

A Story of

FASHION

5.13.2016

Presented by
The Fashion Program
San Joaquin Delta College



Support
education,
the arts, culture,
career development,
and creative talent
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Promote your brand
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Align your company
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Support future
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Support the Fashion Program!



A STORY OF FASHION 2016

ABOUT A STORY OF FASHION

2016 marks the ninth year of A Story of Fashion. The industry-styled show spotlights innovative student fashion designs in a runway show attended by fashion-industry leaders, critics, and cognoscenti. The event has created a demand for tickets by changing venues each year and creating an exciting new and fresh show each year. Attendance at the shows have been as high as 1000 guests and have, over the years, showcased the work of over 100 young designers and featured on the runway 1000 models. Media attention ranges from television features to local magazine stories.

The production crew are special event pros with the reputation for turning an unattractive or awkward site into a breathtaking event venue. They have taken otherwise bland or delapidated locations and transformed them into hip, chic and interesting event spaces - abandoned retail stores morphed into urban lounges and industrial tractor shops dressed into a cool, urban environment.

Leading up to the show, the program hosted an exhibition of student work in many of the classes in Fashion and Interior Design, showcasing the talent of some of the most creative residents and emerging artists of San Joaquin County! It was an interactive fashion exhibition that provided the public with an opportunity to have an intimate experience with the pieces shown. The event also provided insight into the positive potential of the future shows.

This stylish evening of fashion generates funds that directly benefit student scholarships and the Fashion Program at San Joaquin Delta College.

GUEST PROFILE

A Story of Fashion attendees are fashionable and feature local business owners, officials and dignitaries, as well as friends and family of those involved in the event, who are fashion conscious, affluent and female. Over 66% of our guests are college educated between the ages of 18 and 40. Shopping is a high priority in their lives, most shop multiple times per month both in stores and on-line. 70% of our guests are female. 79% of males attending are between the ages of 23-44.

2016 SHOW

This year's show is expected to be the largest show and to be sold out at 1900 attendees. The runway will feature the collections of 9 emerging designers, over 50 models will be styled by local professional stylists.

The Blanchard Gym will be turned into an incredible, high energy and intimate event space that will set the stage for the elegant event.

DATE:	Friday, evening, May 13, 2016
VIP RECEPTION:	5:30 pm - 7:30 pm
SHOW:	8:00 pm

A STORY OF FASHION 2016

9th Edition

OVERVIEW:	The 9th Annual Story of Fashion is an exceptional event featuring the best fashion talent in San Joaquin County and is the leading fashion event in the region. Our mission is to expose the incredible talent in the Fashion Program at Delta College and to bridge our students with local fashion and leading professionals in our community. The event showcases spring and fall collections in a spectacular show with 2 runways, as well as a VIP reception for sponsors and friends of the program.
DATE	Friday, MAY 13, 2016 at 8:00 pm
LOCATION	Blanchard Gym on the Delta College Campus
WEBSITE	http://fashi76.wix.com/a-story-of-fashion
SHOWCASING:	10 Emerging Designers from the Fashion Program showcasing their talent on over 80 models, professionally styled by over 20 hair and makeup stylists from local salons.
EXPECTED ATTENDANCE:	400 VIP and 1500 GENERAL ADMISSION, NEARLY 2000 Plus over 80 models, 10 designers and 25 production staff
2015 SPONSORS	Plural Music, White Plum Apparel, Sygma, Weibel Wines, PD Nail Supply, SJDC Baking & Pastry Program, Rubios, SJDC Bookstore, Macronage Macarons, Hugo Boss, Dorfman Pacific, Stella Boutique, Soyjoy, Stone Creek Village, Gary Long Jewelers, SJDC Bookstore, Beauticontrol, DHC, Lira Cosmetics, DaVega Brothers Restaurant.
MEDIA SPONSORS:	Good Day Sacramento, Fox 40, Vision Magazine, San Joaquin Magazine, San Joaquin Lifestyles Magazine,
PHOTOGRAPHERS:	Mike Byerly, Merwin Salamanca, Peter Cordero, Oscar Alarcon, Jose Sanchez, Tim Ulmer, Brian Cowart, Marney Elias, Mike Chaves, Jr., Nicholas-Kelly Burnette
MEDIA & SPONSOR INFORMATION	Fashion@deltacollege.edu or Fashionclub@deltacollege.edu Leslie Asfour 209.954.5573 And visit the show website for additional information: http://bit.ly/1kok6xx

*"Fashion is much more than just a pretty pair of heels or a nice hemline.
It's a passion and a career and a livelihood for so many people
across the country."
~Michelle Obama*

A STORY OF FASHION 2016

THE FASHION PROGRAM

ABOUT THE FASHION PROGRAM

The Fashion Program links both academics and professionals alike and is dedicated to fostering international cultural exchange through the creation of a variety of educational events meant to facilitate critical thinking among artists, designers, scholars, and students.



GOAL OF THE FASHION PROGRAM

The primary focus of the Fashion Program is the continuous support of creativity and design in fashion and the arts linked to it, support of the business and community network to bind education and industry, support of the highest quality academic and educational standards by providing real-world projects and experiences, and support of the future of the students and the industry.

