



Corporate Partnership Opportunities
*We need **more than clothes** to outfit people for success!*

The Wardrobe works to eliminate clothing insecurity. Whether in need of an outfit for work or everyday life, our shoppers receive free clothing along with our STAR Treatment - Styling, Time, Advice & Respect. *With your corporate support, The Wardrobe will help 6,000 people shine and soar this year throughout Southeastern PA including our two new locations in Chester County – Kennett Square & Exton, PA!*

While we value your company’s clothing donations and volunteerism, by combining these with a financial contribution we can make your donations go further. Therefore, they come with the most popular ways companies like to engage their employees: clothing drives, volunteer days, and inclusion at our fundraising events.

Partnerships are typically annual contributions that align with the calendar year but can be customized to meet your company’s strategic goals, just ask!

To confirm your partnership, contact Jill Laufenberg, Development Director, jill@wardrobepa.org

Corporate Partner Levels	Support \$2,500	Confidence \$5,000	Opportunity \$10,000	Independence \$25,000
Program Impact: Provide clothing and support for people transitioning to independence	50 outfits	100 outfits	200 outfits	500 outfits
Promotion of Partnership: The Wardrobe shares your support to our network – 7,500 social media followers & 18,000 email subscribers (25% open rate)	Excludes Email	Includes Email	Logo on E-Newsletter	Logo on Website
Good Luck Note Branding: Logo added to “good luck” notes added to each participant Wardrobe Box.	3 Months 375 notes	6 Months 750 notes	9 Months 1,125 notes	All Year 1,500 notes
Clothing Drive: Host a Clothing & Accessories Drive during the partnership year with pickup from our inventory partner.	Included	Included	Included	Included
Volunteer Days: Schedule group volunteer shifts throughout the day (11am-5pm) for 5 volunteers/shift. Optional: End your day with a Sip & Shop Event. Volunteers receive a VIP card for 25% off shopping at The Wardrobe	1 Day	2 Days	3 Days	4 Days
Influencer Circle: Connect your company to our mission by nominating an employee to serve on our Influencer Circle to plan friend raising and networking events.	Included	Included	Included	Included
VIP Party Sponsorship (Spring): The Wardrobe’s version of a gala featuring a cocktail reception & Designer Bag Bingo. Join us in Philadelphia or Kennett Square, PA.	Supporter Sponsor	Influencer Sponsor	Trendsetter Sponsor	Star Sponsor
Fashion Dash Sponsorship (Fall): A virtual FUNDracing event where your team raises money and dashes WEAR they are to support our Wardrobe Box program.	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor

Host a Clothing Drive or an Employee Engagement Day without Sponsorship
There is a small \$250 fee for each Clothing Drive or Volunteer Day for companies without an annual sponsorship.



Event Sponsorship Benefits

Corporate partners have the option to include event sponsorship for The Wardrobe’s two fundraising events as part of their annual partnership package. *Companies who want their sponsorship to be 100% tax-deductible can opt out of these benefits.*

By signing on as a Corporate Sponsor, your company receives marketing and promotional benefits, plus employee engagement. Past sponsors include Haverford Trust, WSFS, Jefferson Health System, Rivers Casino, Independence Blue Cross, Keystone Health System, Littler, Comcast & The Brownstein Group.

VIP Party – Spring 2024

Join The Wardrobe to celebrate the 100,000 stars we have outfitted since opening our doors 29 years ago! The VIP Party is our version of an annual gala and features... Cocktail Reception & Open Bar, Six Games of Designer Game Bingo & Key to Hope for a chance to win packages valued at \$500+.

New for 2024! *Pick your party and celebrate our integration of Wings for Success by joining us either in Southern Chester County or Philadelphia.*

VIP Party Benefits	Guests	Website & Emails	Social Media	VIP Party Bag	Program Benefits
Supporter - \$500	3				
Influencer - \$1,000	4	Listing	2 Post		
Trendsetter - \$2,500	5	Logo	4 Posts	Item/Offer	Call BINGO
Text2Give Sponsor - \$5,000	10	Logo	6 Posts	Item/Offer	Kick Off Giving
Star Sponsor - \$10,000	10	Logo	All	Branded Item	Program Role

Fashion Dash – Fall 2024

Your sponsorship includes tickets to our **Fashion Dash Victory Lap Reception hosted by Porsche of the Mainline** with test drives and food trucks. Our goal is to raise \$40,000 to send 1,500 Wardrobe Boxes for those with transportation barriers or who are outside our region to get clothing WEAR they are.

New for 2024! *Sponsors will receive recognition by having their logo added to our “good luck” notes added to Wardrobe Boxes sent to our participants.*

Fashion Dash Benefits	Victory Lap Tickets	Website & Emails	“Good Luck” Cards	Social Media	Swag Item
Bronze - \$500	2	Listing	125 Cards		
Silver - \$1,000	3	Logo	250 Cards	1 Posts	
Gold - \$2,500	4	Logo	375 Cards	2 Posts	Logo
Platinum - \$5,000	5	Logo	750 Cards	3 Posts	Logo