 video production helped me rethink how to portray my designs to the world. In our digitally-collaborative world, the fashion industry relies on virtual communication of ideas, sketches and more. I was also in the Fashion Show Coordination class and learned to build strong cross-functional relationships, practice management and apply event coordination skills in a real-life way. I learned how to adapt these new skills on the job to achieve a major goal. ”

– Sonje Kozinski, Fashion Design '21 | ASSISTANT DESIGNER, LANDS' END



QUESTIONS ABOUT SPONSORSHIPS, CONTACT:

Amy LaMacchia

Senior Director of Advancement
Mount Mary University
lamaccha@mtmary.edu | (414) 930-3343

TO LEARN MORE ABOUT CREO:





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SPONSORSHIP AGREEMENT

Contact Information:

Contact Person _____

Organization Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Event Sponsorship Level:

- \$5,000 Presenting Sponsor
(Commit by March 1 to receive all sponsor benefits.)
- \$2,500 Couturier Sponsor
- \$1,500 Tailor Sponsor
- \$500 Apprentice Sponsor
- \$100 Spotlight Supporter
- I am unable to sponsor and attend the event
but would like to make a donation of \$_____



Participating in the CREO fashion show gave me the creative and technical confidence to enter the fashion industry after completing my degree. I was able to challenge myself by learning and applying new skills for my senior collection that resulted in awards and propelled me forward in my career!



– Daisy Pellett, Fashion Design '22
ASSISTANT DESIGNER, KOHL'S

Payment Information:

- Check enclosed payable to Mount Mary University
- This is a pledge, please invoice me
- To pay by credit card click **here**.

Please return at your earliest convenience to:

- Amy LaMacchia at lamacchia@mtmary.edu
- MOUNT MARY UNIVERSITY**
Attn: Advancement Office NDH 154
2900 North Menomonee River Parkway
Milwaukee, WI 53222

An acknowledgment will be provided for tax purposes.



QUESTIONS? Contact Amy LaMacchia at lamacchia@mtmary.edu or (414) 930-3343.