The Fashion Program offers students access to industry resources and opportunities for them to explore their potential futures by exposing them to the fashion industry, through a variety of activities including field experiences, and events that bring them in front of the industry.

The Fashion Program provides hands-on training to students who do not normally have the connections to obtain the right internships within the industry and field trips and experiences that offer them amazing opportunities to network and meet with top fashion designers, producers, stylists, and publicists in New York and San Francisco.

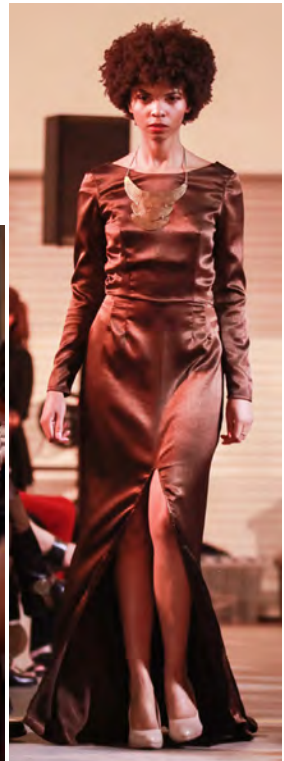
To date, the Program boasts some incredible success stories, from Stockton to San Francisco and from New York to Milan. Its students work as successful fashion designers, garment production managers, buyers, event producers, publicists, store owners, and educators.

The Fashion Program also works with local charities, giving back to the community in a variety of meaningful ways. Philanthropic events in which we are involved include The American Cancer Society, American Heart Association Go Red for Women, March of Dimes Chefs Auction, and March for Babies. We partner with other non-profit organizations and support their efforts.

Follow us on Facebook: Fashion - San Joaquin Delta College
Twitter - Fashion SJDC
Instagram - SJDC Fashion



A STORY OF FASHION 2016





A STORY OF FASHION 2014. Over 400 attendees, VIP reception, retail and food stations, wine and champagne and amazing swag bags!



CATHERINE WOOD

Photography by Peter C. Pischke

The Wedding



A STORY OF FASHION 2014 - Ten emerging student designers showed their collections. The show featured almost 100 models who were professionally styled by local and regional hair and makeup teams. The rehearsals were featured on Good Day Sacramento and Fox 40 morning show.



A STORY OF FASHION 2016

MEDIA & MARKETING COVERAGE

Past shows have garnered extensive media coverage with televisions segments on Fox 40 and Good Day Sacramento, magazine coverage in San Joaquin Magazine, full-page article with colored photos in The Record. The show received media sponsorship through advertisements in San Joaquin Magazine, Herlife and San Joaquin Lifestyles.



Segements on GOOD DAY SACRAMENTO, SAC & CO and FOX 40.



PRINT, ONLINE, RADIO & TELEVISION

- Television segments on Good Day Sacramento, Fox 40 Morning, Sac & Co
- Print media stories and advertising: San Joaquin Magazine, Herlife, San Joaquin Magazine, The Record, Lodi News Sentinal, Galt Herald
- PSA on KJOY, KWIN

SOCIAL MEDIA

- Facebook, Instagram, Twitter, Pinterest
- Blogs: Ewwitsnikki (100,000 followers), Ladybrille, Uduak Law
- Coverage in Stockton to Los Angeles to New York and even Europe

COMMUNITY & INDUSTRY OUTREACH

- Partner Organizations: American Cancer Society, American Heart Association, March of Dimes
- Lincoln Center Shops events: Bridal Fair, fashion shows
- Community Events: Stockton is Magnificent, College and Career events



UpFront 209



THUYTIEN NGUYEN
LOCAL FASHION

Local and talented designer Thuytien Nguyen has been making a name for herself in the fashion world. Her designs are a blend of traditional and modern, and she has a unique style that is both elegant and edgy. Nguyen's work has been featured in various publications and she has a growing following of loyal customers. Her latest collection is a testament to her creativity and skill as a designer.

upfront 209



In 2013, Thuytien Nguyen's work was featured in the 'upfront 209' section of San Joaquin Magazine. The article highlights her local fashion designs and her impact on the Central Valley fashion scene. Nguyen's work is characterized by its attention to detail and its ability to blend traditional elements with contemporary trends. Her designs are not only aesthetically pleasing but also practical and wearable. The article includes several photos of her models and a detailed description of her creative process.

SAN JOAQUIN MAGAZINE - JULY 2014



LIFESTYLES

THE MAGAZINE FOR SAN JOAQUIN



Shoua Xiong 27

Like any profession or hobby, getting into the field isn't always the most exciting experience and getting your footing may require a lot of time and energy. It's not always the most glamorous, but it's often the most rewarding. Shoua Xiong, a fashion design student at Delta College, is a young woman who has spent the last few years of her life in the fashion industry. She is currently a fashion design student at Delta College, where she has been a member since 2010. She is also a member of the Delta College Fashion Design Club. She is currently a fashion design student at Delta College, where she has been a member since 2010. She is also a member of the Delta College Fashion Design Club. She is currently a fashion design student at Delta College, where she has been a member since 2010. She is also a member of the Delta College Fashion Design Club.

