

SL

THE 2024
SUCCESS
LUNCHEON

Celebrating 25

YEARS OF



DRESS FOR SUCCESS®
VANCOUVER



Sponsorship Opportunities



DRESS FOR SUCCESS®

VANCOUVER

Celebrating
25

YEARS OF

EMPOWERMENT - COMMUNITY - SKILLS

CONFIDENCE - FUTURES

ABOUT DRESS FOR SUCCESS VANCOUVER

Empowering women into good jobs, financial independence, and personal success.

Dress for Success Vancouver empowers unemployed and underemployed women to achieve financial independence and personal success through full and fulfilling employment. 2024 marks Dress for Success Vancouver's 25th Anniversary, celebrating a quarter century of success in our community.

We believe that everyone deserves to thrive in work and in life. Dress for Success Vancouver supports that journey through building skills and community and by opposing the systems and structures that bolster inequality. Visit dfsvancouver.ca for more about how we help.

Programs and Services



Dressing Services

Outfits for interviews, employment and more



Newcomer Welcome Packages

Clothing and personal care items for people who are new to Canada.



Workshops

Supporting women in work and in life.



Career & Job Search Support

Personalized support for your job search and career transitions.



Mentoring

One on one support for personal and career growth.



Leadership Programs

Training to support ongoing professional and personal development.

OUR IMPACT*

7000+
volunteer hours from
188 active
volunteers

3261
units of service
delivered to
clients

74
agency partnerships
for referrals and
service delivery

1189
women received
free professional
clothing

580
referrals to
counselling with
TELUS Health

500+
workshop
participants

43%
of clients find
employment
thanks to
program
participation

16
Lower Mainland
municipalities
that clients call
home

97
participants in
our 12-month
Professional
Women's Group



*Over the past 12 months

ABOUT THE 2024 SUCCESS LUNCHEON

The leading philanthropic event empowering women in Metro Vancouver.

Now in its 12th year, the Success Luncheon brings together prominent, influential, and generous business, community, and philanthropic leaders for an inspiring networking event with proceeds supporting the charitable work of Dress for Success Vancouver. Its enviable guest experience creates an opportunity for “celebrating success,” and fosters an authentic sense of community among supporters, volunteers, and the women they empower.

Align your brand with Dress for Success Vancouver’s essential impact for women through this best-in-class philanthropic event.

