



# CRESCENDEAUX

A CARNIVAL OF CULTURE

*Fashion Show Fundraising Gala*

SPONSORSHIP PRESENTATION



WOMEN'S FOUNDATION  
OF THE SOUTH







# MESSAGE FROM PRESIDENT

Dear Friends and Supporters,

On behalf of the Women's Foundation of the South, and in the spirit of the storied history, cultural richness and artistic vibrance of the many cultures we celebrate – African American, Indigenous, Latin, Asian, -- I am so delighted to invite you to join us in celebrating the brilliance and beauty of women of color of the South at our second annual Gala, Crescendeaux; this year's theme is Carnival of Culture.

This year's theme brings to life the magic of Carnival, celebrated in New Orleans and across the South. From ball gowns to beads, masks, and feathers, Crescendeaux will capture the beauty and reverie enjoyed by locals and tourists alike.

Building on and amplifying the gratifying momentum from Crescendeaux 2022, this year's Crescendeaux will again be held in New Orleans, anchored by a luminous fashion show featuring an array of up-and-coming Southern designers and dazzling creatives who are innovating their craft and pushing beyond boundaries in their field. Crescendeaux will continue to illuminate the splendor of Southern women of color in all hues, body types, and full gender expression. We are tremendously excited that Crescendeaux is establishing itself as a de rigueur annual Southern destination in our beloved city of New Orleans, a celebratory and soon-to-be iconic culmination of a year of exuberant annual festivals, vibrant events, and beloved festivities in the City. All proceeds from Crescendeaux will benefit the vital work of the Women's Foundation of the South to build the health, wealth, and power of women and girls of color in the South.

We aim for our work to transform the economic trajectory of 2.5 million women over the next decade. As we continue to live through unprecedented times, women of color in the South find themselves at the intersection of multiple systems of oppression with their basic rights, safety, protection, financial security, and very lives at stake. **The Women's Foundation of the South exists to shift the South. We believe when women of color are safe, healthy, financially secure, trusted, and part of public discourse, the South and our entire country will thrive. WFS has scored so many gains and wins for Women and Girls of Color in the South; we've raised more than \$4M since 2020 and disbursed over \$350,000 to women-of-color-led nonprofits over the past 18 months. You can help us accomplish ever more this year!**

Please join us by celebrating with us on Saturday, November 4, 2023. As a sponsor, you will be joining a distinguished group of corporations, civic groups, foundations, and individuals involved in Crescendeaux. Your organization will gain acclaim as standing for racial and gender equity in the social justice movement, and you will be actively contributing to the spotlighting of southern women of color designers, models, entrepreneurs, and nonprofit leaders. Now more than ever, the work of the Women's Foundation of the South is critical. Thank you for your kind consideration, and we look forward to your support.

Yours in Solidarity,

Carmen James Randolph, Founder and CEO, WFS







# INTRODUCING CRESCENDEAUX 2023



Fashion is both an expression and an art form, a form of communication that bridges cultures, ideas, and different modes of practice to create inspiring, trend-setting and often boundary-pushing garments. Faster than anything else, what we wear tells the story of who we are – and who we want to be. Fashion has been – and always will be – a constant part of our existence because of our very human need to not just clothe ourselves but express our individuality.

Fashion has historically been used as a tool for cultural expression and social mobility by communities of color in ways that continue to morph and change today. Women and girls of color are at the forefront of this creative community as both practitioners and consumers whose experiences provide an endless well of inspiration and innovation.

Fashion itself is always in style, and the industry is trending in new directions that are creating opportunities for cities beyond New York to get in on the action. A major point of entry is the proliferation of local and regional fashion weeks that correspond with New York Fashion Week, as well as unique activations that highlight the work of local designers and creatives working in the space. Capitalizing on the ‘fashion factor’ can be a major boon for Southern and mid-sized cities to spark economic activity as well as catapult these vibrant cities into the national consciousness.

WFS’s annual fundraiser, Crescendeaux, offers the community and beyond an enticing and easily activated opportunity to support fashion and art in a way that repositions the cultural conversation and creates opportunities for entrepreneurship.



