



FASHION CHALLENGE 2023

CELEBRATING 15 YEARS

COCKTAILS | SMALL BITES | MAKERS MARKET
LIVE PERFORMANCES | RUNWAY SHOW

#FashionChallenge2023 | @WeAreRefuSHE

OCTOBER 7, 2023

**ANKOLE GRILL KISISURU
NAIROBI, KENYA**

For inquiries or to buy tickets, please visit RefuSHE.org or send us an email at fashionchallenge@RefuSHE.org.

100% of proceeds help advance RefuSHE's mission to provide vital support and programming to orphaned, unaccompanied, and separated refugee girls.

FASHION FOR A CAUSE

CELEBRATING 15 YEARS

To honor 15 years of impact, RefuSHE is hosting its signature Fashion Challenge event LIVE in Nairobi in October 2023!

Celebrating the power of philanthropy and fashion's ability to tell a story through art, RefuSHE's annual Fashion Challenge is more than an annual fundraising gala. It is an opportunity to shine a light on local creative talent and garner support for the young women we serve.

Using fabric hand-dyed by RefuSHE's Artisan Collective, Fashion Challenge designers volunteer their time and talent to partner with young refugee women and create original runway-ready looks. Each one-of-a-kind garment is inspired by a RefuSHE mentee and worn by a RefuSHE model on the live runway.

This year, we're celebrating RefuSHE's 15th Anniversary by bringing the Fashion Challenge to the site of our impact: Nairobi.

Join us as we partner with local designers to empower our community of refugee girls and showcase the diverse talents of Kenya's growing fashion scene!





ABOUT REFUSHE

RefuSHE is a nonprofit organization that protects, educates, and empowers orphaned, unaccompanied, and separated refugee girls and young women in Nairobi, Kenya. Through an award-winning holistic model, RefuSHE ensures refugee girls, women, and children have equal access to safety, education, and economic prosperity.

Since our inception in 2008, RefuSHE has directly served over 900 girls in the Girls Empowerment Program and 822 children and young women in the Safe House. We've also reached over 25,000 urban refugees through our sexual and gender-based violence prevention workshops and other community outreach initiatives in Nairobi.

THE ARTISAN COLLECTIVE

The Artisan Collective is a peer-driven entrepreneurship initiative that empowers refugee women and girls with the education and opportunities they need to become skilled, confident, and economically independent entrepreneurs.

The collaborative arts-based curriculum allows members to express themselves creatively through the design and production of hand-dyed textiles; acquire transferrable leadership and business management skills; and earn an income to support themselves and their families.

SPONSORSHIP OPPORTUNITIES

FASHION CHALLENGE 2023

Sponsoring the Fashion Challenge is a fantastic opportunity to have presence at both a global and community-based scale. It provides a unique opportunity to raise corporate awareness, interact with leading Kenyan designers, brands, and media personalities, cultivate new collaborations, and reach new audiences.

We invite you to explore our Fashion Challenge sponsorship packages below. Please visit RefuSHE.org or send us an email at fashionchallenge@RefuSHE.org for more information. We would love to customize opportunities to showcase your support.

CHANGEMAKER: \$25,000

Build healthier, more resilient futures for refugee girls by investing in RefuSHE's holistic model of care.

- 10 complimentary tickets to Fashion Challenge 2023
- Name or company logo on Fashion Challenge ticket page
- Name or company logo on stage and in event program
- Name or company logo in all confirmation emails that attendees receive when they buy a ticket
- Recognition on RefuSHE's social media channels with combined reach of 21,400+
- Acknowledgment in Fashion Challenge event email with reach of 5,550+ subscribers
- Mention in RefuSHE's quarterly newsletter
- Exclusive tour of RefuSHE's campus and "Meet & Greet" with RefuSHE students and staff
- 10 complimentary scarves from RefuSHE's Artisan Collective

WELLNESS CHAMPION: \$15,000

Support the mental and physical health of refugee girls with counseling, legal aid, and medical services.

- 8 complimentary tickets to Fashion Challenge 2023
- Name or company logo on Fashion Challenge ticket page
- Name or company logo on stage and in event program
- Recognition on RefuSHE's social media channels with combined reach of 21,400+
- Acknowledgment in Fashion Challenge event email with reach of 5,550+ subscribers
- Mention in RefuSHE's quarterly newsletter
- Exclusive tour of RefuSHE's campus and "Meet & Greet" with RefuSHE students and staff
- 8 complimentary scarves from RefuSHE's Artisan Collective

EDUCATION SUPPORTER: \$10,000

Equip refugee girls with the education, vocational training, and skills development they need to become independent leaders.

