

FASHION & FOOD SHOWCASE



SPRING 2024  
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Sublime

APRIL 4, 2024

WWW.STU.EDU



# What to expect?

The St. Thomas University Fashion & Food Showcase is the marquee event to benefit students of the university's Gus Machado College of Business Fashion Merchandising and Culinary Arts programs!

The 3-hour Fashion & Food Showcase will provide students with the behind-the-scenes practical experience needed in these exciting industries while promoting global awareness of the important programs.

Experience the fusion of food, fashion and art.







# 01

Our extraordinary partners, sponsors, and affiliates offer invaluable support to our scholars, and alumni to help foster their professional growth at all stages.

Your involvement on a financial, professional, or educational level not only helps ensure STU can invest in the industry's most promising young students for years to come — it's an investment in your company's future.



# FASHION & FOOD MEET





# Sponsorship

| Benefits  | Levels               |                    |                                   |
|---|----------------------|--------------------|-----------------------------------|
|   | Sommelier<br>\$2,500 | Couture<br>\$5,000 | Presenting<br>Sponsor<br>\$10,000 |
| Listed on Website   | ✓                    | ✓                  | ✓                                 |
| Social Media Thank You Post and Video   | ✓                    | ✓                  | ✓                                 |
| Logo and Profile on Website and Social Media prior to the event                       | ✓                    | ✓                  | ✓                                 |
| Logo and Link in Event Emails   | ✓                    | ✓                  | ✓                                 |
| Interview posted on Social Media  |                      | ✓                  | ✓                                 |
| Logo on Event Materials   |                      | ✓                  | ✓                                 |
| Verbal acknowledgement at opening of event and premiere placement on event LED screen |                      |                    | ✓                                 |
| Tickets to the Event and access to VIP lounge   | 4                    | 6                  | 8                                 |

The following official sponsorship packages are available first-come, first-served basis and can be customized to suit your business' or organization's marketing needs. Deadline is February 15, 2024.

## Listed on Website

Sponsor will be listed on event website

## Social Media Thank You Post

Thank you with the sponsor logo will be posted on social media after the event

## Logo & Profile on Website

Sponsor will be listed on website with logo, link to website.

## Logo & Link in Event Emails

Sponsor logo and website link will be included in marketing emails about the event.

## In-Kind Donations

We are also looking for in-kind donations for beverages (alcohol and non-alcoholic) accessories, shoes, hair/make-up.

- In 2023, 400+ were in attendance at the Fashion and Food Event
- Brands such as The House of Suits, Jorka Atelier, Fly Supply, Lucchese Bootmakers, Perry Ellis
- Incredible food creations from Chef Kenny Tang, IROLL Sushi, the Greater Asian Business Coalition, and the Zwilling top kitchen Utensils and housewares.
- Providing the incredible opportunity for experiential learning for the St. Thomas University Culinary and Hospitality and the Fashion Merchandising students

## Interview on Social Media

Sponsor will have opportunity to have an interview about why they support the cause posted on social media.

## Logo Placement On Event Led Screen

Sponsor logo will be include on all printed and digital event materials.

## Lead Sponsor

Sponsor will be listed as lead sponsor on website and event materials, including acknowledgement at the event.

## Tickets to Event

Sponsor will be provided with tickets to the event to use as employee recognition and appreciation.

## SPONSORSHIP INQUIRIES

Bradley Rzeczycki  
BRzeczycki@STU.edu  
stu.edu/fashionshowcase

# Opportunities



# OUR EXPOSURE

Details and the benefits of your Fashion & Food Showcase sponsorship, including where you and/or your company are receiving the most impact based on distribution numbers, data analytics, and registration totals. You can use this preliminary information as a basis for a more thorough analysis, as STU does not maintain the expertise to provide such in-depth metrics.

**73k** E-MAIL NOTIFICATIONS

**62k** VIDEO PROMO REACH  
118K Impressions  
2,810 Results



## INSTAGRAM

Accounts Reached: 24,991  
Post Exposure: 1,233 views



## TWITTER

Post Exposure: 283 views



## LINKEDIN

19,254 Alumni 21,491 followers  
103 reactions

## EVENT REACH

266 Registrants  
2,517 registration site views  
405 landing page views

Your sponsorship will provide students the unprecedented opportunity to learn event management, fashion show production, networking, public relations, marketing, and promotion. The Fashion & Food Showcase will provide an experiential learning opportunity for the students enrolled in our programs.





Sublime

A SUBLIME SYMPHONY  
OF FOOD & FASHION.



FASHION X CULINARY

02

The St. Thomas University Fashion & Food Showcase is designed to be the marquee event for the Fashion Merchandising and Culinary Arts programs at the university's Gus Machado College of Business. Its purpose is to create awareness of these relevant educational programs to community partners, fashion and culinary enthusiasts, and St. Thomas University patrons while providing students with the practical, real-world experience needed to succeed in these industries.

Spring, April 04, 2024



College of Business

Spring, April 04, 2024

## SPONSORSHIP INQUIRIES

Bradley Rzyczycki  
BRzyczycki@STU.edu  
stu.edu/fashionshowcase

# CONTACT US

## EVENT INQUIRIES

Prof. Ashlee Rzyczycki  
ARzyczycki@STU.edu  
stu.edu/fashionshowcase

## MEDIA INQUIRIES

Carlos de Yarza  
Cdeyarza@STU.edu

## FOLLOW US



@STUFashionMiami

## ABOUT ST. THOMAS UNIVERSITY

**MISSION:** St. Thomas is a Catholic university with rich cultural and international diversity committed to the academic and professional success of its students who become ethical leaders in our global community.

St. Thomas University (STU) is a private, nonprofit Catholic university in Miami Gardens, Florida. At STU, you will immerse yourself in an environment that is overflowing with diversity, rich in tradition, and ripe with opportunity.

STU strives to prepare its students to be a leader in every area of their life—professionally, personally, and spiritually. The University has a long Catholic tradition of academic excellence, embracing new concepts and technologies, carrying out impressive programs of research over a wide variety of disciplines.

The University traces its roots to the Universidad de Santo Tomas de Villanueva, founded in 1946 in Havana, Cuba, by American Augustinians with assistance from European Augustinians. When the Castro government expelled the Augustinians from Cuba in 1961, several of the American Augustinians came to Miami, where they founded Biscayne College in 1961. The University came under the sponsorship of the Archdiocese of Miami in 1988, conferring upon St. Thomas the distinction of being the only Catholic Archdiocesan-sponsored university in the State of Florida. When University status was attained, the name of the institution was changed to St. Thomas University to reflect its Cuban heritage.