# REVIEW OF CRESCENDEAUX 2022

## *Attendance*

Held at the venerable Generations Hall in New Orleans, Crescendeaux 2022 kicked off with a VIP reception at 6pm ET; doors opened at 7pm ET for a fashion show with an array of women-of-color Southern designers and boutiques, and guests enjoyed signature hand-crafted Tito's Handmade vodka cocktails, mocktails, and culinary treats. DJ Stormy kept the music lively, and celebrity hosts and performers included Marlo Hampton alongside Teryl Lynn Foxx. Bevy Smith served as the Honorary Chair of the Host Committee and moderated an entertaining fireside chat with the designers featured in Crescendeaux. Guests also enjoyed a women-of-color marketplace, where they browsed and purchased one-of-a-kind merchandise. After the fashion show, a festive after-glow party concluded the evening.

Crescendeaux 2022 was an outright and unmitigated success. Tickets sold out, the fashion was sensational, and guest response was universally effusive. While the centerpiece was our jaw-dropping fashion show, the event was a veritable showcase of all the wonders that New Orleans has to offer -- from art by local artists and refreshments by local restaurants to musicians who are pushing their craft to new heights, Crescendeaux underscored the true creative hub that New Orleans has become. We are including the link to the Crescendeaux sizzle reel here.



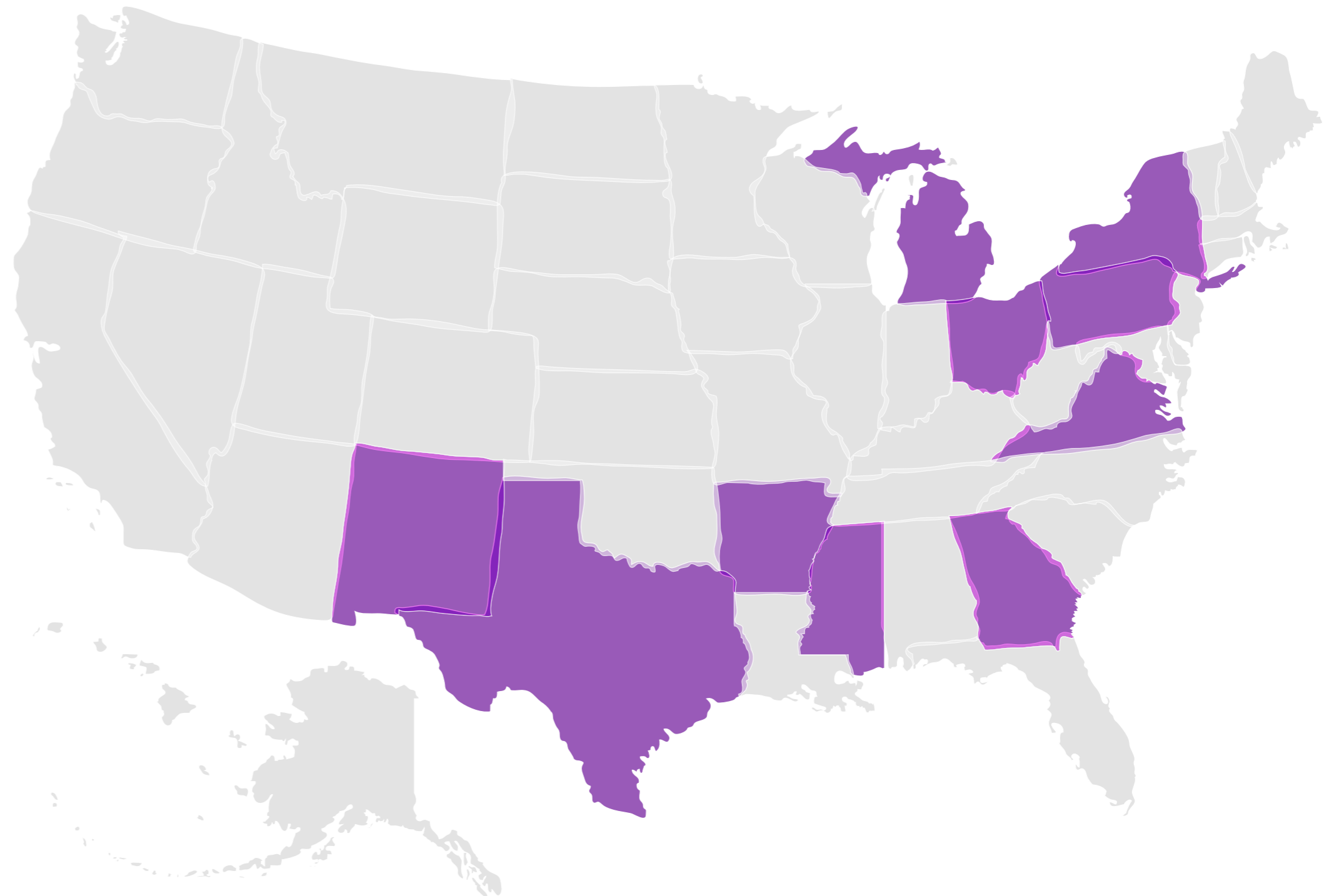




# IMPACT OF CRESCENDEAUX 2022

WFS hosted attendees from **Top 10 markets, throughout the American South, and Louisiana for the event, representing NY, DC, TX, MI, St Croix, GA, NM, OH, VA, MS, AR, and PA.** The local, regional, and national reach of last year's event positions Crescentdeaux to become a major economic generator for the city as well as a vehicle to market New Orleans as a world-class city for tourism. Aside from sheer numbers coming to experience the Crescent City for the event, our virtual option presents a marketing opportunity that can reach potential tourists in real-time via online ad placements and marketing partnerships.

Additionally, Crescentdeaux attracted local and regional luminaries with considerable cultural impact; this translated into expanded marketing reach, not just for the event but for the city itself.







# IMPACT OF CRESCENDEAUX 2022

## *Media Reach & Visibility*

Crescendeaux proved to be an extraordinarily effective and efficient opportunity to reach a sizeable receptive audience of BIPOC women of all (adult) ages: programming was inclusive of multicultural, body positive, LGBTQIA+ guests and performers. Crescendeaux represents the cultural tapestry of NOLA, similar to the New Orleans Jazz and Heritage Festival. The event received ample local and regional traction in the media; and the event is eminently scalable to allow for growth.

