



# TRASH FASHION

celebrating the intersection of fashion, art, and environmental sustainability.

# 2025 SPONSORSHIP DECK

# TRASHION

Sonoma Community Center celebrates  
April, Earth Month with our

## 2025 Trashion Season!

We celebrate creative waste management through the innovative use of recycled and unconventional materials in art and fashion.

Our signature events comprise of:

1. The Trashion Fashion Runway Show
2. Trashion Barbies (Kens and Friends) Gallery Exhibit
3. The Trash Bash celebration, a free community event
4. Workshops and free Trashion design studios
5. A Self Guided Walking Tour of past Trashion outfits displayed throughout Sonoma Valley.

**Our goal is to put Sonoma Valley on the map as a leader in creativity and sustainability.**

**This year we celebrate our 15th Runway Show!**

Look for the Trashion retrospective Soiree in October showcasing the best of the best runway outfits and designs from years past.

TRASHION SEASON 2025 SPONSORSHIP D

'25 TRASHION SEASON

# SCHEDULE OF EVENTS

**Apr. 3–26**

**Trashion  
Barbies, Kens  
& Friends**  
Gallery Exhibit  
& Auction

**Apr. 19**

**Trashion  
Fashion  
Runway Show**  
2PM + 5PM

**Apr. 26**

**Trash Bash!**  
A Free  
Community  
Event

**May 17**  
+ in the Fall too!!

**Clothing Swap  
& Repair Fair**  
A Free  
Community  
Event

**October**  
date TBD!

**Trashion  
Retrospective  
Soiree**  
Celebrating 15  
Years of Shows!





## our GOALS

Champion creative sustainable practices

Celebrate artistic sustainability

Connect our home-grown event to a global movement

Celebrate artistic sustainability leaders in the community

Directly support the Sonoma Community Center's arts & educational programming

Educate through inspiration and entertainment

## by the NUMBERS

**15,856** Trashion Fashion Runway Show attendees since 2010

**534** Designers & Runway Models walking in the Trashion Fashion Runway Show

**618** Barbies, Kens and Friends featured in gallery Shows (all dolls upcycled or saved from the landfill)

**820** Volunteer Hours to produce the 2024 Trashion Fashion & Sustainability Events

**1550+** local, national, and international followers on social media channels Instagram & Facebook

# 2025 SPONSORSHIP OPPORTUNITIES

	Presenting Sponsor \$25,000	Award Sponsor \$10,000	Award Sponsor \$5,000	Award Sponsor \$3,000	Runway Royalty \$2,000	Fashionista \$1,000	Supermodel \$500	Paparazzi \$250	Beverage or Food Sponsor In-Kind
	<b>CUSTOM BRANDED AWARD</b>								
<b>VIP Tickets To Runway Show of Choice</b>	10 Seats	8 Seats	7 Seats	6 Seats	5 Seats	4 Seats	3 Seats	2 Seats	2-4 Seats
<b>Speaking Opportunity at Trash Bash</b>	●								
<b>Private Table at Runway Show Reception &amp; at the Trash Bash</b>	●	●	●	●					
<b>Press Release</b> Included in post event Announcing Award Winners	●	●	●	●					
<b>Opportunity to Table</b> Distribute Your Information at the Runway Show and or Trash Bash	●	●	●	●	●	●	●		
<b>Barbie Gallery Exhibit</b> Name/Logo Featured	●	●	●	●	●	●	●		
<b>Social Media</b> Name/Logo Included in Trashion Marketing	3 Posts	2 Posts	1 Post	1 Post					1 Post
<b>Swag Bag with Trashion Goodies</b>	●	●	●	●	●	●	●	●	
<b>Runway Program &amp; Signage</b> Name/Logo Included in Trashion Marketing	●	●	●	●	●	●	●	●	●
<b>Sponsorship Webpage</b> Name/Logo Included in Trashion Marketing	●	●	●	●	●	●	●	●	●

All Sponsor Packages are customizable. Please Contact:  
 Mary Catherine (MC) Cutcliffe, Development Director: [mc@sonomacommunitycenter.org](mailto:mc@sonomacommunitycenter.org) | 707.938.4626 ext 3

# what our AUDIENCES SAY

“Trashion Show was an extraordinary experience. In addition to everything being so well organized the work was unique and stimulating! With a fabulous Master of Ceremonies, the variety and quality of the presentations were great. All ages, all sizes but everyone was so expressive in their unique outfits! The use of materials that would otherwise be discarded were brilliantly combined and constructed. ALL were winners so it was difficult to vote. ! So important to keep this tradition alive! Carry on!!

—Debra “Dabris” Rapoport,  
NYC Trashion Artist and 2020 & 2023 Runway Judge

“Trashion Fashion is a great event that showcases Sonoma Valley: our creativity and our sense of community, paired with a sustainable ethos.”

—Tim Zahner,  
Sonoma Valley Visitors Bureau

“I love the Trashion Fashion events! I loved being a part of it in the past as a judge and look forward to being a part of it in the future!”

—Machine Dazzle, NYC Costume Designer

I googled fun things to do in Sonoma County and Trashion Fashion came up. Next thing you know, I’m walking the runway!”

—Juana de la Salva

“Life gets more exciting, fun and creative when you learn to see the trash around you as an opportunity to transform but walking the runway and showing off it off tops it all! It’s an experience like no other!

—Spencer Morton, *The Trashion Icon*  
& Trashion Outreach Coordinator

“I revel in the creativity of the Trashion Fashion show at our Sonoma Community Center. It unites us to champion sustainability while celebrating our vibrant community together!

—Gary Saperstein  
Owner, *Out in the Vineyard*

“Trashion Fashion has been an extraordinary opportunity for our mentors and mentees to grow their relationships while experimenting with upcycling, It’s truly inspiring to witness the collaboration with SCC staff and how they encourage our youth to explore possibilities. They have empowered them, fueling their confidence and creativity, and we are immensely proud of the incredible work they have achieved through this initiative.”

—Susie Gallo,  
Executive Director,  
Mentoring Alliance



**30** Potato & Onion Bags & a turkey roasting pan



**Dolls donated from Recology Sonoma Marin**



**150** Soda Cans



**Artquest High School Entry**



**Kids Design Class**



**350** LaCroix Cans



**Recycled Dolls & Champagne & Metal Screw Tops**



**Latina Sisterhood Mentoring Alliance Team**



**Upcycled Bed Sheets**



The mission of the **Sonoma Community Center** is to create extraordinary, artistic, cultural, and learning experiences that enrich our diverse community.

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Driven by values of community, innovation, creativity, inclusion, and leadership, the Center offers a broad range of classes, events, and performances that encourage people from all walks of life to create, connect, thrive, and build community together.

All event proceeds go to supporting the arts & educational programming at the Sonoma Community Center, a 501c3 non-profit organization.

