



Empower the Next Generation of Fashion Innovators

SPONSORSHIP OPPORTUNITIES

WHAT: Since 1968, Mount Mary University has hosted one of the region's premier fashion events. More than a runway show, the annual **STUDENT FASHION SHOW** is a high-energy celebration of art, craft, and technology, drawing over 1,000 attendees. This May, eight senior capstone collections will debut alongside 50+ original looks created by emerging sophomore and junior talent. This year's work is largely focused on industry-critical themes of sustainability and client-centered design.

WHEN: Friday, May 8, 2026 • Shows at 1 p.m., 5 p.m. and 7:30 p.m.
Mount Mary University • Alumnae Dining Hall
2900 North Menomonee River Parkway, Milwaukee, WI 53222

WHY: Your sponsorship does more than underwrite a production; it helps to fuel a professional talent pipeline. This student-led collaboration bridges the gap between the classroom and industry, giving students hands-on experience to build and refine:

- **Technical Excellence:** Cutting-edge design, applied technology and garment construction
- **Strategic Leadership:** Project management, budgeting and communication
- **Industry "Power Skills":** Accountability, organization, problem-solving and teamwork in a high-stakes environment

YOUR IMPACT: Sponsoring the 2026 fashion show puts your brand directly in front of a high-end, influential audience of tastemakers and industry professionals. 100% of profits are reinvested into student learning, ensuring Mount Mary fashion graduates remain at the forefront of the fashion industry.



“ Working on this show strengthened my leadership, time management and organizational skills while pushing me beyond my comfort zone and giving me hands-on experience bringing an event to life. I was so proud to see many months of planning come together on the runway! ”

– Kittana Nguyen, Fashion Business '25



Your investment in the STUDENT FASHION SHOW positively impacts Mount Mary students and helps to elevate art and fashion in southeastern Wisconsin.

A portion of all sponsorships are used for a materials stipend to enhance each senior collection with quality fabrics and trims.

Sponsorship Levels:	PRESENTING SPONSOR \$5,000	HOSPITALITY SPONSOR \$4,000 <i>(One Available)</i>	BOX OFFICE SPONSOR \$3,000 <i>(One Available)</i>	COUTURIER SPONSOR \$2,500	TAILOR SPONSOR \$1,500	PHOTO BOOTH SPONSOR \$1,500 <i>(One Available)</i>	BEVERAGE SPONSOR \$1,000 <i>(One Available)</i>	APPRENTICE SPONSOR \$500
Recognized as Presenting Sponsor	●							
Listed on Event Promotion Posters <i>(If committed by March 4, 2026.)</i>	●							
MMU Magazine Spotlight	●							
Invitation to Hospitality Reception	●	●	●	●				
Signage at Hospitality Reception		●						
Signage on Box Office <i>(Recognition on Box Office signage, ticketing site and print-at-home tickets.)</i>			●					
Social Media Post/Video <i>(Social Media Posts, Pre-Show PowerPoint Loop on Screens)</i>	●	●	●					
Invitation to Rack Check Reception <i>(March 19, 2026) (Meet the seniors and get a behind the scenes look at their collection development.)</i>	10 TICKETS	8 TICKETS	6 TICKETS	5 TICKETS	3 TICKETS	3 TICKETS	2 TICKETS	2 TICKETS
FRONT ROW Tickets, Reserved Seats <i>(Must claim by April 17, 2026 or will be resold to public.)</i>	10 FRONT ROW TICKETS	8 FRONT ROW TICKETS	6 FRONT ROW TICKETS	5 FRONT ROW TICKETS	3 FRONT ROW TICKETS	3 FRONT ROW TICKETS	2 FRONT ROW TICKETS	2 FRONT ROW TICKETS
Signage on Bar							●	
Photo Booth Benefits*						●		
1 Complimentary Drink Ticket Per Guest	●	●	●	●	●	●	●	●
Recognized on Promotional Materials <i>(Website, slideshow at event, email outreach)</i>	●	●	●	●	●	●	●	●

New this year! * **PHOTO BOOTH SPONSOR** – Your logo featured on our photo booth gains social media visibility from up to 1,000 guests.

WATCH FOR TICKETS TO GO ON SALE AND LEARN MORE ABOUT THE MOUNT MARY UNIVERSITY STUDENT FASHION SHOW



mtmary.edu/fashionshow



SPONSORSHIP COMMITMENT FORM

Contact Information:

Contact Person _____

Organization Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Event Sponsorship Level:

- \$5,000 Premier Sponsor
(Commit by March 4 to receive all sponsor benefits.)
- \$4,000 Hospitality Sponsor
- \$3,000 Box Office Sponsor
- \$2,500 Couturier Sponsor
- \$1,500 Tailor Sponsor
- \$1,500 Photo Booth Sponsor
- \$1,000 Beverage Sponsor
- \$500 Apprentice Sponsor
- I am unable to sponsor but plan to attend AND want to make a donation of \$_____
- I am unable to sponsor or attend the event but would like to make a donation of \$_____

“ Each new theme is a celebration of the combined talents of both the Fashion Business and Fashion Design majors who work very hard for the success of the annual show. We strive to surprise, engage and immerse our audience with a new experience each year at the annual **STUDENT FASHION SHOW**. ”

– Trish Kuehnl, Assistant Professor
Fashion Business, MMU

Payment Information:

- Check enclosed payable to Mount Mary University
- This is a pledge, please invoice me
- Scan the QR code to make your commitment online ➔



Please return at your earliest convenience to:

- Paige Rohr at rohrp@mtmary.edu
- MOUNT MARY UNIVERSITY**
Attn: Advancement Office NDH 152
2900 North Menomonee River Parkway
Milwaukee, WI 53222

An acknowledgment will be provided for tax purposes.



QUESTIONS ABOUT SPONSORSHIPS, CONTACT:

Paige Rohr, Assistant Director of Development | Mount Mary University
rohrp@mtmary.edu | (414) 930-3148