

*Fashion*  
**AS A FORCE**  
*for good*  
**— THE BALL —**

**SMART  
WORKS**

Following the success of the first Fashion as A Force for Good Ball last year, we are returning to The Marriott Leeds for another sparkling event, celebrating the very best of Yorkshire fashion, and the magical way that what we wear has the power to change how we see ourselves.

The event will be hosted by Smart Works Leeds, and every penny raised will go towards supporting unemployed women to grow in confidence, get the job, and change their lives; all through the transformative power of clothing.



**“A beautiful evening bringing together so many incredible brands, individuals, businesses and more”**

The evening will bring together over 270 guests and include high-profile awards celebrating the very best Yorkshire based designers, influencers, stylists and shops, who truly use fashion as a force for good throughout their work. They will be judged on their commitment to sustainable fashion, as well as their commitment to diversity, inclusivity and innovation. Awards will also recognise the amazing people and organisations who make the work of Smart Works Leeds possible.

We encourage our guests to dress in clothing that makes them feel amazing. With a focus on rewearing an outfit that tells a story, or hiring a showstopping piece you may never normally wear, our guests will celebrate the unique power of fashion, and celebrate in the confidence clothing gives us. Attendees will enjoy a welcome reception, 3 course meal and dancing. It will be a night of magic moments and guests will leave feeling empowered and inspired.



## Smart Works Leeds

Opening in November 2019, Smart Works Leeds dresses and coaches unemployed women across Yorkshire for interview success. Our simple, effective service offers a career coaching session for women further from the job market, and an interview preparation and clothing appointment for those with an upcoming job interview.

All clients also receive a working wardrobe once they secure a role. Since 2019, 69% of women accessing interview support secured a job within a month, changing their lives forever. 95% of every woman we support says that their appointment with us has boosted their confidence.





**“When you don’t have things, when you’re at home with your children and never even look in the mirror, you lose your confidence. Smart Works Leeds made me feel beautiful and appreciated. We have to support each other. We have to say kind words to each other. And because of Smart Works, I am worth something again”**

Lyana, Smart Works Leeds client





## Sponsor an Award

Please consult with us to review which awards are available to sponsor.

**£1000** per award

In sponsoring the award, you have several attendance options to choose from. This ensures you and your brand are there to present your award, and we can't wait to see you there.

**£750** for a table of 10 (full price £850)

**£400** for half a table (5 tickets) (full price £450)

**£160** for two tickets (full price £180)



# Become an Awards Sponsor

**Please consult with us to review which awards are available to sponsor**

## **Force for Good: Indie of the Year**

An independent fashion designer, shop or online boutique, based in Yorkshire, with community and/or sustainability at their heart as they deliver brilliant design and/or excellent customer experience and quality.

## **Force for Good: Retail Team of the Year**

Open to all fashion stores, from small independents to large retailers with multiple stores and Yorkshire-based online retailers. We are looking for teams who strive to engage with and make a difference to their community and their environment. Is there a fashion store in Yorkshire that you love, where the staff always go that extra mile to make you look fabulous and feel confident?

## **Force for Good: Emerging Designer of the Year**

For students, graduates and emerging designers, based in Yorkshire, who have a strong focus on sustainability and/or inclusivity challenges. Who has impressed you with their innovative portfolio, collections and projects?  
Who is the One to Watch?

## **Force for Good: Influencer of the Year**

Which Yorkshire-based social media fashion icon do you admire most? Who wears it well, but also does so much more than that, highlighting issues of inclusivity, sustainability and ethics, championing others and striving always to use fashion as a force for good?

## **Force for Good: Creative of the Year**

For an individual or a team working in the fashion and style creative fields in Yorkshire including photography, videography, fashion styling, and content creating. We are looking for those whose work is striking and diverse, underpinned by ethical and sustainable considerations.

## **Force for Good: Company of the Year**

This will be an organisation based in Yorkshire who have gone above and beyond to support the work of Smart Works Leeds. Perhaps they have fundraised, offered support and advice, hosted events, volunteered, or all of the above.

## **Force for Good: Event of the Year**

This award will recognise a stand out fundraising or awareness raising event hosted by a supporter in aid of Smart Works Leeds.

## **Force for Good: Supporter of the Year**

This category recognises an all-round amazing supporter of the work of Smart Works Leeds. The winner may champion the cause, raising much needed awareness, they may fundraise through work or donate money or clothing personally, or they may volunteer their time and skills to support the charity.

## **Force for Good: Magic Moment**

Throughout the year, Smart Works Leeds celebrate many fantastic moments. From transformational coaching and styling sessions that leave clients feeling empowered, to learning a client has got a job, to events where the community together to celebrate and support their work, this award will recognise a particular moment of magic.

## **Force for Good: Outstanding contribution to Smart Works Leeds**

Celebrating an individual, group or company who have gone above and beyond, providing transformational support for the work of Smart Works Leeds through fundraising, volunteering or championing the cause. Because of this winner, Smart Works Leeds is able to support more women than ever before.

## What's included in your sponsorship package?

Your company logo and blurb in brochures on the night

Social media promotion of your sponsorship in a LinkedIn feature, and on our Instagram stories

Company logo listed as a sponsor on our website

Opportunity to present the award to the winner on the night

Press photo on the night, and inclusion of your company details in press releases across Yorkshire



## Advertise with us

We would love for you to consider supporting our event by advertising your business in our 20 page souvenir brochure given to each guest on the night, as well as being made available digitally.

**£150 half a page advert**  
**£300 full page advert**

## Support our Fundraising for Smart Works Leeds

We would be delighted if you would be able to support our fundraising for Smart Works Leeds by donating an amazing prize for the auction and raffle on the night.

We are looking for trips, experiences, luxury items or money can't buy items and would love to hear from you.







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To find out more, and secure your Sponsorship, please contact us:

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**0113 234 6503**

Charity No: 1184676