The press release cadence for the event launched 9 weeks before the event and comprised six press releases to excellent media traction; including one post-event release. WFS press releases are distributed on the world's leading newswires and directly to media newsrooms, achieving search visibility and optimization, successfully reaching and engaging journalists, and gaining robust media exposure. For additional media exposure, as they did in 2022, WFS executive staff will appear in television and radio shows and various other media events to promote Crescendeaux 2023, and WFS will also cover it extensively in the organization's popular monthly newsletter.







# IMPACT OF CRESCENDEAUX 2022



Similarly, last year, social media posts about Crescendeaux began 9 weeks before the event and ramped up significantly as we approached the event date; we plan the same cadence for this year. WFS has active social media feeds on Twitter, Instagram, Facebook, and LinkedIn; all were and will be harnessed for Crescendeaux publicity.

All designers and talent for Crescendeaux activated their own social media feeds to promote the event and their participation in the Crescendeaux; we also continued leveraging mentions of talent and designers post-event, lifting up their businesses. This year, we will do the same, and we will also promote vendors and venues associated with Crescendeaux via social media feeds and will ask that they do the same.

The WFS website has an entire tab devoted exclusively to Crescendeaux, and we developed and distributed a comprehensive and engaging Watchlist Toolkit for remote viewers, which we will do again this year. The toolkit includes guest lists, technology checks, recipes, games, and playlists; it features plenty of room for sponsorships and brand promotions.





## EVENT DESCRIPTION



# CRESCENDEAUX

A CARNIVAL OF CULTURE

**Crescendeaux is a night to awaken the senses and experience the dazzling creativity and the mesmerizing tapestries of New Orleans and the American South.** More than just a fashion show, this fundraising event is a showcase of the cultural vibrancy the American South has to offer –from varied fashion modalities to artistry by local artists and musicians who are establishing the South as a true creative hub. This year’s theme brings to life the magic and effervescence of Carnival, celebrated in New Orleans and across the South. From ball gowns to feathers, Crescendeaux will capture the vivid beauty and exuberant reverie that surrounds Carnival, universally enjoyed by locals and tourists alike.

In a city – and region – so rich in culture, it is important to cultivate spaces that amplify voices you rarely hear. Crescendeaux is the space for those voices. This will be a Carnival of Culture you won’t soon forget.





