



Join Ijams Nature Center for the third annual Fleurish: Sustainable Fashion Event on Sunday, April 21, 2024, from 6-9 p.m.! Fleurish is a collaborative runway show and fundraiser showcasing how sustainability, conservation, and beauty intertwine with our lives and our future. Local designers, hair stylists and makeup artists join forces to create amazing designs that incorporate sustainable materials and innovative recycling methods, and reuse what was once discarded.

Fleurish engages the audience in ways we, the average consumers, can make changes to our day-to-day lives while never losing sight of the beauty of nature and the human experience. It highlights upcycling and trashformation of second-hand clothing as well as shows the potential of vintage clothing and innovative fashion to encourage people to keep clothing out of landfills and find ways to give existing items new life. The inaugural event in 2022 featured 12 designers and 30+ models who showcased eco-friendly, sustainably sourced, and upcycled fashions. 2023 brought 18 designers and over 65 models. 2024 is going to be even more epic with a theme of Punk vs. Funk.

Sponsorships help support Ijams Nature Center's nonprofit mission of encouraging stewardship of the natural world through education and engaging experiences.

Sponsorship Levels

Platinum Sponsorship

\$5,000

- Logo on Ijams website home page slider
- Logo on Fleurish page of Ijams website's calendar of events
- Logo on Fleurish event page of Ijams website
- Logo in minimum of three Ijams e-newsletters (~6,000 weekly subscribers)
- Logo on event posters at Ijams and Knoxville local businesses
- Recognition on Ijams Facebook event listing (~40,000 followers)
- Four mentions on Ijams Facebook page (~40,000 followers)
- Four mentions on Ijams Instagram (~14,800 followers)
- Recognition in news release and media advisory
- Live recognition from the stage at the event
- Opportunity to have a table and/or promotional materials at event
- Logo on selfie event banner
- 15 VIP tickets to event (names provided by sponsor will be on Will Call list)
- PLUS: Additional recognition on stand-alone Fleurish Knoxville Instagram Event page with one designated post, two dedicated stories, and two reshares.

Gold Sponsorship

\$2,500

- Logo on Ijams website home page slider
- Logo on Fleurish page of Ijams website's calendar of events
- Logo on Fleurish event page of Ijams website
- Logo in minimum of three Ijams e-newsletters (~6,000 weekly subscribers)
- Logo on event posters at Ijams and Knoxville local businesses
- Recognition on Ijams Facebook event listing (~40,000 followers)
- Three mentions on Ijams Facebook page (~40,000 followers)
- Three mentions on Ijams Instagram (~14,800 followers)
- Recognition in news release and media advisory
- Live recognition from the stage at the event
- Opportunity to have a table and/or promotional materials at event
- Logo on selfie event banner
- 10 VIP tickets to event (names provided by sponsor will be on Will Call list)
- PLUS: Additional recognition on stand-alone Fleurish Knoxville Instagram Event page with one designated post, one dedicated stories, and one reshare.

Silver Sponsorship

\$1,000

- Listing on Fleurish page of Ijams website's calendar of events
- Logo on Fleurish event page of Ijams website
- Logo in minimum of two Ijams e-newsletters (~6,000 weekly subscribers)
- Logo on event posters at Ijams Visitor Center and Knoxville local businesses
- Recognition on Ijams Facebook event listing (~40,000 followers)
- Two mentions on Ijams Facebook page (~40,000 followers)
- Two mentions on Ijams Instagram (~14,800 followers)
- Recognition in news release and media advisory
- Live recognition from the stage at the event
- Opportunity to have a table and/or promotional materials at each event
- Logo on selfie event banner
- 4 VIP tickets to event (names provided by sponsor will be on Will Call list)
- PLUS: Additional recognition on stand-alone Fleurish Knoxville Instagram Event page

Bronze Sponsorship

\$500

- Logo on Fleurish event page on Ijams website
- Logo in minimum of one Ijams e-newsletter (~6,000 weekly subscribers)
- Listing on Ijams Calendar of Events Fleurish page
- Recognition on Ijams Facebook event listing (~40,000 followers)
- One mention on Ijams Facebook page (~40,000 followers)
- One mention on Ijams Instagram (~14,800 followers)
- Recognition in news release and media advisory
- Live recognition from the stage at event
- Opportunity to have a table and/or promotional materials at event
- Logo on selfie event banner
- Two VIP tickets to event (names provided by sponsor will be on Will Call list)
- PLUS: Additional recognition on stand-alone Fleurish Knoxville Instagram Event page

Supporter Level

\$100-499

- Recognition as an event supporter on the Fleurish event page of Ijams website
- Two VIP tickets to event (names provided by supporter will be on Will Call list)

Sponsor Information

Company Name: _____

Contact: _____

Address: _____

City: _____

State: _____

ZIP: _____

Phone: _____

Email: _____

Instagram handle/hashtags: _____ Facebook handle: _____

Payment Method (Select one):

Enclosed is my check made payable to Ijams Nature Center.

Please charge my credit card. (Select one): Visa MasterCard AMEX Discover

Card Number: _____ Expiration: _____ CVV: _____

Name on Credit Card: _____

Please invoice me. Invoices will be sent by email via Square.

Contact: Cindy Hassil, Ijams Development Director
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