

# PIVOT

THE ART OF FASHION

## SPONSOR Invitation

Dear Friends and Patrons of the Arts,

As Santa Cruz County and our country open up and move past this pandemic we feel it is time to celebrate art again, in person and live with a return to the runway!

With this in mind we hope you will consider joining us as one of our sponsors when ***Pivot: The Art of Fashion*** returns to the historic Rio Theatre on September 25 for a live runway event. We have an incredible lineup of artists and designers set to enchant us with all they have been working on during this past year, as well as surprise musical and performance artists. It's sure to be a fabulous evening and one that will have all of us thankful to be part of such a strong art community!



***Pivot: The Art of Fashion*** contributes to our community's creative culture by showcasing pieces by both emerging and well-known artists and designers. We, Pivot's producers, have over 20 years' experience in the art and fashion industry, which helps us create lush events, along with opportunities and support for our participants. *Pivot* showcases the work of cutting-edge fashion designers' handmade garments and artist's concept driven, wearable art pieces in live runway events. This not your typical fashion show. Pivot's runway shows feature a surprising and delightfully diverse mix of age, gender, size, ethnicity and sexual orientation/identification – inspiring a broad range of what defines beauty and who might wear exquisite and interesting clothing. Artists and Designers show their unique creations together with live performances that includes surprise twists that keeps the audience on the edge of their seats and makes this an important and memorable Santa Cruz tradition.

***Pivot: The Art of Fashion*** is a sponsored project of the **Arts Council of Santa Cruz County** and your sponsorship of ***Pivot: The Art of Fashion*** is tax deductible.

We appreciate your review of the Sponsor packages below and look forward to your participation when ***Pivot: The Art of Fashion*** returns to the runway in Santa Cruz.

[pivot-artfashion.com](http://pivot-artfashion.com)

Please contact us if you have any questions or need additional information.

**Tina Brown** t.brown.pivot@gmail.com / **Rose Sellery** r.sellery.pivot@gmail.com



## SPONSORSHIP LEVELS

### Friend – \$500

- 2 Premium Runway Seating Tickets
- 2 VIP Reception entries
- Name Listing in Pivot Event Program
- Name Listing on Pivot website
- Logo in rotating Logo projection on screen pre-and post-event

### Patron – \$1,000

- 4 Premium Runway Seating Tickets
- 4 Sponsor Reception and exclusive pre-show access to the Designer's Market
- Logo on Pivot Facebook site and a FB Shout Out
- Logo in Pivot Event Program
- Logo inclusion in Print Ads
- Logo with link on Pivot website
- Logo in rotating Logo projection on screen pre-and post-event
- Logo recognizing you as a sponsor on official Pivot postcard
- Logo recognition on official Pivot poster

### Benefactor – \$2,000

- 6 Premium Runway Seating Tickets
- 6 Sponsor Reception and exclusive pre-show access to the Designer's Market
- Logo on Pivot Facebook and a FB Shout Out
- Logo in Pivot Event Program
- Logo inclusion in Print Ads
- Logo with link on Pivot website
- Logo in rotating Logo projection on screen pre-and post-event
- Logo recognizing you as a sponsor on official Pivot postcard
- Logo recognition on official Pivot poster
- Full email sponsorship on all email "save the dates," invites, and announcements for 30 days prior to event
- Emcee recognition from Stage



## SPONSORSHIP LEVELS

### Angel- \$5,000

- 12 Premium Runway Seating Tickets
- 12 Sponsor Reception and exclusive pre-show access to the Designer's Market
- Logo on Pivot Facebook and a FB Shout Out
- Logo in Pivot Event Program
- Logo inclusion in Print Ads
- Logo with link on Pivot website
- Logo in rotating Logo projection on screen pre-and post-event
- Logo recognizing you as a sponsor on official Pivot postcard
- Logo recognition on official Pivot poster
- Full email sponsorship on all email "save the dates," invites, and announcements for 30 days prior to event
- Emcee recognition from Stage
- Logo on our "Step and Repeat" photo backdrop during the event
- Top billing as in "presented by" on all our print media

Please send your tax-deductible sponsorship donation to:

**Arts Council Santa Cruz County**  
**1070 River Street, Santa Cruz CA 95060**  
**(Please include Pivot: The Art of Fashion in the memo line)**

OR, to donate online through the Arts Council Santa Cruz County secure website:

**<https://www.artscouncilsc.org/donate>**  
**(Please include Pivot: The Art of Fashion in the "Additional Comments" section)**

Thank you again for your consideration.

Sincerely,  
Tina Brown and Rose Sellery  
CoDirectors, Pivot: The Art of Fashion