



MERCADO GLOBAL

FASHION FORWARD GALA

Celebrating our 15th anniversary of empowering women through ethical fashion

Following our first virtual event in May 2020 that was a wild success with nearly 200 attendees, we are proud to invite you to join us in celebration of our fifteen years of service.

As our second virtual soiree, **our 15th anniversary gala will bring together top fashion retailers, business leaders and influencers, and renowned philanthropists.** With special hosts and honorees from across the Americas and exclusive opportunities to connect virtually with our partner artisans and fellow supporters, this will be a once-in-a-lifetime experience.

Like our spring 2020 event, we expect record-breaking numbers as we commemorate our landmark year! Featuring a special awards ceremony and inspiring honorees, live music, and an in-depth look into the lives of the Indigenous Guatemalan artisans we work with – our 2020 Fashion Forward can't be missed.

MAIN EVENT

Thursday, December 3rd, 2020

7:30pm EST – Virtual red carpet event

8pm EST – Wine tasting with select Latin-themed recipes from a celebrity chef, honoree award ceremony, live music, special guests, and behind-the-scenes with artisans

9pm EST – After-party hosted by the Event Host Committee

MERCADO GLOBAL

info@mercadoglobal.org | www.mercadoglobal.org
718-408-1091 | 254 36th Street, Suite C-308, Brooklyn, NY 11232

THE IMPACT OF YOUR SUPPORT

Your support of Fashion Forward will raise critical funding and awareness of the challenges Indigenous communities face in rural Guatemala. **This event directly supports the women who are at the heart of all we do**, along with thousands of their family members.

Throughout the pandemic, we have **trained and worked with hundreds of our partner artisans to produce 120,000 masks** – and **100,000 of these have been donated** to high-need communities and essential workers on the frontlines. And as part of our *Masks Where They're Needed Most* campaign, for each mask purchased, we've donated another to high-need communities – from migrant communities in the U.S., to Indigenous families in Guatemala, and from organizations spearheading the racial justice movement, to the underhoused in the Bay Area – each mask helps make a difference.

Supporting a nonprofit focused on women's empowerment and ethical fashion demonstrates a commitment to worker's rights around the world, at a time where critical social issues are at a **tipping point**. Partnering with donors, retailers, and artisans, we are reshaping the world to be more ethical, sustainable, and just – for all of us.

