

LOVE LETTER

to my closet

PARTNERSHIP PROSPECTUS

**ONE PIECE OF CLOTHING. ONE POWERFUL STORY.
ONE CHANCE TO HELP ANOTHER STEP FORWARD
WITH CONFIDENCE.**

National campaign, July – October 2026 • Event 22 October

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Welcome

Welcome to the sponsorship prospectus for Love Letter to my Closet (LLTMC) hosted by Fitted for Work.

This event will bring together professionals from corporate, government, senior management, philanthropy, retail fashion, and individual supporters for an intimate event of reflection and celebration as we hear stories of a “Love Letter to My Closet.” Join us for an unforgettable evening of storytelling and fundraising that promises to be an event you won’t want to miss!

This is an opportunity to connect with like-minded individuals, support FFW and enjoy an afternoon filled with delicious food, inspiring conversations, and heartwarming stories. Whether you're a long-time supporter or new to FFW, this event will stay with you long after the event is over.

Join our inaugural national storytelling and fundraising campaign!

PARTNER WITH US

From the **MANAGING DIRECTOR**

Clothing is never just clothing!

What we wear holds our stories: moments of courage, belonging, loss, reinvention, and pride. The jacket we wore to our first job interview. The dress that made us feel seen. The shoes that carried us through change. Long after trends fade, these garments remain charged with memory and meaning.

At Fitted for Work, we see this every day. Clothing is not simply about presentation, it is about identity, dignity and confidence. It shapes how people feel about themselves, and how they are received by the world.

Love Letter to My Closet was born from this understanding.

The campaign

Love Letter to My Closet is our inaugural national storytelling and fundraising campaign, built around a simple but powerful question: what if we invited people to honour the clothing that has shaped who they are?

By asking individuals to write a “love letter” to a cherished item in their wardrobe, the campaign unlocks deeply human stories; stories of growth, self-expression, resilience and transformation. These stories resonate because they are universal. Everyone, regardless of background, has felt the emotional power of what they wear.

Through Love Letter to My Closet, we bring together storytelling, community and fundraising in a way that feels fresh, emotionally resonant and aligned with our purpose. The campaign raises funds to support Fitted for Work’s ongoing programs while simultaneously amplifying our profile, deepening engagement and strengthening partnerships rooted in shared values of empowerment and connection.

“OUR AMBITION IS TO MAKE LOVE LETTER TO MY CLOSET A SIGNATURE CAMPAIGN THAT PARTNERS ARE PROUD TO CHAMPION AND AUDIENCES FEEL PERSONALLY CONNECTED TO.”

Donna de Zwart , Managing Director

Why sponsor YOUR OPPORTUNITIES

Be a sponsor. Four levels of partnership. Every one of them is a conversation; inclusions can be shaped around your priorities.

"At its heart, Love Letter to My Closet is about connection; to self, to community and to purpose."

LEVEL	INVESTMENT	INCLUSIONS
Captain Marvel Power Sponsor	\$20,000	· 6 complimentary tickets · prime logo placement on all event materials and webpage · raffle winner draw · branded collateral · social media spotlight · event acknowledgment · corporate volunteer day (20 staff)
Wonder Woman Leadership Sponsor	\$15,000	· 4 complimentary tickets · logo on promotional materials · logo on webpage · dedicated social media post · acknowledgment at the event · corporate volunteer day (15 staff)
Xena: Warrior Princess Strength Sponsor	\$10,000	· 2 complimentary tickets · logo on promotional materials and webpage · dedicated social media post · event acknowledgment · corporate volunteer day (10 staff)
Storm Resilience Sponsor	\$5,000	· 1 complimentary ticket · logo on promotional materials and webpage · dedicated social media post · event acknowledgment · corporate volunteer day (5 staff)

OTHER WAYS TO SUPPORT

- **Prize partner.** Provide the major prize or a runner-up prize, with visibility across every submission touchpoint.
- **In-kind partner.** Venue, media, print, photography, catering, beverage or production support, recognised at the equivalent level.
- **Buy tickets.** Purchase tickets for your team, clients or network, directly supporting the event's delivery while helping celebrate and showcase the achievements of participants and finalists

NEXT STEP

We would welcome the opportunity to explore how Love Letter to My Closet could align with your customers, brand and your strategic priorities.

[CONTACT US](#)

At a glance ABOUT THE CAMPAIGN

What it is

We are inviting Australians to choose one item from their wardrobe and write it a love letter. It does not need to be expensive, fashionable or perfect. It just needs to mean something. There are four ways to enter and entry is free.

WRITE IT

Type your letter, or upload a document.

SAY IT

Record a voice memo, in your own words.

FILM IT

Submit a short video about the item.

SNAP IT

Upload an image with a caption.

How it works

1. Choose an item from your closet — something with a story.
2. Tell us why it matters — the moment, the memory, the turning point.
3. Submit your love letter — entry is free, with the option to donate.

KEY DATES

Submissions open

17 July

Submissions close

30 September

Finalists contacted

6 October

Winner announced

22 October, at the event

The event

Join us for an unforgettable evening in support of Fitted for Work. Connect with like-minded individuals, expand your network, and help empower more women to achieve economic independence. Be immersed in inspiring stories of resilience, confidence and transformation and see firsthand how your support helps women build confidence, secure employment and create brighter futures. Whether you are a long-time supporter or discovering Fitted for Work for the first time, this special event promises meaningful connections and lasting impact.