- 6 complimentary tickets to Fashion Challenge 2023
- Name or company logo on Fashion Challenge ticket page
- Name or company logo in event program
- Recognition on RefuSHE's social media channels with combined reach of 21,400+
- Acknowledgment in Fashion Challenge event email with reach of 5,550+ subscribers
- Exclusive tour of RefuSHE's campus and "Meet & Greet" with RefuSHE students and staff
- 6 complimentary scarves from RefuSHE's Artisan Collective

SAFE HOUSE ADVOCATE: \$5,000

Provide refugee girls and their children with a safe place to heal and grow.

- 3 complimentary tickets to Fashion Challenge 2023
- Name or company logo on Fashion Challenge ticket page
- Name or company logo in event program
- Recognition on RefuSHE's social media channels with combined reach of 21,400+
- Acknowledgment in Fashion Challenge event email with reach of 5,550+ subscribers
- 3 complimentary scarves from RefuSHE's Artisan Collective

EMPOWERHER MEMBER: \$2,500

Fund one year of holistic education for a refugee girl enrolled in RefuSHE's Girls Empowerment Program (GEP).

- 2 complimentary tickets to Fashion Challenge 2023
- Name or company logo on Fashion Challenge ticket page
- Name or company logo in event program
- Acknowledgment in Fashion Challenge event email with reach of 5,550+ subscribers
- 2 complimentary scarves from RefuSHE's Artisan Collective
- Membership to EmpowerHER, RefuSHE's community of allies committed to investing in education for refugee girls. Learn more: RefuSHE.org/EmpowerHER

Corporate Sponsorship donations may be paid by:

- Check
- ACH Bank Transfer
- M-PESA (Business No. 4048179)

RefuSHE is a 501(c)(3) charitable organization (EIN: 26-0239864). For questions, please contact us at fashionchallenge@RefuSHE.org.

A LA CARTE SPONSORSHIP

FASHION CHALLENGE 2023

There are many ways to support RefuSHE and help make the Fashion Challenge a success. Contributing to one of the a la carte sponsorship levels below gives you and/or your company:

- Recognition as a benefactor in the event program
- Exposure to key audiences in attendance including business leaders, tastemakers, philanthropists, and media influencers
- Acknowledgment in Fashion Challenge event email with reach of 5,550+ subscribers

Please visit RefuSHE.org or send us an email at fashionchallenge@RefuSHE.org for more information.

PHOTOGRAPHY & VIDEOGRAPHY: \$1,750

Help us visually showcase the efforts of our designers, beneficiaries, and team with event photography and videography.

MARKETING & ADVERTISING: \$1,500

Increase awareness of the event and help garner ticket sales through paid advertisements, digital marketing, and printed programs and signage.

AV & LIGHTING: \$1,000

Elevate the atmosphere of the event by helping provide light and sound - a crucial part of the runway experience!

HAIR & MAKEUP: \$750

Professional hair and makeup are essential to the runway show! This sponsorship helps get our models ready for the big event.

ARTISAN COLLECTIVE FABRIC: \$500

Help fund the production of the Artisan Collective fabric that will be used by Fashion Challenge designers. Each bolt is hand dyed by young refugee women.

TRANSPORTATION FOR REFUSHE BENEFICIARIES: \$350

Cover the cost of transporting RefuSHE beneficiaries, models, and mentees to/from rehearsal and the live event.

MAKERS MARKET

FASHION CHALLENGE 2023

There will be a mini marketplace set up during the Fashion Challenge to unite Nairobi's creative community and provide a curated opportunity for local entrepreneurs to vend their products. The Makers Market will be open during cocktail hour and after the runway show with opportunities for an expected 200-250 guests to browse and shop throughout the event.

Booths are available for any Kenyan company or artist with original, sellable products including, but not limited to, apparel, jewelry, accessories, handbags, and home furnishings.

To rent a booth at the Fashion Challenge 2023 Makers Market, please contact us at fashionchallenge@RefuSHE.org.

MAKERS MARKET VENDOR: KSH 50,000

Please note that the Fashion Challenge is a fundraising event meant to support the refugee women and girls of RefuSHE. If selected as a Makers Market vendor, you agree to pay the space rental fee of KSH 50,000.

- 1 x table to display products
- 2 x chairs
- Name or company logo on Fashion Challenge ticket page
- Name or company logo in event program
- 1 complimentary ticket to Fashion Challenge 2023





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