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Brady Davis 28

Brady Davis is a young man who has spent the last few years of his life in the fashion industry. He is currently a fashion design student at Delta College, where he has been a member since 2010. He is also a member of the Delta College Fashion Design Club. He is currently a fashion design student at Delta College, where he has been a member since 2010. He is also a member of the Delta College Fashion Design Club.

Delta College Fashion students participated in the American Heart Association Go Red luncheon and design the Red Dresses, which were shown on the Runway in A Story of Fashion 2013.

SAN JOAQUIN MAGAZINE JUNE 2013

upfront 209 | PLACES, PEOPLE & POSSIBILITIES



Go Red for Women Luncheon

APRIL 26, 2013

The Delta College Fashion Design Club participated in the American Heart Association Go Red for Women Luncheon on April 26, 2013. The event was held at the Delta College Center for the Performing Arts. The club members designed and modeled red dresses for the occasion. The event was a success and raised funds for the American Heart Association.

upfront 209 | SWEET SWEET POSSIBILITIES

A Story of Fashion

THE DELTA COLLEGE FASHION DESIGN CLUB PARTICIPATED IN THE AMERICAN HEART ASSOCIATION GO RED FOR WOMEN LUNCHEON ON APRIL 26, 2013. THE EVENT WAS HELD AT THE DELTA COLLEGE CENTER FOR THE PERFORMING ARTS. THE CLUB MEMBERS DESIGNED AND MODELLED RED DRESSES FOR THE OCCASION. THE EVENT WAS A SUCCESS AND RAISED FUNDS FOR THE AMERICAN HEART ASSOCIATION.



2012

The Record

Fashion

SUNDAY

JUNE 2, 2013



Chanelle Healey wears a design by Sacke... The collection is made from... plastic bags and wash bags.



Katlin Hahn wears a design from the pin-up collection designed by Alyssa Gibson.



Mackenzie Borrives wears a dress designed by Melissa Sattler.



Ashley Pinkerton wears a navy dress designed by Kyla Gajdon.



Arcell Montana wears a piece from the pin-up collection designed by Alyssa Gibson.



Teresa Cuvington wears a metallic, tinsel and fur coat with the... a short-puff skirt design

A TOUCH OF GLAMOUR

The Record

It was an evening of innovation and glamour for students in San Joaquin Delta College's fashion program when they showcased their designs in a runway show on May 19 at... audience for an audience of more than 700. Program director Leslie Arthur says "A Story of Fashion" gave students a chance to create and construct original designs and also plan and produce an entire fashion show. "The 30 student designers brought their best skills and the models were incredible."

collections of six to 12 looks modeled by volunteer models who were professionally styled by local stylists. Inspirations for the collection ranged from a trail of stars in the night sky for designer Karly Yang to city splashes for designer Tim Nguyen. "The experience provided students in the fashion design class with a real working world experience. "The theater was staged with a 20-foot runway jutting into the audience, built over the red-carpet-splattered chains." Arthur said "A lot of fun times and the teachers for the students."



Chanelle Healey wears a dress from a collection by Kyla Gajdon that she made from...

Lodi News-Sentinel

San Joaquin Delta College focuses on fashion





Designer Tien Nguyen, Delta College Fashion Graduate) was featured in the July 2014 issues of San Joaquin Magazine - in the Shopping Safari insert! Her collections were modeled in an amazing layout by models (Delta College Fashion Students) Teresa Cunningham, Megan Bowles and Cassandra Rogers. Hair by Megan Harvey and Makeup by Lisa Martin. Photos by Dan Hood.



**THE ROAD
TO THE
STOCKTON
RODEO**

HIGHER EDUCATION • DELTA COLLEGE FASHION
SANTA MONICA • SPORTSOURISM IN SAN JOAQUIN
LATHROP | LONI | MANTERA | RIFON | STOCKTON | TRACY

Coverage of the very first
A STORY OF FASHION
held at the Haggin Museum

**FASHION
FOCUS**

San Joaquin Delta College's fashion program is creating all the right patterns

BY JAMIE NENAKER

To some, fashion is an extension of the personality. To Leslie Adams, Program Coordinator and full-time instructor at San Joaquin Delta College's Fashion and Interiors Program, it's a way of life. With the school since 1992, she has seen the Fashion Program grow in leaps and bounds to the place that she's been there from the point when she just wished that people could show her where to take fashion programs on in demand that she can't find teachers fast enough to satisfy the waiting lists. Full of students months before each semester begins. The program is making a name for

itself in the fashion world, with a growing faculty list of notable past students. Now, Delta College's fashion school has made an impression on the San Joaquin community as well, with its first major fashion event held off campus, a fashion show featuring the collection of eleven up-and-coming student designers, set to be held at Stockton's Haggin Museum, Delta College's Fashion and Interiors Program. "I have watched a grow from this little baby program into the program that we have now," says Adams. "It's been fun."

What Adams explains is that originally most students didn't even know that Delta College offered a fashion program.

