

Fashion Passion

RAINBOWS
empowering children and families

2024

Sponsorships, Table Reservations, & Fund the Need donations

Fashion Passion is one of Wichita's premier fundraising events and Runway Show benefiting Rainbows United and children with special needs "because helping children is always in!"





About Rainbows United



What does Rainbows United do?

Rainbows United provides vital services for children with special needs, birth through age 21, and their families as well as childcare services for typically developing children at the Kids' Point location. Many services are provided in the home or another comfortable environment.

Who does Rainbows serve?

Fiscal Year 2022, more than 3,700 children and families were served through comprehensive programs in Sedgwick, Sumner, and Butler counties.



RAINBOWS
empowering children and families



The Mission

Rainbows United enhances the lives of children with special needs and their families by bringing together community resources and providing customized services with programs including:

- Targeted Case Management
- Early Intervention
- Mental Health Services
- Autism Services
- Early Childhood Education
- Community Based Education/Training
- Specialized Foster Care
- Family Support Services
- Connecting Point
- Developmental Assessments



**"If there is no beginning,
there is no hope."**

- Linda Weir-Enegren
Rainbows United Founder



The Leadership



Deb Voth
Interim President



Lisa Capps
Vice President of
Development



Michelle Eastman
Vice President of Marketing
and Communications



Lindsay Kral
Vice President of
Programs and Services



Mark Taylor
Vice President of
Human Resources



Andy Walston
Vice President of Finance

Fashion Passion

Fashion Passion is a fundraiser with 16 years of history. Started in 2005 in the living room of a Rainbows' board member, it has grown to a premier fundraiser in the Wichita community. From the beginning, Fashion Passion has featured a Fashion Show and "fun with a purpose," highlighting the families and children served by Rainbows United as part of the program.



The Friends

Friends of the Heart is a special group at Rainbows! Part engaged volunteer and part incredible event committee, they have been the driving force behind the magic of Fashion Passion since 2005. They make this fundraiser possible and give it heart.

The Guests

Fashion Passion draws a crowd of approximately 500 guests. The majority attend with a company sponsorship or table purchase. They represent a variety of Wichita businesses and individuals, all loyal supporters of those served.

**Fashion. Purpose.
All the Fun.**

See for yourself in this
video of the 2022 event.



2022 Highlights

The special group of volunteers, Friends of the Heart, threw a fantastic event last year. With the theme of "unlocking possibilities" and a secret garden motif, Fashion Passion celebrated Rainbows' 50th year and hit a new fundraising record of over \$1 million to support Rainbows United's programs.

Event Chairs



The Hampel Family

The Hampel Family's involvement with Rainbows began with Peter Hampel. Born with cerebral palsy and multiple severe developmental delays, Peter and his family, Ed and Nancy Hampel, received services from Rainbows his entire childhood. "We had all the support in the world," Ed says. That support inspired a new tradition, the hosting of the Peter Hampel Luau, a fundraiser for Rainbows that lasted for 17 years.

The entire Hampel family and their associated companies have continued to be advocates for Rainbows United over the years. Ed Hampel said it best: "Wichita needs Rainbows to succeed and grow as there are many ways it touches the kids and families who receive services."

Honorary Chairs



George & Jocelyne Laham

Since the first Fashion Passion, George and Jocelyne Laham have been champions for the children of Rainbows. Laham Development's Bradley Fair is a Presenting Sponsor every year-And the stores of Bradley Fair make the Fashion Show the highlight of the evening.



From our **Event Chairs**

Dear
Friends,



When Rainbows approached our family about supporting Fashion Passion, we were honored to be a part of this purposeful, unique event. Our entire family has been impacted by Rainbows' services over the years, from direct support to seeing how this organization touches the lives of so many in our community. With this in mind, we decided not to honor one or two individuals, but to serve in this role as the Hampel Family.

We would like you to stand with our family in supporting Rainbows United, whether through a sponsorship, a table reservation, or a donation to Fashion Passion. The funds raised on May 10th at this "Party with a Purpose" make Rainbows' services possible, from comprehensive resources in our community to the sustainability of caring, highly trained staff that make their vital mission possible.

Rainbows' mission is this: to empower children and families. Your support enables programs and resources that impact lives, strengthen this community, and empower families—just like ours.

