

2022 Read(y) to Wear



Madison Reading Project Presents:

Read(y)
to Wear

A paper inspired benefit fashion show.

May 12, 2022 | Majestic Theatre

#ReadyToWear

2022 Read(y) to Wear



In 2017, Madison Reading Project launched READ(y) to Wear, a paper inspired benefit fashion show. This exciting event brings together lovers of reading and fashion to see how creative the competing teams* can get with paper as the main material of their design.

Artist, corporate, nonprofit, and student teams are allowed two (2) designs in the show. Their models will take a turn on the catwalk and give everyone an opportunity to see the paper masterpieces. This year's theme is *Rock, Paper, Scissors*. Be creative- we love to see teams run with their inspiration!

Teams compete for the title of *Madison Reading Project's 2022 READ(y) to Wear Design Team*, and the Best Use of Paper prize. The night's main event is on the stage with tons of fun before the models walk including a cash bar, a wine pull, and live music.

*See Team Opportunities (page 5) for more information. For highlights from our previous shows, please visit madisonreadingproject.com/readytowear.

2022 Read(y) to Wear

Previous Sponsors

Anaala Salon and Spa
AlphaGraphics Middleton
American Printing Company
Bella Domicile
Brava Magazine
Build-A-Bow
Captured Candids Photography
Charlie's On Main
Cinnaire
Cornblooms
Crimson Sun Studios
Crowe Collective
Demco
DJ JP
EZPZ Marquee
Full Compass
Green Cab Madison
Healthgrades
Hilldale Mall
Ho-Chunk Nation
Iconica
In Business
Jamba Juice
Jeremy Potter Photography
JNJ Craftworks
Joel Ondercin Photography
Keva Sports Center
Liliana's Restaurant
Madison Chocolate Company
Madison College

Madison Concourse Hotel
Madison Mom
Milio's Sandwiches
Mohawk
Monroe Street Framing
Mystery to Me
Oak Bank
Park Bank
PMM, LLC
Quartz
Renaissance
Revel
Rock Your Beauty with Younique
Sign Art Studio
Steep & Brew Coffee
Steve Brown Apartments
Summit Credit Union
Suttle Straus
TASC
The Boombox
The Digital Ring
The Shop
Thompson Investment Management, Inc.
Waste Management
William Thomas Jewelers
Wilson Law Group, LLC
Yahara Bay Distillery
Yelp Madison
Zendesk



2022 Read(y) to Wear

Our Story

Our mission is to deliver high quality, literacy learning, reinforcement programs to underserved children, by engaging them in differentiated literacy activities designed to create not only a love of learning, but build and reinforce age-appropriate skills needed to develop the young reader.

In 2013, Madison Reading Project was started by founder and Executive Director, Rowan Childs. On a search for reading resources, Childs discovered the alarming statistics associated with literacy rates and book ownership of families experiencing poverty. With a \$1,000 seed donation, we served our first 30 children at the Salvation Army of Dane County's After School program.

Over time, we've grown to serve hundreds of families, schools and community organizations by providing free books, and offering fun and engaging literacy programs to children and educators. In May 2021, we gave away our 200,000th book!

Join us to give and inspire a gift of reading and book ownership. The following pages detail our READ(y) to Wear sponsorship opportunities.

Thank You,

Rowan Childs, Founder & Executive Director



2022 Read(y) to Wear

Sponsorship Opportunities

Sponsorship is first come/first serve. Sponsorship is *confirmed* upon completion of [sponsorship form](#) and receipt of payment. Payments are due in full within 30 calendar days of receipt of completed sponsorship form.

If sponsorship includes logo and/or name recognition in printed materials, sponsorship must be paid in full and logos must be received before 5 p.m., March 1, 2022.

Marquee: (Limit One) \$7,500

- A team of your own or you may sponsor a non-profit team instead
- Six (6) reserved seats in the VIP section
- Access to the VIP Bar area at the show
- Two (2) minutes to speak to the crowd about your support of Madison Reading Project
- Recognition by the emcee
- Your logo will be featured on the website, judges table, event program, step and repeat, all group social media posts, as well as one (1) individual mention

Haute Couture: (Limit Three) \$5,000

- A team of your own or you may sponsor a non-profit team instead
- Also includes four (4) reserved seats in the VIP section
- Access to the VIP Bar area at the show
- Recognition by the emcee
- Your logo will be featured on the website, judges table, event program, step and repeat, all group social media posts, as well as one (1) individual mention

Vogue: \$3,000

- Four (4) reserved seats at the show
- Your logo will be featured on the website, judges table, step and repeat, event program, all group social media posts, as well as one (1) individual mention

Fashionista: \$1,000

- Two (2) reserved seats at the show,
- Name on the website and the program as well as all group sponsor social media posts

Please note: All VIP and reserved seats are located on the mezzanine level with no elevator access. Therefore, they are not accessible to those in wheelchairs or with mobility challenges. Please contact us with questions.

For media sponsorship or questions, please contact our events team: events@madisonreadingproject.com

Online sponsorship form: <https://bit.ly/rtwspon22>

2022 Read(y) to Wear

Team Opportunities

The theme of this year's show is *Rock, Paper, Scissors*- we are inspired by the Rock n' Roll vibes at the Majestic! Use your creativity and interpret the theme for your costume design.

Designs must be constructed out of at least 90% paper. Teams are allowed to enter two (2) designs in the show.

Teams will compete in the following categories:

- **Madison Reading Project's 2022 READ(y) to Wear Design** –The crowd will choose the best three (3) designs and judges will choose the design which best represents our theme: *Rock, Paper, Scissors*.
- **Use of Paper** – the design with the most innovative or creative use of paper.

Team Pricing

Corporate Team

Entry fee: \$400 | Includes three (3) General Admission tickets for design team members and one (1) ticket for your model.

Professional Artist, Student or Nonprofit Team

Entry fee: \$100 | Includes three (3) General Admission tickets for design team members and one (1) ticket for your model.

Registration Information

Team registration is now open!

Registration includes submitting the registration form and paying the full entry fee. All team payments are due in full by 11:59 p.m. on March 31, 2022.

Early-bird Registration Special: Save \$25 on your team registration fee by registering before 11:59 p.m on January 1, 2022!

Register here: <https://bit.ly/rtwteamreg22>