As the amount of popular television focused around fashion has increased, with shows like *Project Runway* becoming mainstream entertainment, students previously ignorant of any sewing that is can do, are now can make a career out of fashion. The program has become even more successful as it has become apparent that Delta College fashion students are doing great things, and that people in the fashion world are hearing about it.

The Fashion and Interiors Program of Delta College continued to establish a two-year associate's degree program, as well as two



A look from the collection of designer Mary Ericson.

APRIL 6 - OCTOBER 1, 2008

"THERE'S SOME CHANGE IN THE AIR AND IT FEELS GOOD." - LESLIE ASFOUR

specialized certificate programs. Fashion Merchandising and Apparel Design. Many students that start out taking classes to earn a certificate enjoy the program so much that they eventually apply their classes to the full degree of study. So many new classes have been added recently, in fact, that fashion is the process of negotiating more certificate to be approved by the college. "A lot of these students want to use their knowledge in a real way," she says. "Many will try to do more than one certificate."

Recent certificate in consideration include fashion marketing, inspired by fashion entrepreneurs that grant towards students looking to step into their own label or boutique, and an advanced certificate for the Collective Design class responsible for this

past spring's full-scale fashion show at the Haggin Museum. The fall finale at the school are impressive as well, two large showcases that can house about thirty-five students each, state-of-the-art industrial sewing machines and workbenches, and even wide format fabric printers, where students can design their own fabric, a better option than most state and even private universities.

All this, and for the most part, the community surrounding the college has not taken what is being created in their own back yard. "We live in a small town that doesn't really have much success 'til the '90s world," says Adams. "There's some change in the air right now, and it feels good, it feels really good."

In the past six months alone, the Central Valley has seen the first annual San Joaquin Film Festival, and now the Fashion Program's annual fall-scale fashion collection show. Obviously, the event, titled "A Story of Fashion," carried an entire weekend.

Mar 8 to 11. In addition to the Friday evening show displaying the designers' collections, an exhibit at the college Thursday night presented student work from many of the other classes in the Fashion and Interiors Program, and a Sunday afternoon showcase at Stockton.

With the Haggin giving the public the opportunity to purchase collections in the Collective Show, and to meet the designers. Adams says these events were also announced at the

SOME NOTABLE GRADS FROM THE SAN JOAQUIN DELTA COLLEGE FASHION PROGRAM

ANGIE ANITA has worked in marketing, buying merchandise, and worked for designers in Oregon and Arizona. She's in at Delta College Valley Merchandising Program, studying for her Bachelor's in Business Administration, responsible for modeling the Haggin Fashion Show.

JENNIFER BARBERO graduated from California College of the Arts (CCA) in San Francisco, and now works for Delta College. She's in at Delta College Valley Merchandising Program, studying for her Bachelor's in Business Administration, responsible for modeling the Haggin Fashion Show.

REBECCA BARNETT studied at San Francisco State University, and now works for Delta College. She's in at Delta College Valley Merchandising Program, studying for her Bachelor's in Business Administration, responsible for modeling the Haggin Fashion Show.

BEIL FROSTWICK studied at San Francisco State University, and now works for Delta College. She's in at Delta College Valley Merchandising Program, studying for her Bachelor's in Business Administration, responsible for modeling the Haggin Fashion Show.

JENNIFER ROCHA graduated from San Francisco State University, and now works for Delta College. She's in at Delta College Valley Merchandising Program, studying for her Bachelor's in Business Administration, responsible for modeling the Haggin Fashion Show.

SHEILA SANDROW studied at San Francisco State University, and now works for Delta College. She's in at Delta College Valley Merchandising Program, studying for her Bachelor's in Business Administration, responsible for modeling the Haggin Fashion Show.

JONATHAN SINGER studied at San Francisco State University, and now works for Delta College. He's in at Delta College Valley Merchandising Program, studying for his Bachelor's in Business Administration, responsible for modeling the Haggin Fashion Show.



"This event really brought in the community," says Adams. "Some people had never been to the Haggin Museum, and had never heard of the Fashion Program. I would love to see the Haggin people come from the high schools, from the community... I think it changed the way they look at community college. It's great for the college, and great for the program."

Adams and Collective Design and Production instructor Jonathan Singer look at the show, as a jumping point for the museum, as well. They are going to create similar in the future, similar to those of the West Coast Biennale of Art in New York City, and are confident that they could not have picked a better location for the Collective Show. "It was just not an issue of the photos from the event," says Adams. "The idea of fashion complementing an art and an architectural

"Marc Eric is such a perfectionist," says Asfour. "He made these high-waisted pants that were brilliant."

fashion was just so apparent, with the designers showcasing their collections to the backdrop of the Haggin Museum's first art hanging on the walls.