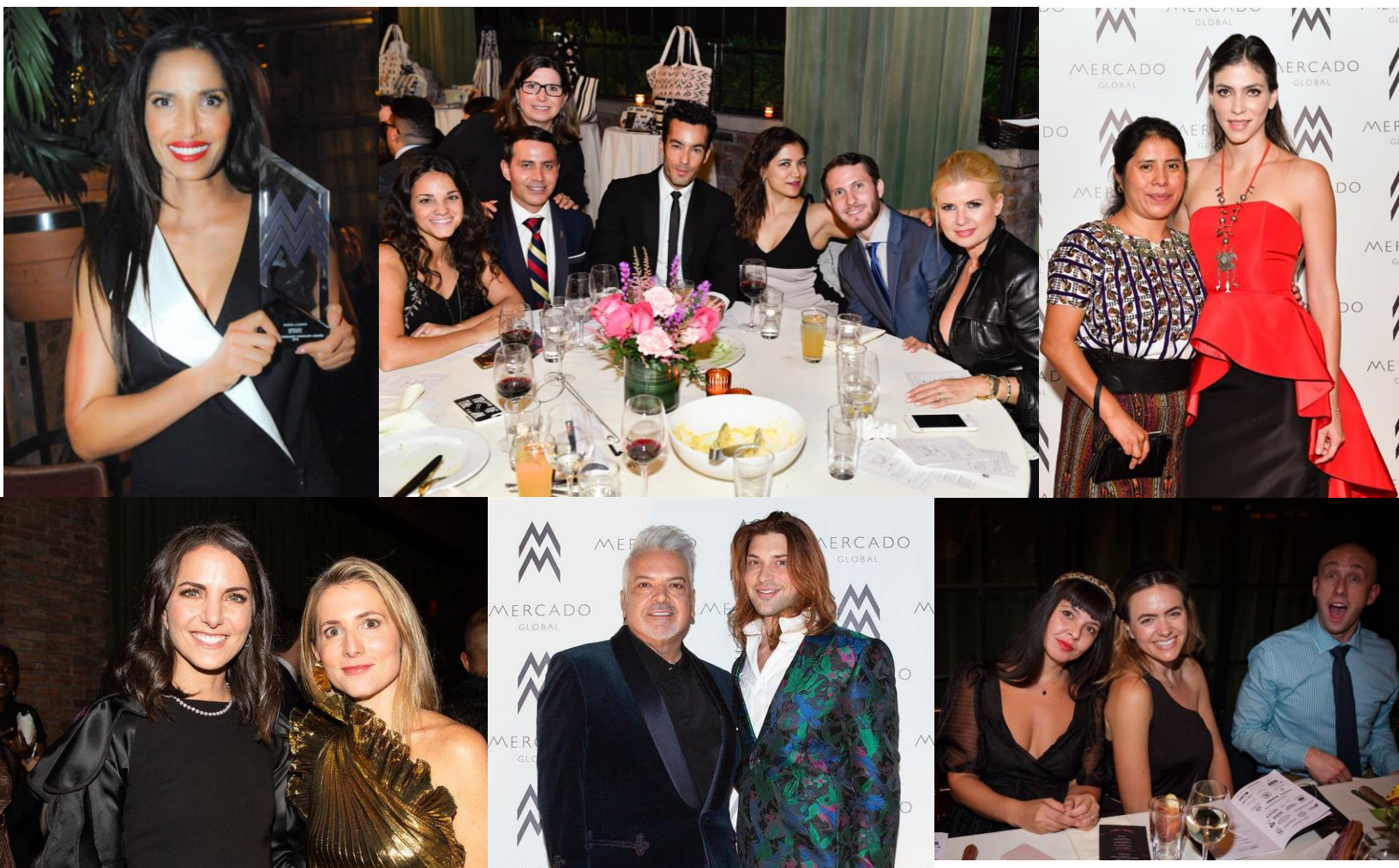


Since our founding, Mercado Global has helped transform the lives of 750 Indigenous women and more than 5,000 of their household members.

Mercado Global partner artisans are 3x more likely to have their children enrolled in school, 2x more likely to have the food their families need, and 3x more likely to have their own bank account.

EVENT HIGHLIGHTS

To celebrate our 15th anniversary year, we are partnering with special event hosts and honorees including **Claudia Martín** (actress and philanthropist), **Nancy Fahmy** (Managing Director at Bank of America), **Sinesia Karol** (fashion designer), **Mónica Ramírez** (activist and Founder of Justice for Migrant Women), and **Estefania Lacayo** and **Samantha Tams** (co-founders of the Latin American Fashion Summit).



Past Fashion Forward supporters and attendees include **Padma Lakshmi** (Emmy-nominated host and award-winning author), **Jason McBriarty** (Director of Worldwide Community Affairs at Levi Strauss & Co.), **Henry R. Muñoz III** (designer and philanthropist), **Sheila Harrington** (President at Free People), **Mary Alice Stephenson** (GLAM4GOOD Founder), **Marina Larroude** (Head of Schutz), and **Karla Martinez de Salas** (Editor-in-Chief of Vogue Mexico and Vogue Latin America).

PRESS AND RETAIL PARTNERS

In partnership with Mercado Global partner artisans, we design and produce fashion accessories and now – masks – for boutiques and major retailers including Levi's®, Free People, and StitchFix.

From our first feature on the cover of Newsweek fifteen years ago, we've continued receiving major press coverage across the Americas. Since our pivot in March 2020 to producing and donating masks, we've received 16 media placements and generated nearly 6M media impressions.



WWD

FASHIONUNITED

InStyle

**marie
claire**

People

O
THE OPRAH
MAGAZINE

THE
HUFFINGTON
POST

The
New York
Times

FINANCIAL
TIMES

ITALIA
VOGUE

E L L E

BAZAAR^{Harper's}

LEVELS OF SUPPORT

With your help, our Fashion Forward Gala will put us on the path of success for the next fifteen years and beyond. Each dollar supports our partner artisans and their communities, in one of the most challenging times in our shared history.