# EVENT DESCRIPTION



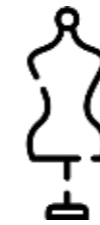
# CRESCENDEAUX

## A CARNIVAL OF CULTURE



Date

**November 4, 2023 (Saturday)**



Theme

**Carnival of Culture**



Location

**New Orleans, LA**



Venue

**The Orpheum Theater**  
129 Roosevelt Way



VIP Reception - 6 pm

Fashion Show - 7 pm

After Party - 10 pm



# TALENT



**Uptown Angela**

Host

For Bio, please visit  
[www.womensfoundationsouth.org](http://www.womensfoundationsouth.org)



**DJ Legatron Prime**

DJ

For Bio, please visit  
[www.womensfoundationsouth.org](http://www.womensfoundationsouth.org)



**Teryl Lynn Foxx**

Catwalk Commentator

For Bio, please visit  
[www.womensfoundationsouth.org](http://www.womensfoundationsouth.org)





## BROUGHT TO YOU BY

The Women's Foundation of the South (WFS) is a visionary, healing-centered public foundation, led by and working for women and girls of color in the Southern United States. WFS is the only permanent philanthropic institution dedicated to centering and investing in the collective health, wealth, and power of Black, Latin, Indigenous, and Asian women and girls across the entire American South. It is also singular in its leadership on both the board and staff levels, of which the majority are women of color who have a collective 100+ years of professional grantmaking experience.

WFS addresses racial and gender equity at its root by shifting philanthropic resources to the women and girls of color who daily prove themselves as leaders and problem solvers despite centuries of abuse, injustice, and exploitation. By intentionally shifting the focus in philanthropy to support women and girls of color, WFS is building a South in which families experience optimal health outcomes, accumulate wealth, and set the conditions for their success across multiple generations.

ALL  
PROCEEDS  
WILL BENEFIT  
THE VITAL  
WORK OF THE  
WOMEN'S  
FOUNDATION  
OF THE  
SOUTH.

*wfs*  
WOMEN'S FOUNDATION  
OF THE SOUTH





## BROUGHT TO YOU BY (Cont.)

The Women's Foundation of the South serves the **thirteen states of the American South: Louisiana, Mississippi, Arkansas, Alabama, Georgia, Florida, Tennessee, Kentucky, Virginia, West Virginia, North Carolina, South Carolina, and Texas.**

Guided by the values of equity, justice, sisterhood, power-sharing, ingenuity, self-determination, community wisdom, and the brilliance of mother wit, WFS launched in 2021. **Since its inception, WFS has raised more than \$4M and disbursed over \$350,000 to women-of-color-led nonprofits in two states – Louisiana and Mississippi. We are expanding into two additional states – Texas and Georgia – over the course of 2023.**

*All proceeds from Crescendeaux will benefit the vital work of the Women's Foundation of the South.*