For a first event, the Fashion Program, the organizers did a fantastic job. Each of the eleven designers was able to come out with at least a six piece collection, complete with a show room or display table. The best part was that the group was very diverse," says Adams. "We had students who were very eager to show their work, who were very eager to show their work, who were very eager to show their work. The designers were able to make their collections available to the judges on the runway, but it also had to make sense as a whole. Adams says that the designers showed up for hours and hours and built for their collections were they took the time to create the clothing wall, and went the step beyond just great ideas. Marc Eric, Rodriguez, who is currently working in University of the Pacific and the Delta College Fashion Program, took Eric, Danielle Romanow was

A STORY OF FASHION 2016

BECOME A SPONSOR AND SUPPORT THIS EVENT

*"A hundred years from now it will not matter what my bank account was, the sort of house I lived in, or the kind of car I drove... but the world may be different because I was important in the life of a child."
Forest E. Witcraft*

Link your brand with educating students for successful careers in fashion.

Strengthen and support the next generation of fashion designers, merchandisers, event planners, marketers and merchants.

Gain front and center exposure for your brand in front of an affluent and fashionable audience.

Be a part of a highly publicized community event.

Benefit from press coverage, prominent name and product placement and promotional efforts.

Solicit opportunities to potential customers through vendor booths, swag bag participation and VIP events.

Gain a tax deduction for your donation/sponsorship - the Fashion Foundation is a not-for-profit entity within San Joaquin Delta College's Foundation.

Take pride in supporting your community and education and promoting the arts in education.

Enjoy a fashion experience you will remember - complimentary tickets and VIP reception, as outlines in the sponsor kit.

A STORY OF FASHION 2016

ALL SPONSORS RECEIVE PRESENCE ON EVENT MEDIA & WEB SITE

Sponsor logos and links to sponsor websites are included from the show site. All sponsor names and logos are listed on all printed and digital media for the show.

A Story of

FASHION

2015

Designers
Collection
Show

Presented by
SJDC Fashion Program

Friday Evening

5.1.15

Marcopulos Gym
Doors Open 7:30 pm
Show Starts 8:00 pm

SPONSORS:

Presenting Sponsor:
PLURAL MUSIC



Venue Sponsor:
MUSTANG ATHLETICS

VIP Reception Sponsor:
HORTON GALLERY
WEIBEL FAMILY VINEYARDS
BAKING & PASTRY PROGRAM

Industry Sponsors:
GARY LONG JEWELERS
WHITE PLUM APPAREL



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Macronage Macaroons
Stella Boutique
Mike Byerly Photography
Mike Chaves Jr. Photography
Merwin Salamanca Photography

TICKETS:

\$20 General Admission/Bleacher
\$40 Floor Seating/2nd Row

Online at Eventbrite

<http://bitly.com/storyoffashiontickets>

or On Campus: Email fashion@deltacollege.edu

A Story of FASHION

5.1.15

VENUE CHANGE:
STONECREEK PLAZA

TICKETS - IN ADVANCE:

\$40 Floor Seating (2nd Row)
\$20 General Admission
(Bleacher Seating)

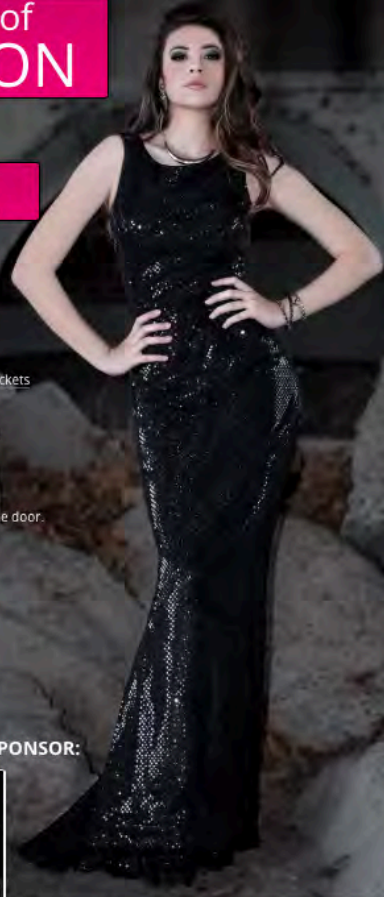
Purchase online:
<http://bitly.com/storyoffashiontickets>

Buy On Campus:
email fashion@deltacollege.edu

Online ticket sales will be
available until April 28

Tickets will not be available at the door.

Buy Tickets

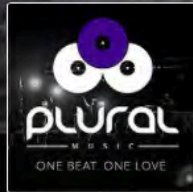


ALL SPONSORS
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EVENT MEDIA &
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Sponsor logos
and links to spon-
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show site.

All sponsor
names and logos
are listed on all
printed and digital
media for the
show.

