



# RECYCLED RUNWAY

FASHION THROWDOWN  
FIND IT. SEW IT. WORK IT.

benefitting Bib & Tucker Sew-Op  
Thursday, November 15, 2018 | Saturn in Avondale

# What Is the Recycled Runway Fashion Throwdown?

Part creative competition. Part fashion extravaganza. Part fundraising gala. This event pairs teams with Bib & Tucker seamstresses to create high fashion by upcycling previously owned clothing. The teams dress and style their model to walk the runway for the enthusiastic audience.

## THE COMPETITION

Each team selects donated thrift store clothing ready to upcycle, then races to their assigned sewing station. Working with their seamstresses, the teams design their outfits and get to work ripping seams and cutting patterns. The teams create a totally new design for the runway, ready to compete for awards such as Most Colorful and Most Items Transformed. Each team will also compete for the Favorite Fashion Award based on votes from the audience.

## THE FASHION

Volunteer models are styled by hair and make-up professionals and prepped for the runway show. Eager, cheering crowds press in on either side of the catwalk. One-by-one the models sashay down and back and down once more to a funky musical hook.

## THE GALA

While the sewing stations scramble, the audience shops the on-site boutique, poses in the photo booth, bids on silent auction items, and anticipates the runway show excitement! To vote on for their favorite fashion or favorite team, members of the audience purchase Voting Tokens worth \$1 or \$5. After the show, spectators and teams come together to celebrate the fashion extravaganza.

## THE FUNDRAISER

Proceeds from the Upcycle Boutique, Voting Tokens, and Silent Auction benefit Bib & Tucker Sew-Op, Birmingham's hub for sewing activities that promote empowerment, education, and economic opportunity! Tax-deductible sponsorships and donations allow us to support our employees and retail shop, as well as offer more programs to more people. Here are a few of those programs.

### The March Quilts (EMPOWERMENT)

- Beginning its fifth year this fall, The March Quilts is a community art project that sheds light on a different theme of civil or human rights each year through open sewing sessions in the community. To date, we have collected more than 860 quilt blocks and sewn them into 7 quilts.

### QUARK (EDUCATION)

- Quilting Activity Resource Kit aims to teach the fundamentals of math through the principles of art by way of a hand-sewing activity that focuses the mind. As arts programs in schools are being cut, QUARK gives teachers a tool for integrating lessons on composition, shape and color with lessons on multiplication, scale and measurement.

### Magic City Seams (ECONOMIC OPPORTUNITY)

- Currently in its third year, this program teaches sewing skills to trainees who seek flexible income opportunities. Once trainees graduate the program, they can work for third-party clients on small-batch manufacturing or can continue to hone their skills in a "sew-to-own" program where they learn to use a machine that will eventually become their own. Bib & Tucker incubates graduates who are interested in starting their own businesses.



# SPONSORSHIP OPPORTUNITIES

## Haute Couture Presenting Sponsor \$5,000 (1 available)

- Featured Name & Logo Placement for all event communications
- Included in all print promotions and marketing
- Included in all social media communications that will include Facebook event, cross-platform hashtags
- Recognition at event to include exhibit space (inside and/or outside venue)
- Prominent logo placement on custom-embroidered Red Carpet backdrop (Your company's logo will be embroidered on our red carpet backdrop and this embroidery will be framed and presented to you after the event.)
- Opportunity to solicit business to attendees prior to and during the event
- Opportunity to add business information to event slideshow
- First right of refusal for 2019 event
- Pick of Either Atelier Sponsor Benefits (One Team) OR Fashionista Squad Benefits X 2 (10 spectators)



## Ready-To-Wear Sponsor \$1,000 (10 available)

- Name Included in all print promotions and marketing
- Included in social media communications that will include Facebook event, cross-platform hashtags
- Recognition at event from emcee and in slideshow display
- Included on custom-embroidered Red Carpet backdrop
- Pick of Either Atelier Sponsor Benefits (One Team) OR Fashionista Squad Benefits X 2 (10 spectators)



## Atelier/Team Entry Sponsor \$500 (10 teams available)

- Entry of One Competing Team (\$500 value)
- 5 Drink Tickets
- Included in social media communications
- Recognition from emcee during Runway show and awards
- Opportunity for promotions via teamwear and Sewing Station

## Fashionista Squad/VIP Spectator Sponsor \$250

- 10 VIP \$5 Best-In-Show Votes (\$50 value)
- 5 Drink Tickets
- VIP Access to Select Stations and Preview Sale
- Front Row Seating for Runway Show



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Bib & Tucker is a 501c3 non-profit organization.  
We are funded through grants and charitable  
contributions. Make a donation today!

**Bib & Tucker Sew-Op**  
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