Sincerely,

Scott C. Hampel



This Year's Event

When:

Friday, May 10, 2024

Where:

Textron Aviation Activity Center
9710 East Central Avenue
Wichita, KS 67206

Be immersed in a unique evening, and Party with a Purpose.

What should you expect at this high energy one-of-a-kind event? Sip your complimentary beer or wine while scoping out the silent auction in the Fashion Showroom or from your phone. Savor your dinner and drinks followed by coffee and sweets. And experience a thrilling live auction, multimedia presentation, and high-end fashion presented by Bradley Fair!



Sponsorships

BRADLEY
FAIR

COX

\$35,000

Presenting Sponsors

Your impact: Help fund core services for more than 3,700 local children & get your brand in front of 500 guests from companies across Wichita.

————— Your name or brand is represented throughout the event and in all print and web materials.

Presenting Sponsors make Fashion Passion possible.

- Sixteen tickets (2 tables of 8) of reserved seating with premier table placement and customized table signage
- VIP status for your guests with early entry and exclusive pre-event reception
- Premier representation and signage prominently displayed throughout venue
- ✦ • Sponsor logo highlighted on: poster, website, collateral materials, and social media outlets
- Logo/Name highlighted throughout event and during multimedia program and live presentation

*Printed material recognition may change depending on date sponsorship confirmation is received.



\$25,000

Platinum Sponsors

Your impact: Help fund core services for more than 3,700 local children & get your brand in front of 500 guests from companies across Wichita.

	Platinum Sponsors	Diamond Sponsors
Event Invitation	✓	
Event Program	✓	✓
Table Signage	✓	✓
Event Graphics	✓	✓
Printed Materials	✓	✓
Call Out From Stage	✓	

See more details on the next page.

*Printed material recognition may change depending on date sponsorship confirmation is received.

Lyndor's Fashion show room Lyndor's

GET

THE

GET

\$25,000

Platinum Sponsors

Runway Room

- Name or logo prominently displayed throughout event
- Name or logo prominently displayed throughout room
- Naming rights for Runway Room



Fashion Showroom

- Name or logo prominently displayed throughout event
- Name or logo prominently displayed throughout room
- Naming rights for Fashion Showroom



VIP Reception

- NEW sponsorship opportunity
- Name or logo prominently displayed during VIP Reception
- Name or logo prominently displayed throughout event
- Name or logo on VIP goody bags





\$25,000

Platinum Sponsors Additional Benefits

- Eight tickets (1 table of 8) of reserved seating with premier table placement and customized table signage
- VIP status for your eight guests with early entry and exclusive pre-event reception
- Premier representation and signage prominently displayed throughout venue
- Sponsor logo represented on: poster, website, collateral materials, and social media outlets
- Logo/Name represented during multimedia program and live presentation

Reserve your sponsorship now.



Diamond Sponsors

Your impact: Help fund core services for more than 3,700 local children & get your brand in front of 500 guests from companies across Wichita.

\$15,000

Where is your name or logo highlighted?

	Platinum Sponsors	Diamond Sponsors
Event Invitation	✓	
Event Program	✓	✓
Table Signage	✓	✓
Event Graphics	✓	✓
Printed Materials	✓	✓
Call Out From Stage	✓	

See more details on the next page.

*Printed material recognition may change depending on date sponsorship confirmation is received.



Diamond Sponsors

Entrance

- NEW Sponsorship opportunity
- Name or logo featured on signage by the Coat Check
- High traffic area by Registration in the venue lobby

Fashiontini

- Name or logo featured on an auxiliary bar for signature Fashiontini
- Located in the Fashion Showroom
- Name or logo on bar coasters



Photo Booth

- Name or logo branded on photo booth or photo opportunity area
- High traffic area of the event
- Additional branding opportunities available





Diamond Sponsors

Menu Card

- NEW sponsorship opportunity
- Name or logo highlighted on menu cards at each place setting
- Name or logo featured at dinner buffet



Mobile Silent Auction

- NEW Sponsorship opportunity
- Name or logo featured on mobile splash in Handbid event
- Visible on the app and online for the publicly open silent auction the week of Fashion Passion
- Name or logo featured at night-of silent auction display





\$15,000

Diamond Sponsors

Additional Benefits

- Eight tickets (1 table of 8) of reserved seating with customized table signage
- VIP status for your eight guests with early entry and exclusive pre-event reception
- Representation and signage displayed throughout venue
- Sponsor logo represented on: website, collateral materials, and social media outlets
- Logo/Name represented during multimedia program and live presentation

Reserve your sponsorship now.