# CRESCENDEAUX SPONSORS 2022

*Crescendeaux 2022's sponsors included*







# MARKETABILITY & ENGAGEMENT





AS SEEN IN THE NEWS

**ESSENCE**

**EBONY**

*Philanthropy*  
women



THE  
**ADVOCATE**

**THE ROUX** EMPOWERING  
MINORITY  
BUSINESSES  
IN THE  
NEW ORLEANS  
COMMUNITY

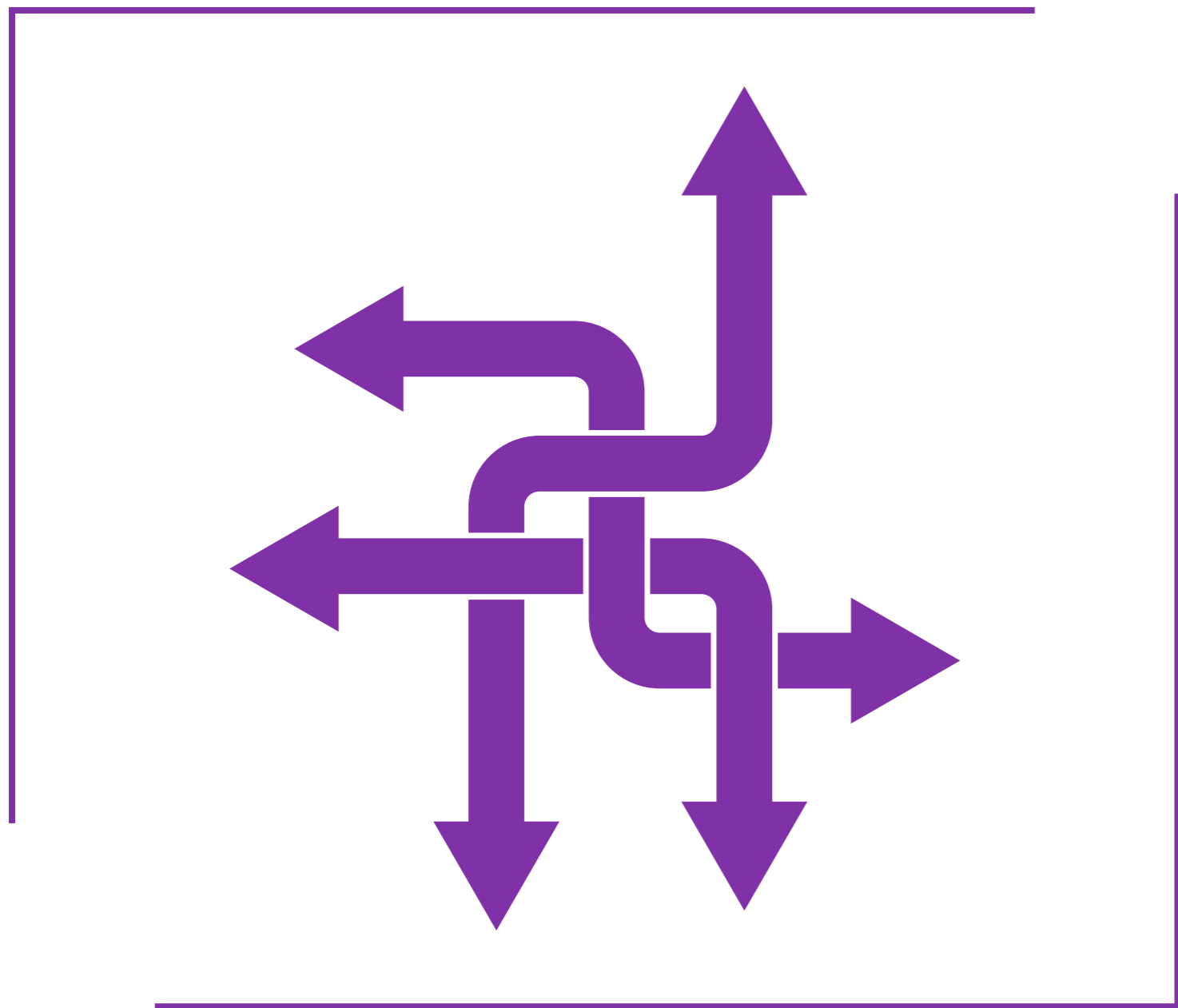
**THE  
HILL**

Inside  
**Philanthropy**





# MOVEMENT MAKING



Women's Foundation of the South is movement making – it's about growing and sustaining movements over time; it transcends grassroots organizing, which is done at the individual or community level, and coalition-building which tends to be issue-based and focused on specific, shorter-term goals.

Basic elements of movement building includes:

- ✿ Activating and organizing diverse groups of people, organizations, and coalitions to recognize a shared vision;
- ✿ Strengthening connections across people, organizations, sectors, and issues so we can work together to coordinate and align activism and advocacy;
- ✿ Providing resources to aligned non-profits to build a strong pipeline of leaders and amplify their messages;
- ✿ Eventually combining multifaceted activity – research, advocacy, media and campaigns, legal action, community organizing, and direct action – to gain support and bring about change;
- ✿ Lifting up the voices and vision of people with lived experience / those most affected by the problem (s).



# BENEFITS OF SPONSORING CRESCENDEAUX

## **ACCLAIM**

Crescendeaux 2022 was an outright and unmitigated success. Tickets sold out, the fashion was sensational, and the guest response was universally effusive. We are including the link to the Crescendeaux sizzle reel here.

---

## **REACH**

We hosted attendees from the Top 10 markets, throughout the American South, and the broader United States. Crescendeaux attracted local and regional luminaries with considerable cultural impact, extending our reach. Our virtual gala further extended our audience.

---

## **VISIBILITY & MEDIA**

The media strategy for this event includes nine weeks+ of press and social media, including six press releases with excellent media traction. All designers and talent for Crescendeaux will activate their own social media feeds to promote the event and their participation. The WFS website will have an entire tab devoted exclusively to Crescendeaux, with a comprehensive and engaging Watchlist Toolkit for remote viewers.

