



A Tradition of Service to All Mankind

PO Box 64971 Phoenix, AZ 85082-4981

Dear Community Partner,

For more than 50 years, the Phoenix AKARAMA Foundation, a 501(c)(3) nonprofit, has hosted **Fashionetta®**, its signature fund raising event. This year's Fashionetta® theme, "**Back with Brilliance**," celebrates the return to an in-person event, after having the event virtually for the last three years. We invite you to join us on **Saturday, December 2, 2023 at the JW Marriott Desert Ridge Resort & Spa**. Over 800 people attended our last in-person event, and we expect this year's event to bring the same level of excitement and engagement. We would be delighted to have you as a corporate sponsor.

Fashionetta® connects the audience with the amazing work of the foundation and an exciting runway fashion show. Funds from the event are used to support the Phoenix AKARAMA Foundation's mission: *To provide programs and services that advance leadership development, encourage academic excellence, improve health, support those in need and educate others about the value of philanthropy*. This includes providing scholarships to college bound students and supporting other programs that directly benefit the Phoenix metropolitan community.

Fashionetta® is a wonderful opportunity for your company to demonstrate its commitment to education and community through its sponsorship of this tradition within the African American community. It would be our honor to connect your commitment to advancing the greater Phoenix community with the Phoenix AKARMA Foundation's dedication to growing awareness and serving children, families and aspiring college students.

We invite you to email us at fashionetta@phxakarama.org and visit our website at www.phxakarama.org for more information and ways you can support the foundation.

Thank you for your consideration and we look forward to speaking with you soon.

Kind Regards,

Shaw E. Gear
President, Phoenix AKARAMA Foundation

Chair, Fashionetta®



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About the Phoenix AKARAMA Foundation

The mission of the Phoenix AKARAMA Foundation is to raise and award funds for programs that advance leadership development, encourage academic excellence, improve health, support those in need, and educate about the value of philanthropy. Current community service programs include:

- **Historically Black College & University (HBCU) Fair** – This annual event is co-hosted by the Phoenix AKARAMA Foundation and Phoenix Community College every September. More than 600 high school students from Phoenix metropolitan area high schools attend along with their parents and counselors. College recruiters and local alumni from many historically Black Colleges and Universities host information tables and workshops are held that address many issues that future college students face. Students receive financial aid and scholarship information packages.
- **Black Brown and College Bound Boot Camp** – Held in partnership with College Depot, the Black Brown and College Bound Boot Camp is an opportunity for students to get the tools and tips necessary to enter a four-year college or university. Workshop topics include everything from understanding and navigating the College Admission Process to college life expectations, financial aid and more. The Black, Brown and College Bound workshop is free and open to all.
- **Health Forums** – The foundation partners with community organizations like the Coalition of Blacks Against Cancer to create events and programming that focus on breast cancer awareness and prevention, heart health, nutrition and wellness, and care for the caregivers.
- **Youth Development Programs** – The foundation partners with area schools, community centers and non-profits to create programming for underserved and underrepresented students. Each summer we host the Komputer Kids Computer Camp at Arizona State University. Open to students at all grade levels, participants move through workshops that offer critical thinking and STEM computer programming opportunities, along with life skills workshops.

Fashionetta 2023 Sponsorship Packages

Premier Sponsor - \$10,000+

- Recognition as Premier Sponsor in press and social media materials
- Recognition from the podium as a Premier Sponsor
- Visibility on the day of the event as a Premier Sponsor
- Digital advertising
- Inclusion of company name on the Phoenix AKARAMA Foundation website
- Reserved seating and tickets for one premium table of 10
- Opportunity to display collateral in the foyer at the event
- Acknowledgement and invitation to attend annual Scholarship Luncheon

Diamond Sponsor \$7,500

- Recognition as Diamond Sponsor in press and social media materials
- Recognition from the podium as a Diamond Sponsor
- Visibility on the day of the event as a Diamond Sponsor
- Digital advertising
- Inclusion of company name on the Phoenix AKARAMA Foundation website
- Reserved seating and tickets for one premium table of 10
- Opportunity to display collateral in the foyer at the event
- Acknowledgement and invitation to attend annual Scholarship Luncheon

Platinum Sponsor \$5,000

- Recognition as Platinum Sponsor in press and social media materials
- Recognition from the podium as a Platinum Sponsor
- Visibility on the day of the event as a Platinum Sponsor
- Inclusion of company name on the Phoenix AKARAMA foundation website
- Reserved Seating and tickets for one premium table of 10
- Acknowledgement and invitation to attend annual Scholarship Luncheon

Gold Sponsor \$2,500

- Recognition as a Gold Sponsor in press and social media materials
- Recognition from the podium as a Gold Sponsor
- Inclusion of company name on the Phoenix AKARAMA Foundation website
- Reserved seating and tickets for one premium table of 10
- Acknowledgment and invitation to attend annual Scholarship Luncheon

Table Sponsor \$2,250

- Reserved Seating and tickets for one premium table of 10

In Kind Contributions

- Acknowledgment in social media materials

If an in kind contribution value is equal to a sponsor level, then the corresponding sponsorship acknowledgment will be provided.