THE 2024 EVENT: CELEBRATING SUCCESS

Wednesday, November 20, 2024 | Fairmont Waterfront

Program

10:30 AM | Doors

12:00 to 1:30 PM | Lunch & Program

2:30 PM | Event Concludes

500

Attendees

\$300K+

**Funds
Raised**

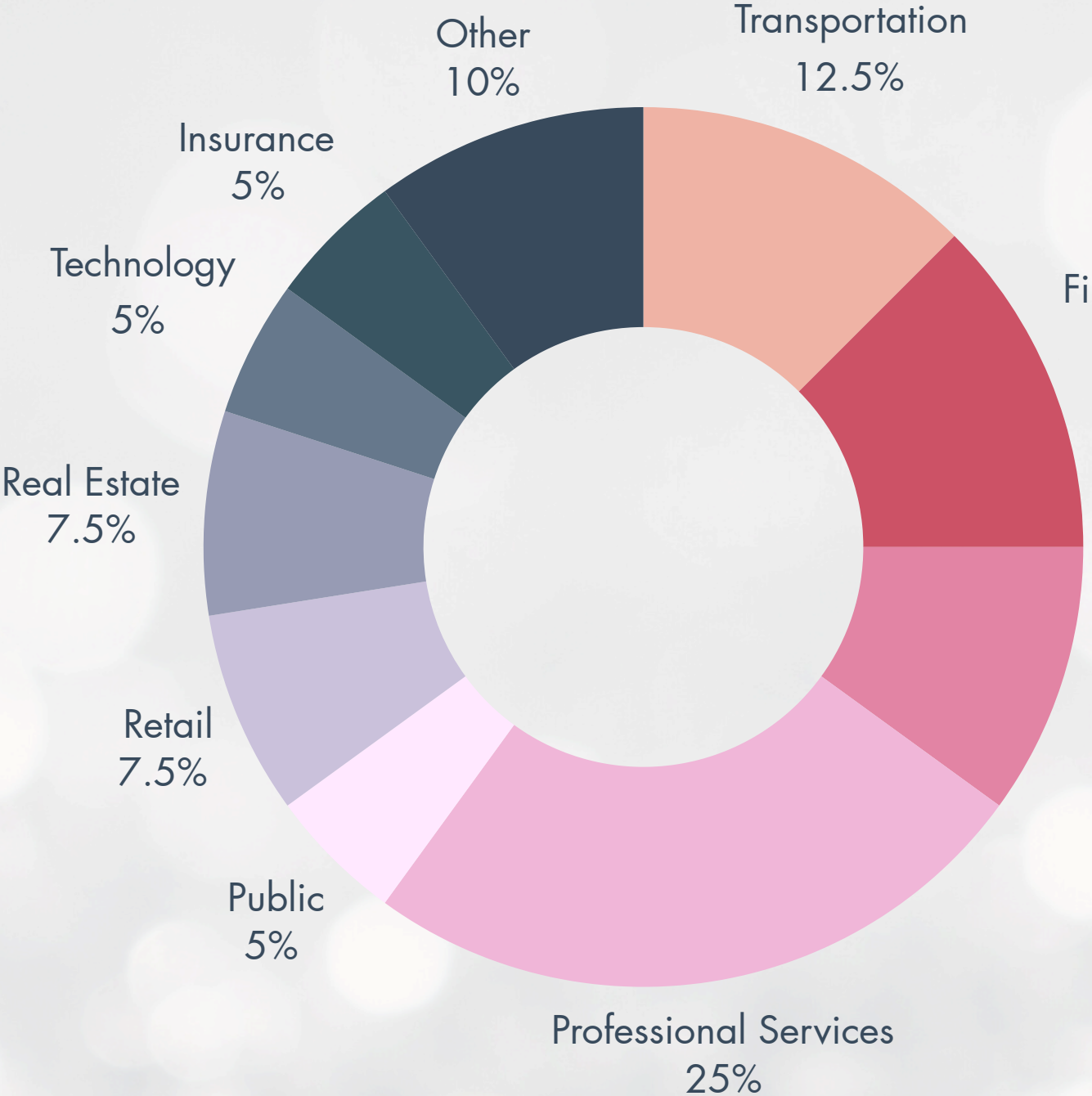
50+

**Companies
Represented**

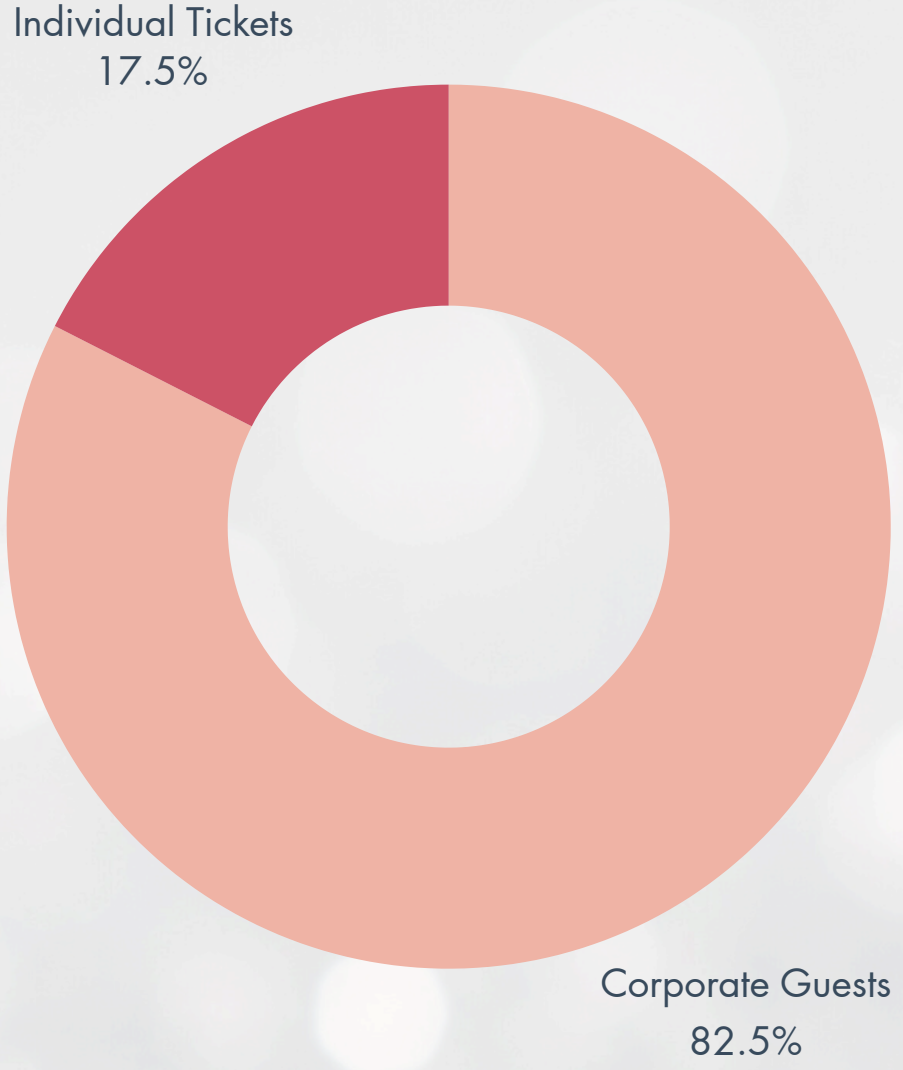
7+

**Unique Branding
Opportunities**

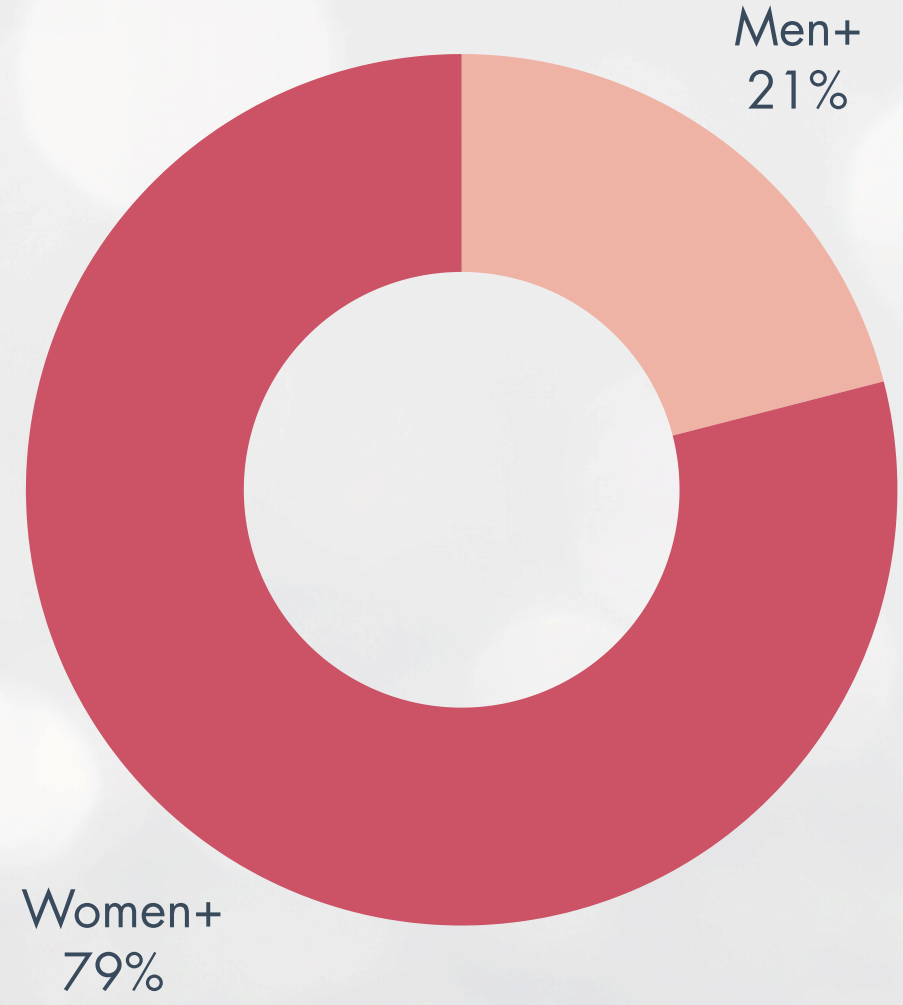
OUR AUDIENCE: 2023 SUCCESS LUNCHEON



Sector



Guest Type



Gender

OUR AUDIENCE: COMMUNITY REACH*



EVENT WEBSITE
successluncheon.ca

5,083 ANNUAL VISITS

3,911 UNIQUE VISITORS



E-NEWSLETTER

10,623 SUBSCRIBERS

27% OPEN RATE
0.76% CLICK-THROUGH



LINKEDIN

3,223 FOLLOWERS

8.9% ENGAGEMENT



FACEBOOK

4,092 FOLLOWERS

2,009 REACH



INSTAGRAM

4,056 FOLLOWERS

1,782 REACH

*Over the past year | 2 months

SPONSORSHIP BENEFITS

NEW Receive a 10% discount when you commit to a three-year investment at any level.