MUSIC & LIGHTING SPONSOR:



VIP/SPONSOR RECEPTION:



VENUE SPONSORS:



MEDIA SPONSORS:



INDUSTRY SPONSORS:



SWAG BAG SPONSORS:



Download our 2015
Sponsor & Media Kit



Download our 2014
Sponsor & Media Kit



A STORY OF FASHION 2016

FASHION PROGRAM SUPPORTERS – PAST & PRESENT

20-Nine
4 Seasons Gifts
A Soolip Wedding
Abundance Vineyards Le Bistro
Acapulco Gardens Restaurant
AMC Theaters
Apex Investigations
Apple Computers
Apricot Lane Boutique
Avenue Boutique
Avenue Salon
Avon
Bella Luna
Bellissima Boutique
Berlin Photography
Best Wishes
Big Fellows Sandwich Parlor
Big Monkey Group, Sean Crarey
BJ Restaurant
Bon Appetite
Brookside Dry Cleaners
Brookside Nails
Browtique
Burlley Baked Entertainment
California Rock and Ready Mix
California Skin & Laser Center
Camera Science
Casa Flores Mexican Restaurant
Chase Chevrolet
City Girl
Classic Party Rentals
Cocoro Japanese Bistro
Cortopassi Family Foundation
Country Catering
Crocker Art Museum
Crush Kitchen and Bar
Cut Loose, San Francisco
Delk Pest Control
Dillard's
Eco Chic Salon
Edible Arrangements
Elephant Bar Restaurant
Faceless Photography, Scott Lindeman
Feed and Fuel Restaurant
First Impression
Flair Boutique
Focus
Francesca's Boutique, Blackhawk
Frankenmuffin
Fudge It Confections
Gary Longs Jewelers
Ghirardelli Chocolates
Gluskins In-Shape
Gnekow Family Winery
Gold Star Beauty
Gump's, San Francisco
Hair Discovery Salon
Izze Drinks
Jessie's Grove Winery
John & Muriel Scarlata, Tupperware
K & T Lights
Kara's Cupcakes
Karma Spa & Boutique
Katie Lynn Carol Murals & Artwork
Klinker Brink Winery
Kristen Kunkle Photography
KWIN
Ladybug Quilts
Lainey Rays Tanning & Treasures
Lincoln Center Shops
Lincoln Center Chronicle
Lodi News Sentinel
Lylif Apparel, Toronto
M.E. Decals
Macaroni Grill
America's Party Rental
Buffalo Wild Wings
Macshot20 Photography
MagicSenses Soaps and Lotions
Marc Weaver, In A Treetop Photography
Marilyn Lounsbury Massage
Merwin Salamenca Photography
Michael David Winery
Mike Byerly Photography
Minnie & Myrna's Pomegranate Delight
Monster Drinks
My Best Friends Closet
Nero Drinks
New York Diamonds, Modesto
Northwest AV Services
Olive Garden
Panera Bread
Papapavlo's Mediterranean Bistro
Paul Mitchell School for Hair
PD Nail Supply
Peet's Coffee
Perfect Balance Day Spa
PGM Pro Dress Forms
Pizza Plus
Pret, Two Plus Two
Revo Denim
RGR Garment Restoration
Rocky Mountain Chocolate Factory
Rubio's Fresh Mexican Grill
Sacramento Fashion Week
Sakhi Stylin
Salon Avanti
Salon Da-V, David Allejo
Salon Envy
Salon Texture
San Joaquin Lifestyles Magazine
San Joaquin Magazine
San Joaquin Woman Magazine
Sandra Hohman, Scented Soft & Sewn
Scentsy
Sierra Office Supply and Printing
SoyJoy
Speed Dry Carpet Cleaning
Stage Two
Starbucks
Stockton Ports Baseball
Stockton Thunder
Sygma Distributors, Northern Calif.
Temple of Hope
The Ave on the Mile
The Body Shop
The Haggin Museum
The Record
Theadora Boutique
Toot Sweets Cafe
Two Star Dog, Berkeley
U-BE-U Fashion
Upstart Photography, Peter Cordero
Village Barber
Waste Management, Patterson
Weibel Family Vineyards
Wenda Wen, Soolip Paperie
Westonwear
With Garden Flair
Wristy Business Jewelry
Zoom Car Wash

San Joaquin Delta College, Fashion Program
SUPPORT EDUCATION, CULTURE & CREATIVITY!

SPONSOR LEVELS AND BENEFITS

DIAMOND SPONSOR - \$2000

YOU WILL RECEIVE:

- Full-page Ad in event program (send high-resolution jpg or pdf to lasfour@deltacollege.edu by 4/10/2016)
- Ad repeated in Fashion Profile Magazine
- Headlining Company Name and Logo:
 - On Story of Fashion webpage with links to company web site
 - In all show marketing materials, including media kit and print ads
 - In event program, with listing under sponsorship level
 - In event multi-media presentation at event
- Vendor booth space at event – if desired (specifics listed in packet)
- Opportunity to place promotional material in attendee gift/swag bags (supply by 4/10/2016)
- 6 tickets to the show & Exclusive VIP Reception - list names:

PLATINUM SPONSOR - \$1500

YOU WILL RECEIVE:

- Half-page Ad in event program (send high-resolution jpg or pdf to lasfour@deltacollege.edu by 4/10/2016)
- Ad repeated in Fashion Profile Magazine
- Headlining Company Name and Logo:
 - On Story of Fashion webpage with links to company web site
 - In all show marketing materials, including media kit and print ads
 - In event program, with listing under sponsorship level
 - In event multi-media presentation at event
- Vendor booth space at event – if desired (specifics listed in packet)
- Opportunity to place promotional material in attendee gift/swag bags (supply by 4/10/2016)
- 4 tickets to the show & Exclusive VIP Reception - list names:

GOLD SPONSOR - \$1000.