The event continues

Join us for an unforgettable evening dedicated to empowering women through fashion, confidence, and opportunity.

Date	Thursday 22 nd October, 6-9pm
Venue	The Conscious Closet, 483-485 Bridge Road, Richmond VIC 3121
Guest attendance	200 supporters, partners, donors, and community members.
Evening includes	• Cocktail-style networking event • Grazing platters and canapés • Live storytelling experiences • Sustainable runway show • Fundraising activities supporting our mission
Dress	Smart business attire or wear a meaningful piece from your wardrobe that reflects a personal story or special memory.

Be part of a night that celebrates sustainability, style, and social impact while helping create brighter futures for women across our community.

AN INVITATION TO SHAPE IT

We would be delighted to invite you to a small, curated workshop introducing Love Letter to My Closet; a new national campaign from Fitted for Work that explores the emotional power of clothing and its role in shaping confidence, identity and opportunity.

During the workshop, we will

- Share the genesis of Love Letter to My Closet, and why storytelling and clothing sit at the heart of our work
- Explore how the campaign blends fundraising, community engagement and authentic storytelling.
- Discuss the strategic objectives and opportunities for aligned partners.
- Invite conversation and ideas on how Love Letter to My Closet could grow into a distinctive, values-led national campaign.

“At its heart, Love Letter to My Closet is about connection; to self, to community, and to purpose. We believe it offers organisations a unique opportunity to align with themes of personal expression, empowerment, dignity and transformation in a way that is human, creative, and deeply resonant.”

We would love you to join us for this conversation and help shape what Love Letter to My Closet can become.

CONTACT US

What this makes possible

We invite you to partner with us to make this campaign a success, while putting your brand in front of a highly engaged and relevant audience.

Fitted for Work is celebrating 20+ years of service. As a national not-for-profit organisation, we have supported over 50,000+ women and gender-diverse jobseekers to become job ready, find employment and thrive.

We believe all women have the right to financial independence, and we believe this is achieved through employment.

Our services include resume support, cover letter and interview preparation, an outfitting service, mentoring, skills and confidence building programs and workshops. We know that employment is more than just a job; it provides choice, dignity, and growth to our economy.

20+
years of
service

50,000+
job seekers
supported

\$86M+
saved the
Australian
economy

\$128B
potential
economic
contribution

A recent economic impact study conducted by Mandala, an economics research firm, found that Fitted for Work has saved the Australian economy \$86 million in welfare and tax revenue contributions. The report indicated that 1.3 million women in Australia want work or additional hours. By increasing women's workforce participation, it is estimated this will contribute \$60 to \$128 billion to the Australian economy.

We are proud of our achievements over the past 20 years, but we have a long way to go. We invite you to join us on this important journey of increasing women's workforce participation and gender equity in Australia.

WHY THIS MATTERS FOR PARTNERS

We see Love Letter to My Closet as a platform that enables partners to:

- Engage customers through authentic, user-generated storytelling.
- Create meaningful brand experiences, not just visibility.
- Demonstrate a genuine commitment to women, dignity and opportunity.
- Be part of a campaign that benefits both community and commercial outcomes.
- Build awareness and generate leads in a meaningful context.
- Gain visibility before, during and after the event.

This is not charity at arm's length. It is purpose-led customer engagement.

Our audience DEMOGRAPHICS

Demographics	Professionals, senior managers, decision-makers and creatives , general public and partner customers; engaging in the campaign and are encouraged to participate.
Industries	Corporate, government, philanthropy, retail fashion, tech, education, health and not-for-profits
In the room	Board, staff, professionals, corporate partners, retail partners, donors, funders, volunteers and individual supporters

MARKETING AND EXPOSURE

Social media	50,000 combined followers across Instagram, LinkedIn and Facebook
Email campaigns	10,000+ subscriber list size
Press and media	Coverage and press release opportunities
On-site exposure	Logo representation at venue

SPONSOR ALIGNMENT OPPORTUNITIES

[CONTACT US](#)

We are approaching a deliberately small number of partners, only where the alignment is real.

1. A leading fashion retailer

Naturally aligned through clothing, identity and self-expression, with opportunities to connect in-store, online and through storytelling amplification.

2. A home and lifestyle retailer

Exploring the idea of physical wardrobes as places of memory, change and self-expression, with particular appeal to younger customers setting up, reshaping or reimagining their spaces.

3. A cosmetics or beauty brand

Where confidence, self-presentation and empowerment intersect directly with the lived experiences of the women we support.

NEXT STEP

In each case, the opportunity is to invite customers into the story, not speak at them, while visibly supporting Fitted for Work's mission to help women experiencing disadvantage access employment, confidence and independence.

We often point to campaigns such as Coles' long-standing community partnerships, which demonstrate that when done well, initiatives can genuinely drive engagement and sales while delivering measurable social impact. Love Letter to My Closet is designed with that same dual outcome in mind.

LOVE LETTER

to my closet

CLOTHING IS NEVER JUST CLOTHING NEITHER IS A PARTNERSHIP

If you are open to it, we would love to arrange a short, focused conversation to:

- Explore alignment specific to your organisation.
- Discuss sponsorship pathways and co-creation opportunities.
- Share early thinking on reach, storytelling and impact.

Contact **Layla Stanton** • lstanton@fittedforwork.org