WFS has been featured in Essence, Ebony, the Roux, and more.

---

## **LEADERSHIP**

WFS's founder, CEO & President, Carmen James Randolph, is keenly valued as a thought leader and ground-breaking pioneer. She is continually invited to political, charitable, social, and cultural events and happenings, and is sought-after as a speaker, panelist, and philanthropic guide and advocate. She was asked to join Philanthropy Forward last year and was recently invited to join the prestigious and invitation-only Fortune's Most Powerful Women Membership. The 2023 theme for the network is 'Rising to the Occasion' – very fitting given the powerful work Carmen is doing at WFS for women and girls of color in the South.

---

## **CORPORATE SOCIAL RESPONSIBILITY**

- Research shows that the impact of corporate social investment is positively correlated with financial performance.
- Businesses that engage in corporate citizenry have 2.3 times the employee retention than businesses that do not.
- Socially responsible companies enjoy increased marketing opportunities and broader consumer reach.
- Corporate giving helps companies many good on their pledges related to DEI.





# SPONSORSHIP OPPORTUNITIES

Crescendeaux's intergenerational audience, multicultural / body inclusivity, and allyship with LGBTQIA communities create the right recipe for building authentic visibility and a cultural conversation that reflects the true story of New Orleans and the American South. The event is quickly becoming a respected stage to showcase organizations' own commitment to inclusivity, equality, and acceptance of all people regardless of their race, gender, or gender identity.

---

Crescendeaux's Corporate Social Responsibility = Corporate Social Justice: Corporate Social Justice is a reframing of CSR that centers the focus of any initiative or program on the measurable, lived experiences of groups harmed and disadvantaged by society.

---

Corporate partnerships are powerfully effective in supporting non-profit organizations that matter – the benefits are mutual, and often immense. Having purpose gives companies a higher and more meaningful objective in addition to profit, while also positively impacting their employees as well as the community as a whole. We all want to feel that we're doing our part to give back for the greater good, and corporate citizenry gives employees just that. Corporate partnerships with nonprofits are a win-win solution – for nonprofits, they represent a core ingredient in their strategic fundraising mix, and to corporate partners, they activate a correlated direct impact to a brand's bottom line when they support worthy causes. In short, we need each other.

---

Socially responsible companies boost their bottom lines: research shows that the impact of corporate social investment is positively correlated with financial performance.

---

Socially responsible companies attract and retain employees more easily: businesses that engage in corporate citizenry have 2.3 times the employee retention than businesses that do not.

---

Socially responsible companies enjoy increased marketing opportunities and broader consumer reach.

---

Many companies pledged their support to increase diversity and inclusion in 2020/21; partnerships with WFS allow companies to make good on / continue the pledge.



# CRESCENDEAUX 2023: CARNIVAL OF CULTURE

## SPONSORSHIP LEVELS

	PLATINUM \$25,000	GOLD \$15,000	PEARL \$10,000
Opportunity to speak at the Gala	√	-	-
Article in Keepsake Program Brochure	√	√	-
Ad placement in Keepsake Program Brochure	√	√	√
Logo and company link on WFS website	√	√	√
Tickets to VIP Reception	12 VIP tickets	8 VIP tickets	6 VIP tickets
Seating at Live Gala	VIP Seating for 12	VIP Seating for 8	VIP Seating for 6
Virtual Gala Tickets	12	8	6
After-Party Tickets	12	8	6
Logo Spotlight in Traffic Areas (Purple Carpet, Step & Repeat, etc.)	√	√	√
Social Media Exposure Via WFS Facebook, Twitter, IG, and LinkedIn	√	√	√
Sponsorship Announcement via e-blasts, ticket and event pages, talent announcements	√	√	√
Custom sponsor booth within the Virtual Gala, inclusive of video integration, resource links, and branding	√	√	√
Exclusive Press Release	√	√	√
Sponsor Shout-Out during transitions	√	-	-
Category Exclusivity	√	-	-
Tax Deductible	97%	96%	95%





THANK YOU



# Women's Foundation of The South

Event Producer

Communication + Creative Strategy Partner



---

To learn more, or to discuss sponsorship opportunities for 2023, please contact Erin McQuade-Wright, VP of Advancement: ([erin@womensfoundationsouth.org](mailto:erin@womensfoundationsouth.org) 504-266-0784).