



## 6TH ANNUAL READ(y) TO WEAR Paper-Inspired Fashion Show & Fundraiser



We invite you to join us for Madison Reading Project's sixth annual Read(y) to Wear paper fashion show bringing together lovers of reading and fashion to benefit literacy.

Design teams are recruited to create fantastic fashions using paper, and at the show, their models take to the catwalk showing off the team's paper masterpieces for the judges and the audience. All proceeds will go to the Madison Reading Project. We'll have a silent auction, a masquerade-themed mask creation station, a WISCO & Wine Pull, music, cash bar and DJ.



# MADISON READING PROJECT



**W**elcome to the most fun and unique event of the year! We are thrilled to have our sixth READ(y) to Wear fundraiser and fashion show this June. This competition and community inspired event is what we look forward to all year. Get ready for the thrill of each design stepping onto the catwalk, entertainment, and enjoying a night out with fellow supporters to help raise funds for MRP's mission. This year's theme is **Paper Masquerade!** Think intrigue, a Venetian Ball, and what story may lie behind the mask?!

Looking forward to seeing you there,

Rowan Childs,  
Founder & Executive Director



# SPONSORSHIP OPPORTUNITIES

All funds raised through sponsorship go to support our mission, our programs, and staff so we can continue to increase book ownership and help provide high-quality books to kids, families, and educators.



Team Suttle-Straus

## Marquee: \$10,000

- Get a team or sponsor a team.
- (12) Tickets to the fashion show
- (3) Reserved tables in the runway section
- Recognition by the emcee during the show
- Logo projected on screen
- (Optional) Two minutes to address attendees pre-show about support of MRP. (May be pre-recorded.)
- Company logo featured on all promotional materials including but not limited to website, event signage and program, social media and one (1) individual mention.

## In Vogue: \$2,500

- Get a team or sponsor a team.
- (4) Tickets to the fashion show
- (1) Reserved table
- Company logo featured on all promotional materials including but not limited to website, event signage and program, and social media.

## Haute Couture: \$5,000

- Get a team or sponsor a team.
- (8) Tickets to the fashion show
- (2) Reserved tables in the runway section
- Recognition by the emcee during the show
- Logo projected on screen
- Company logo featured on all promotional materials including but not limited to website, event signage and program, social media and one (1) individual mention.

## Fashionista: \$1,000

- Get a team or sponsor a team.
- (2) Tickets to the fashion show

## READ(y) to sponsor the show?

Visit [madisonreadingproject.com/readytowear2023](https://madisonreadingproject.com/readytowear2023). Click **BECOME A SPONSOR** button.

\*\*\*Interested in support MRP's work all year? Ask us about our growth partnership opportunities. To find out more, email [ann@madisonreadingproject.com](mailto:ann@madisonreadingproject.com).



# PAST GENEROUS SPONSORS

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## READ(y) to sponsor the show?

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Need more information, email Ann Christianson at [ann@madisonreadingproject.com](mailto:ann@madisonreadingproject.com)

# THE FASHION COMPETITION



Each team will:

- Create a wearable piece of fashion constructed out of at least 90% paper products.
- Create an outfit worn by a model who will need to walk in it.
- Create 1 or 2 full pieces of fashion and (optional) one (1) special creation or accessory. *(One model per fashion piece.)*

Awards will be given out for the following:

- Best in Show
- Rookie of the Year
- Most Unique Use of Paper
- High Artisanhip

## Teams:

A team will consist of a team captain, and a designated model. A team can be an individual who will do it all—design, create, and model the final ensemble. Kids are allowed to be on a team and/or be a model. They must be accompanied by an adult at all work sessions and at the final show.)



**NOTE: Each registered team will receive two (2) complimentary tickets for the final show. All others will need to purchase a ticket. If you are a corporate sponsored team, please refer to level descriptions for ticket information.**

## READ(y) to register a team?

Visit [madisonreadingproject.com/readytowear2023](https://madisonreadingproject.com/readytowear2023) and click REGISTER A TEAM button. Members may join your team at any time. Just enter the team and captain's name on the form when signing up. NOTE: Sponsor Teams will also need to fill out the team registration form.

## NO REGISTRATION FEE REQUIRED

We hope you will consider making a tax-deductible gift (in any amount) in lieu of a required registration fee. ATTN: Nonprofit or student teams: do you need help with material costs?

Email [ann@madisonreadingproject.com](mailto:ann@madisonreadingproject.com) to inquire.