Table Reservations



\$10,000

VIP Chic Seat Table

Party with a Purpose: Your table reservation makes you a VIP & supports the 3,700 local children who benefit from Rainbows' services.

- Eight tickets (1 table of 8) of reserved seating with customized table signage
- VIP status for your eight guests with early entry and exclusive pre-event VIP reception
- Sponsor logo represented on: program, website, collateral materials, and social media outlets
- Logo/Name represented during multimedia program and live presentation

**Reserve your table now.
Quantities are limited.**





\$5,000

Chic Seat **Table**

Party with a Purpose: Your table reservation supports the **3,700 local children who benefit from Rainbows' services.**

- Eight tickets (1 table of 8) of reserved seating with customized table signage
- Sponsor logo represented on: program, website, collateral materials, and social media outlets
- Logo/Name represented during multimedia program and live presentation

**Reserve your table now.
Quantities are limited.**



Fund the Need Donation



Fund the Need Donations

The Purchase with a Purpose paddle raise is the most important moment of Fashion Passion. Children served by Rainbows head to the stage to remind everyone of the purpose behind the fun.

Rainbows is matching the Paddle Raise before the event by asking you to Fund the Need.

Do you know a donor who can't make it to Fashion Passion?



Fund the Need donors don't need to attend to be a part of the mission.



Fund the Need Additional Benefits

- Highlighted in event program
- Highlighted from the stage
- Branding during Paddle Raise
- Become part of our mission

Fund the Need Donors do not receive a table reservation.



Fund the Need **Mental Health Services**

Rainbows' Mental Health Services enhances the social, emotional and behavioral development of children. Programs include mental health screenings and assessment, training for early childhood service providers, parenting support, and more. Partnerships with community agencies facilitate a continuum of care, ensuring children and families have access to services.

Rainbows supports children and the adults in their lives, from the screening and assessment process to family consultations.





\$20,000

Fund the Need **Family Support Services**

Rainbows' Family Support Services encourages school-aged children and youth to have age-appropriate experiences and learn life skills. Trained staff assist clients with daily routines like bathing and meals. Staff provides in-home care whenever needed: afterschool, evenings, weekends. Through Camp Woodchuck, specialized care and new adventures continue into the summer.

Rainbows provides services unique to the needs of each family and the strengths and abilities of each child.





Fund the Need **Early Childhood Education**

Rainbows' Early Childhood Education program provides high-quality education for children of all abilities. Serving ages two weeks to five years, both typically developing and special needs children, classrooms have a certified lead teacher and two paraeducators. Classrooms are open-concept, connected to large outdoor classroom and playground space.

Rainbows strives to develop a school-family relationship that engages parents in their child's learning progress.



The Details

Step One:

Reach out to the Event Team to reserve your Sponsorship, Table, or Fund the Need donation. You will be asked for contact information and who should be coordinated with for your business.

Step Two:

You or your contact will be emailed a form to return to Rainbows United to confirm your reservation. If your logo will be displayed, please provide a vector file with your form.

Step Three:

You will be invoiced for your purchase. A W-9 can be provided. Payments can be made by check or credit card. Invoices must be paid by April 1, 2024 to ensure your space.

Step Four:

If you have a Sponsorship or Table, you will receive a packet of information closer to the event with instructions on how to register your table on the Handbid event website.

Step Five:

Immerse yourself in the fun and purpose of Fashion Passion on May 10, 2024.



Contact the Event Team

Are you ready to invest in the mission of empowering children and families? Contact the Rainbows' team at the addresses or numbers below for more information or for any questions about Fashion Passion or Rainbows United.

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Vice President of Development

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316.558.3414

Sherri Penka

Events Specialist

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316.558.3441

Kelsey "Billie" Genschorck

Development Specialist

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Julie Cannaby

Development Assistant

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RAINBOWS

empowering children and families

3223 N. Oliver Ave., Wichita, KS 67220

2258 N. Lakeway Cir., Wichita, KS 67205

409 N. Main, El Dorado, KS 67042

www.RainbowsUnited.org