*Benefits may be customized to meet your needs
and special opportunities are available for in-kind sponsors.*

Event Ticket - \$150

- Access to night-of festivities
- Gift shipped direct:* selection of curated wines OR limited-edition Mercado Global mask

VIP Ticket - \$500

- Access to night-of festivities + VIP virtual celebration
- Listed in event program sent to attendees
- Gifts shipped direct:* selection of curated wines + limited-edition Mercado Global mask with mask pouch

Supporter of Fashion Forward - \$1,500

- Two tickets to night-of festivities + VIP virtual celebration
- Listed in event program sent to attendees + on event website
- Gifts shipped direct to each guest:* selection of curated wines, limited-edition Mercado Global mask with mask pouch, + each of the five masks in our *Masks Where They're Needed Most* collection

Advocate of Fashion Forward - \$3,000

- Five tickets to night-of festivities
- Listed in event program sent to attendees + on event website
- Gifts shipped direct to each guest:* selection of curated wines, limited-edition Mercado Global mask, + each of the five masks in our *Masks Where They're Needed Most* collection

Friend of Fashion Forward - \$5,000

- Five tickets to night-of festivities + two tickets to VIP virtual celebration
- Logo in event program sent to attendees + on event website
- Gifts shipped direct to each guest:* selection of curated wines, limited-edition Mercado Global mask, + each of the five masks in our *Masks Where They're Needed Most* collection

Fashion Forward Leader - \$10,000

- ❑ Ten tickets to night-of festivities + five tickets to VIP virtual celebration
- ❑ Logo in event program sent to attendees + on event website with live link
- ❑ Dedicated social media post
- ❑ *Gifts shipped direct to each guest:* selection of curated wines, limited-edition Mercado Global mask with mask pouch, each of the five masks in our *Masks Where They're Needed Most* collection, + complimentary fall/winter '20 product

Champion of Fashion Forward - \$15,000

- ❑ Fifteen tickets to night-of festivities + ten tickets to VIP virtual celebration
- ❑ Listing in event program sent to attendees + on event website with live link
- ❑ Highlighted in all event collateral including on thank-you letters
- ❑ Dedicated social media post + special announcement night-of
- ❑ *Gifts shipped direct to each guest:* selection of curated wines, limited-edition Mercado Global mask with mask pouch, each of the five masks in our *Masks Where They're Needed Most* collection, + complimentary fall/winter '20 product

Legacy Sponsor - \$30,000

- ❑ Fifteen tickets to night-of festivities + fifteen tickets to VIP virtual celebration
- ❑ Listing in event program sent to attendees + on event website with live link
- ❑ Highlighted as Legacy Sponsor in all event collateral including on thank-you letters
- ❑ Featured in annual report
- ❑ Dedicated social media post, eblast, and press release + special announcement night-of
- ❑ Sponsor video to be created in partnership with our marketing team shown during and post-event
- ❑ Mentioned in all PR surrounding the event
- ❑ Branded co-hosted reception
- ❑ *Gifts shipped direct to each guest:* selection of curated wines, limited-edition Mercado Global mask with mask pouch, each of the five masks in our *Masks Where They're Needed Most* collection, + complimentary fall/winter '20 product

PAYMENT FORM

Please complete and return to Director of Development

Brice Lovell at brice@mercadoglobal.org OR by mail:

Mercado Global

254 36th Street, Suite C-308

Brooklyn, NY 11232

Skip the paperwork and submit online at www.mercadoglobal.org/fashionforward2020

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|--|---|
| <input type="checkbox"/> Event Ticket - \$150 | <input type="checkbox"/> Friend of Fashion Forward - \$5,000 |
| <input type="checkbox"/> VIP Ticket - \$500 | <input type="checkbox"/> Fashion Forward Leader - \$10,000 |
| <input type="checkbox"/> Supporter of Fashion Forward - \$1,500 | <input type="checkbox"/> Champion of Fashion Forward - \$15,000 |
| <input type="checkbox"/> Advocate of Fashion Forward - \$3,000 | <input type="checkbox"/> Legacy Sponsor - \$30,000 |
| <input type="checkbox"/> I am unable to attend but would like to celebrate 15 years with a donation of _____ | |

Name:

Company/Organization:

Street:

City:

State:

Zip:

Phone:

Email:

- | | |
|--|--|
| <input type="checkbox"/> Check enclosed | <input type="checkbox"/> I will recommend a donation through my foundation or donor-advised fund |
| <input type="checkbox"/> Please send an invoice | |
| <input type="checkbox"/> I authorize for Mercado Global to charge my credit/debit card | |

Name on Card:

Billing Zip:

Card Number:

Exp.Date:

Security Code:

- My company can or may be able to provide a **matched donation** for this gift

Company Name:

- Make my gift anonymous

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