YOU WILL RECEIVE:

- Quarter-page Ad in event program (send high-resolution jpg or pdf to lasfour@deltacollege.edu by 4/10/2016)
- Ad repeated in Fashion Profile Magazine
- Company Name and logo:
 - On Story of Fashion webpage with links to company web site
 - In all show marketing materials, including media kit and print ads
 - In event program, with listing under sponsorship level
 - In event multi-media presentation at event
- Vendor booth space at event – if desired (specifics listed in packet)
- Opportunity to place promotional material in attendee gift/swag bags (supply by 4/10/2016)
- 4 tickets to the show & Exclusive VIP Reception - list names:

SILVER SPONSOR - \$500.

YOU WILL RECEIVE:

- Business card ad in event program (send high-resolution jpg or pdf to lasfour@deltacollege.edu by 4/10/2016)
- Company Name:
 - On Story of Fashion webpage
 - In event program, with listing under sponsorship level
 - In event program, with listing under sponsorship level
 - In event multi-media presentation at event
 - Listed in Fashion Profile Magazine
- Opportunity to place promotional material in attendee gift/swag bags (supply by 4/10/2016)
- 2 tickets to the show & Exclusive VIP Reception - list names:

SPONSOR LEVELS AND BENEFITS

- Foundation Sponsor \$ _____ (ANY AMOUNT ABOVE \$200) to the Fashion Foundation.

YOU WILL RECEIVE:

- Company Name:
 - On Story of Fashion webpage
 - In event program, with listing under sponsorship level
 - Listed in Fashion Profile Magazine
- Opportunity to place promotional material in attendee gift/swag bags (supply by 4/10/2016)
- 1 ticket to the show & Exclusive VIP Reception per each \$200 donation - list names: _____

- Swag Bag Sponsor: Minimum of 100 of the same or similar item for the swag bags, along with business cards, discount cards, marketing materials, etc.)
- You may ship (we will send our UPS #) or we are happy to make arrangements for pick up.

YOU WILL RECEIVE:

- Company Name:
 - On Story of Fashion webpage
 - In event program, with listing under sponsorship level
 - Listed in Fashion Profile Magazine
- Company Name and logo in multi-media presentation at event
- Business card ad in event program (send jpg or pdf to lasfour@deltacollege.edu by 4/10/2016)
- 1 ticket to the show & Exclusive VIP Reception per each \$200 value of product donation - list names: _____

- VIP WINE OR FOOD SPONSOR:

We wish to contribute wine (for 50 people minimum). Please list quantity: _____

We wish to contribute Food (for 50 people minimum). Please list quantity: _____

YOU WILL RECEIVE:

- Quarter-page Ad in event program (send jpg or pdf to lasfour@deltacollege.edu by 4/10/2016)
- Company Name and logo in event multi-media presentation at event
Company Name:
 - On Story of Fashion webpage with links to company web site
 - In event program, with listing under sponsorship level
 - In all show marketing materials, including media kit and print ads
 - Listed in Fashion Profile Magazine
- Opportunity to place promotional material in attendee gift/swag bags (supply by 4/10/2016)
- 1 ticket to the show & Exclusive VIP Reception per each \$200 value of donation - list names: _____

- MEDIA SPONSOR (Will be awarded by media type to first who respond):

We will publish media advertising valued at \$500-1000 for the event to run consecutively in April and May until the event date to promote the event; post-event coverage.

YOU WILL RECEIVE:

- Company Name:
 - On Story of Fashion webpage
 - In all show marketing materials, including media kit and print ads
 - In event program, with listing under sponsorship level
 - In event multi-media presentation at event
 - Listed in Fashion Profile Magazine
- Opportunity to place promotional material in attendee gift/swag bags (supply by 4/10/2016)
- 1 ticket to the show & Exclusive VIP Reception per each \$200 value of donation - list names: _____

A STORY OF FASHION 2016

Please return the form below and return to
Leslie Asfour

FASHION & DESIGN

San Joaquin Delta College, 5151 Pacific Avenue, Box 142, Stockton, CA 95207

YOUR NAME: _____ COMPANY NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

BUSINESS PHONE: () _____ EMAIL: _____

Please check the sponsor level below and complete the important information:

DIAMOND SPONSOR \$2000 Full-page Ad Supply pdf file by 4/10/2016
6 complementary show and VIP reception tickets for the following guest (please print names clearly):

PLATIUNUM SPONSOR \$1500 Half-Page Ad Supply pdf file by 4/10/2016
4 complementary show and VIP reception tickets for the following guest (please print names clearly):

GOLD SPONSOR \$1000 Quarter-Page Ad Supply pdf file by 4/10/2016
4 complementary show and VIP reception tickets for the following guest (please print names clearly):

SILVER SPONSOR \$500 Business Card Ad Supply pdf file by 4/10/2016
2 complementary show and VIP reception tickets for the following guest (please print names clearly):

FOUNDATION SPONSOR Any amount above \$200 Business Card Ad Supply pdf file by 4/10/2016
1 complementary show and VIP reception tickets per \$200 donation. Print name below for each ticket per \$200 donation:

SWAG BAG SPONSOR Any amount above \$200 Name mention in event program
1 complementary show and VIP reception tickets per \$200 donation. Print name below for each ticket per \$200 donation:

VIP RECEPTION SPONSOR FOOD or WINE for 100 Half-Page Ad Supply pdf file by 4/10/2016
2 complementary show and VIP reception tickets for the following guest (please print names clearly):

MEDIA SPONSOR TBD TBD Ad Supply pdf file by 4/10/2016
1-2 complementary show and VIP reception tickets for the following guest (please print names clearly):

* WE ARE HAPPY TO CREATE ADS FOR YOUR COMPANY PER LEVEL OF SPONSORSHIP. WE HAVE EXPERT GRAPHIC ARTISTS AND LAYOUT SPECIALISTS WHO CAN CREATE GORGEOUS AND EFFECTIVE ADS TO PROMOTE YOUR BUSINESS. THERE IS NO CHARGE FOR THIS SERVICE.

A STORY OF FASHION 2016

SPONSOR LEVELS AND BENEFITS

SPONSORSHIP BENEFITS	DIAMOND SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	FOUNDATION SPONSOR	SWAG BAG SPONSOR	VP WINE SPONSOR	VP FOOD SPONSOR	RAFFLE SPONSOR	Benefits Based On Value of Sponsorship
VALUE LEVEL	\$2,000	\$1,600	\$1,000	\$500	\$200	MINIMUM OF 100 PRODUCT ITEMS FOR SWAG BAGS	WINE FOR 60 PEOPLE	FOOD FOR 60 PEOPLE	Raffle term valued at \$100 or more	MEDIA SPONSORS
Company name and logo in event multi-media show	X	X	X			X	X	X		X
Company name listed in event multi-media	X	X	X	X		X	X	X	X	X
Headlining logo on all print material, including media kit, event program and printed media ads	X	X								X
Company name, logo and sponsorship level listed in event program	X	X	X							X
Company name and sponsorship level listed in event program	X	X	X	X	X		X	X	X	
Logo and web link on event website	X	X	X							X
Company name and link on event website	X	X	X	X			X	X		X
Company name listed on event website	X	X	X	X	X		X	X	X	X
Full-page ad in event program	X									X
Half-page ad in event program		X								
Quarter-page ad in event program			X				X	X		
Business card ad in event program				X		X				
VENDOR BOOTH SPACE AT EVENT	X	X	X							X
Opportunity to place promotional material in swag bags for event VPs	X	X	X	X	X	X	X	X	X	X
Number of show tickets - preferred seating	1 per each \$200 Donaton	1 per each \$200 Donaton	1 per each \$200 Donaton	1 per each \$200 Donaton	1 per each \$200 Donaton	1 per \$200 value of product	1 per \$200 value of product	1 per \$200 value of product	1 per \$200 value of product	1 per \$200 value of product
Number of tickets to VIP reception, includes swag bag	1 per each \$200 Donaton	1 per each \$200 Donaton	1 per each \$200 Donaton	1 per each \$200 Donaton	1 per each \$200 Donaton	1 per \$200 value of product	1 per \$200 value of product	1 per \$200 value of product	1 per \$200 value of product	1 per \$200 value of product

A STORY OF FASHION 2016

SPONSOR COMMITMENT LEVEL OF SUPPORT
Thank you for sponsoring A STORY OF FASHION 2016

SPONSORSHIP/DONATION RECEIPT

Please keep this receipt for your donation to the Fashion Program for tax purposes. The Fashion Program is a not-for-profit entity and is exempt under Section 502 (c) (3) of the Internal Revenue Code.

TAX RECORD FORM: Federal law provides that clothing and household goods must be in "good used condition or better" for tax deductions. All values are assigned by the donor. Please keep this signed form as your donation record.

List the value of the merchandise or amount donated.

This receipt acknowledges the donation made on (DATE) _____ of 2015 in the form of
_____ Cash or _____ Service in the amount of: \$ _____ (Fair Market Value).

DONOR NAME: _____

DONOR COMPANY (If applicable): _____

DONATION MADE TO:

Fashion Foundation
San Joaquin Delta College
5151 Pacific Avenue, Box 142
Stockton, CA 95207

501 (c) (3)
Tax ID # 23-7367633

FASHION

DESIGN & MERCHANDISING

SAN JOAQUIN DELTA COLLEGE
5151 Pacific Avenue
Stockton, CA 95207



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ARE YOU
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START YOUR
CAREER IN
FASHION?

Get Started With Your Career in the Fashion Industry!

Do you have a love for art? Have you always had a strong interest in what you wear and in designing your own clothing, shoes, and accessories? Do you love helping others make choices about what they wear and how to match their accessories to help them look great? Do you possess determination and strong communication and interpersonal skills that will help you be proactive in your job search and successful on the job? If you answered yes to all of the above, you may be a person who has a flair for fashion and an interest in pursuing an internship or career in this highly competitive industry.

FASHION PROGRAM

EVENTS



FASHION INDUSTRY

DEGREES



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