

# THE WALK THE LINE

YOUNG DESIGNERS  
FASHION SHOW



## SPONSORSHIP PROPOSAL





# Introduction

Kia ora,

We know that the world is a rapidly changing place. Information now spreads at incredible speed, and our young people are increasingly aware about the world around them. We are experiencing the power of the youth movement and its ability to shape change.

YMCA has been supporting young Kiwis for more than 150 years. Through our youth development programme, Raise Up, we give young people a safe and healthy environment to build life skills which will give them confidence in themselves and their future.

In 2002 youth members of the YMCA shared their desire for a programme where they could gain personal development and life skills – and thus Raise Up was born. Now run by the YMCA over 7 sites in Auckland and Waikato, and the inspiration for an additional 10 sites around New Zealand, Raise Up is an inclusive programme for youth aged 13-18, open to all levels of development, demographic and status to ensure all young people have a voice.

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Walk the Line young designer's fashion showcase is the flagship annual Raise Up event. The only event of its kind which is run by youth, for youth, WTL allows high school designers to showcase their talent on the New Zealand stage, gaining valuable contacts and launching careers.

**"We are experiencing the power of the youth movement and its ability to shape change."**

The Raise Up programme and events such as Walk the Line wouldn't be possible without the support of sponsors and partners. We're offering a unique opportunity to reach the youth and schools audience, as well as the greater YMCA community, and enable young people to take the first steps to an exciting future.

Regards,  
Julian Baldey

# What is Walk the Line?

Haven't been to NZ's only youth-lead young designer's show?

[Click here](#) to see what it's all about



## **Why sponsor Walk the Line 2021?**

Now in its tenth year, Walk the Line, taking place during New Zealand Fashion Week, has supported the launch of young Kiwi designers, reaching the heights of London Fashion week and Vogue. And as the only youth-lead fashion event of its kind in New Zealand, the lives of those behind the curtain are being enriched by the real-world event management and back of house skills gained.



## By supporting Walk the Line 2021, you gain exposure to:

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- High school partner communities - 65,000 students across Auckland, Waikato, and Bay of Plenty
- YMCA North community:
- 11,000 Members across fitness and recreation programmes, 36,00 participants across family programmes
- Raise Up Youth Development – 6,500 social media audience
- YMCA North Digital audience – 420,000 website visitors annually, 30,000 eDM audience, 27,500 social media
- Fabric technology training sector
- New Zealand fashion sector and associated media
- In addition to reaching this valuable youth audience, your support will give youth the opportunity to showcase their talent on the New Zealand fashion week stage, taking the first steps into their future career.



|                                  | NAMED (1)  | CATEGORY SPONSOR (5)   | MAJOR PRIZE DONOR  |
|----------------------------------|--|--|--|
| Exclusivity                      | Single named sponsor   |  | Sector exclusivity   |
| Event name                       | Proudly supported by [name]'   | Event name   |  |
| Event website: Home page         | Logo on home page banner image. Prominent link to sponsor website  |  |  |
| Event website: Categories page   |  | [Sponsor name] Category name   |  |
| Event website: Sponsors page     | Logo on banner image. Featured section including logo, link and 200 word blurb                               | Logo and link  | Logo and link  |
| Event website: Ticket sales page | Logo on banner image   |  |  |
| Event external communication     | Sponsor mentioned by name in all external event communication such as media releases                         |  |  |
| Event communication to schools   | Sponsor logo on email campaign, social posts, presentation to teachers and class groups                      | [Sponsor name] Category name in event presentations to teachers and class groups | Sponsor information in event prize details                     |
| Event presence                   | Logo featured on event backdrop imagery, on design photo capture backdrop, 2 minute presentation to audience | Logo visible during sponsored category, verbal acknowledgement                   | Logo visible during sponsored category, verbal acknowledgement |
| Event programme                  | Double page ad   | Half page  | Half page  |
| Goody bag insert                 | One  | One  | One  |
| Event tickets                    | Four   | Two  | Two  |
| YMCA memberships                 | Ten  | Four   |  |
| Cost                             | \$10,000.00  | \$2,500.00   | 2,500.00 Prize donation to the value of \$2,500                |



# About YMCA Raise Up

Raise Up is YMCA's youth development programme run by youth for youth, operating around New Zealand. Established at YMCA Massey, West Auckland in 2002, Raise Up has been built on the long and successful history YMCA has had working with youth in local communities. Raise Up activities include a mixture of regular weekly meet-ups, events, workshops and personal development activities. These are tailored to the interests of youth in each region and include sports, music, dance, fashion, leadership training, art and much more.

Raise Up has been designed to offer youth a safe and positive environment in which to relax, socialise and achieve their goals.

In 2019 Raise Up introduced a three-level certification programme, where crew members work through a set criteria of personal development, leadership and community engagement activities to achieve a tangible qualification.

This year Raise Up is expanding it's footprint to reach even more young people in vulnerable communities, thanks to generous funding support.





## About Walk the Line

Walk the Line is a youth-lead fashion design event, where high school designers and models aged 13-18 have the opportunity to create and showcase garments on the New Zealand fashion week runway. In addition to the young fashion talent, the event itself is organised and delivered by a high school aged Raise Up Crew.

2021 is the tenth Walk the Line show.



# Sponsorship Terms & Conditions

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This YMCA NZ National Convention 2019 Sponsorship Contract (the “Contract”) states the terms and conditions that govern the contractual agreement between XXXXX having its principal place of business at [SPONSOR ADDRESS] (the “Sponsor”), and YMCA North (the”Host”) who agrees to be bound by this Agreement.

WHEREAS, the Host is conducting the YMCA NZ National Convention on XXXX (the “Event”); and

WHEREAS, the Sponsor agrees to sponsor the Event according to the terms and conditions herein.

NOW, THEREFORE, In consideration of the mutual covenants and promises made by the parties hereto, the Company and the Sponsor (individually, each a “Party” and collectively, the “Parties”) covenant and agree as follows:

## Contribution

The total contribution provided by the Sponsor is;  
[CONTRIBUTION AMOUNT]  
to be paid in full by [MMDDYYYY] Term/Termination

This Contract will terminate automatically upon completion of [TERMINATION DATE OR MILESTONE].

## Changes/Cancellations

Any changes made to this Contract must be made in writing and signed by both parties. If the Event is cancelled, refunds will be negotiated on a case by case basis.

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Sponsor Signature:

Event Host Signature:

Date:

Date:



## Contact

ADAM BROWN-RIGG  
Youth Programme Manager  
[adam.brown@ymcauckland.org.nz](mailto:adam.brown@ymcauckland.org.nz)

[www.raiseup.co.nz/wtl](http://www.raiseup.co.nz/wtl)

