

# FWR

*City*  
LIGHTS

OCTOBER 24-26, 2024

ROCHESTER RIVERSIDE CONVENTION CENTER  
[WWW.FASHIONWEEKOFROCHESTER.ORG](http://WWW.FASHIONWEEKOFROCHESTER.ORG)



# SPONSORSHIP OPTIONS

## CHAMPIONS - \$25,000

Featured presence on the FWR website and ad in digital lookbook, four (4) VIP runway tables, opportunity to sponsor an exclusive goodie bag for one runway show of your choice, opportunity to provide products or marketing materials in goodie bags for all shows.

## AMBASSADORS - \$15,000

Featured presence on the FWR website and ad in digital lookbook, three (3) VIP runway tables, opportunity to sponsor an exclusive goodie bag for one runway show of your choice, opportunity to provide products or marketing materials in goodie bag for all shows.

## HEROES - \$10,000

Featured presence on the FWR website and ad in digital lookbook, two (2) VIP runway tables, opportunity to sponsor an exclusive goodie bag for one runway show of your choice, opportunity to provide products or marketing materials in goodie bag for all shows.

## ADVOCATES - \$5,000

Featured presence on the FWR website and ad in digital lookbook, one (1) VIP runway table, opportunity to sponsor an exclusive goodie bag for one runway show of your choice.

## MENTORS - \$2,500

One (1) VIP table and a featured presence on the FWR website and ad in digital lookbook.

Other sponsorship opportunities available. Please contact Elaine Spaul at [espaul@centerforyouth.net](mailto:espaul@centerforyouth.net) for more information.



# *City* LIGHTS

THURSDAY, OCT 24

ROCHESTER RIVERSIDE CONVENTION CENTER

---

## *Electrify*

EXPERIENCE THE EDGY, URBAN VITALITY THAT ELECTRIFIES OUR CITY ON THIS THURSDAY EVENING, RALLYING BEHIND OUR LGBTQ+ YOUTH TRANSITIONAL LIVING PROGRAM, THE ARNETT HOUSE.

### About The Arnett House:

Each year, 1.6 million youth experience homelessness. Up to 40% of homeless youth identify as LGBTQ+, yet only make up 7% of the general youth population .

Established in 2020 by The Center for Youth, The Arnett House is dedicated to serving homeless LGBTQ+ youth in the Rochester community.

Our mission: To partner with youth to realized their full potential by creating opportunities, removing barriers, and promoting social justice.



WWW.FASHIONWEEKOFROCHESTER.ORG

# *City* LIGHTS

FRIDAY, OCT 25

ROCHESTER RIVERSIDE CONVENTION CENTER

---

## *Sparkle*

YOU ARE INVITED TO OUR HEARTWARMING, FAMILY-FRIENDLY FRIDAY EVENING SHOW IN SUPPORT OF THE CRISIS NURSERY. THIS EVENT WILL BRING A SPARKLE TO YOUR EYE AND DELIGHT EVERYONE OF ALL AGES.

### About the Crisis Nursery

The Crisis Nursery provides temporary care for babies and children during family crises. We also provide referrals to parents and caregivers that help them resolve and move beyond difficult situations. The Center for Youth adopted the crisis nurseries in 2013, and we continue to be **the only program of its kind in Upstate New York.**



WWW.FASHIONWEEKOFROCHESTER.ORG





# *City* LIGHTS

SATURDAY, OCT 26

ROCHESTER RIVERSIDE CONVENTION CENTER

---

## *Dazzle*

LET US DAZZLE YOU WITH OUR DESIGNERS, MODELS, AND MISSION ON THIS SATURDAY SHOW IN SUPPORT OF THE CENTER FOR YOUTH'S RUNAWAY AND HOMELESS YOUTH PROGRAMS.

### About The Center's RHY Programs:

The Center for Youth's Runaway and Homeless Youth programs cover a continuum of care for youth in crises. The Emergency Shelter runs 24-hours a day to serve nearly 300 youth in Monroe County. Safe Harbour provides case coordination and advocacy for exploited and trafficked youth. The Street Outreach team brings services to youth on the streets. The Nook is a food and supply cupboard located at our main office. The Center continues to build upon these programs while maintaining our mission.



WWW.FASHIONWEEKOFROCHESTER.ORG

# SPONSORSHIP OPTIONS

## CHAMPIONS - \$25,000

Featured presence on the FWR website and ad in digital lookbook, four (4) VIP runway tables, opportunity to sponsor an exclusive goodie bag for one runway show of your choice, opportunity to provide products or marketing materials in goodie bags for all shows.

## AMBASSADORS - \$15,000

Featured presence on the FWR website and ad in digital lookbook, three (3) VIP runway tables, opportunity to sponsor an exclusive goodie bag for one runway show of your choice, opportunity to provide products or marketing materials in goodie bag for all shows.

## HEROES - \$10,000

Featured presence on the FWR website and ad in digital lookbook, two (2) VIP runway tables, opportunity to sponsor an exclusive goodie bag for one runway show of your choice, opportunity to provide products or marketing materials in goodie bag for all shows.

## ADVOCATES - \$5,000

Featured presence on the FWR website and ad in digital lookbook, one (1) VIP runway table, opportunity to sponsor an exclusive goodie bag for one runway show of your choice.

## MENTORS - \$2,500

One (1) VIP table and a featured presence on the FWR website and ad in digital lookbook.

Other sponsorship opportunities available. Please contact Elaine Spauld at [espauld@centerforyouth.net](mailto:espauld@centerforyouth.net) for more information.





# The Center for Youth

What started in 2010 as a fun concept has turned into a big dream for our community and The Center for Youth. Perhaps lots of good ideas become major events when bringing energy and grace to a community that is suffering from loss, trauma, poverty and despair is the ultimate goal. Being able to bring beauty and talent to greater Rochester has been our joy and our privilege.

We will stand steadfast, for the streets and sidewalks of Rochester and Monroe County are our real runways. We will not falter; we will walk with pride and determination, because this community will be by our side.

So for three days in October, we will pledge to bring you more than you imagined. The theme of empowerment reflects all our hopes for your own young people at The Center and for our Rochester.

Fashion Week is excited to continue celebrating fashion while raising money to support the many services The Center for Youth provides. Offering a full spectrum of housing & supportive services to young people vulnerable to and facing homelessness. Fashion Week Rochester and The Center for Youth are proud to have you by our side.

For more information on The Center for Youth visit us online:  
[www.centerforyouth.net](http://www.centerforyouth.net)