BENEFITS	PRESENTING	25TH ANNIVERSARY	GOLD	SILVER	BRONZE Corporate Table
	\$50,000/\$30,000*	\$25,000	\$15,000	\$7,500	\$3,500
Number Available	1	2	4	6	10
Table for 10 with Preferential Placement	1	1	1	1	1
Speaking Opportunity Live or Pre-Recorded	✓				
Pre-Event PR	✓				
Exclusive Activation		✓	✓		
Pre and Post-Event Branding:					
Website	✓	✓	✓	✓	✓
E-communications	5	4	3	2	1
Social Media	5 + Custom Video	2 + Custom Video	1	1	
On-Site Branding:					
Program	Welcome & Full Page Ad	Full Page Ad	1/2 Page Ad	1/4 Page Ad	
Slide Show	✓	✓	✓	✓	✓
Signage	X-Large	Large	Medium	Small	
	*With/without category exclusivity	UNIQUE ACTIVATIONS 1.VIP/Donor Appreciation Party 2.Giving Champion	UNIQUE ACTIVATIONS 1.Market Hall 2.Wall of Wine 3.Silent Auction 4.Champagne Toast		

PRESENTING SPONSORSHIP

\$50,000 Category Exclusivity or \$30,000 Non-Exclusive

The most prominent opportunity for profile, our Presenting Sponsor will be front and centre in pre-event promotion, on-site at the Success Luncheon, and in post-event stewardship to our community of clients, volunteers and supporters.

Exclusive Benefits

- Option for category exclusivity
- Invitation to appoint a Success Luncheon event committee Co-Chair
- Live or pre-recorded speaking opportunity
- Custom social media video - short video, in the sponsor's own words, shared via LinkedIn, Facebook, Instagram, and email
- Profile in pre-event PR
- First right of refusal for the 2025 Success Luncheon



25TH ANNIVERSARY SPONSORSHIP

\$25,000 (2 available)

Help mark Dress for Success Vancouver's 25th Anniversary of empowering women in Metro Vancouver. Since 1999, it is thanks to our community of supporters that more than 44,000 women have been helped to thrive. Through two unique activation opportunities, 25th Anniversary Sponsors will be profiled as champions for good within the Dress for Success community.

Exclusive Opportunities (1 per sponsor)

Giving Champion

Positioned as a "Double Your Impact" matching fund for charitable donations made on-site at Success Luncheon, prominently profiled with a 60-90 second pre-recorded segment about the importance of community investment and personal philanthropy, as well as a custom social media video (LinkedIn, Facebook, Instagram).

VIP Preview/Donor Appreciation Party

E-communication and on-site branding, and a live speaking opportunity at the October 2024 reception, to be attended by 100+ of Dress for Success Vancouver's top donors and Success Luncheon supporters, hosted at a private club or equivalent venue. This opportunity also includes a custom social media video (LinkedIn, Facebook, Instagram).



GOLD SPONSORSHIP

\$15,000 (4 available)

Just as gold holds its value and catches the eye, this opportunity will allow you to prominently profile your investment in Dress for Success Vancouver through the choice of four unique activations. Don't miss your chance to be credited for these Success Luncheon guest favourites!

Exclusive Opportunities (1 per sponsor)

“Toast to 25” Champagne Toast

Recognition for the sparkling wine toast to be made in celebration of 25 years of Dress for Success Vancouver.

Wall of Wine

A highlight year after year! Supporters purchase tickets for a chance to “pull” one of the best vintages and varietals from among 300 bottles.

Market Hall

Profile associated with the opportunity for 8+ vendors to share their wares at the Luncheon with 20% of sales donated.

Silent Auction

Highlight your brand to 400+ bidders via 150+ auction items featured on our user-friendly online auction app and displayed on-site.



OTHER OPPORTUNITIES

Show your company's commitment to diversity, equity and women's empowerment by upgrading your table purchase to include recognition of your brand. The Success Luncheon's distinct live audience of 500 is comprised of philanthropic, business and community leaders who share your commitment to Dress for Success Vancouver's unique impact.

SILVER SPONSORSHIP \$7,500 (6 available)

Profile your commitment to community investment with the added benefits of program ads, on-site signage, and pre- and post-event branding to complement your premium table placement.

BRONZE CORPORATE TABLE \$3,500 (10 available)

A thoughtful upgrade from a regular table, this opportunity positions you among your community-minded peers with logo placements, while getting you closer to the in-room action!

REGULAR TABLE OR TICKETS

This year, regular tables for 10 guests will be \$2,500, or \$250 per individual ticket - available in June 2024.





DRESS FOR SUCCESS®
VANCOUVER

THANK YOU FOR YOUR SUPPORT

For more info or to confirm your support, please contact
Amanda Sayfy, Executive Director
amanda@dfsvancouver.org | (604) 408-7923 x225