

FOUNDING SPONSORSHIPS / THREE-MONTH TERM

A place in the room.

Support independent fashion. Be recognized. Enjoy something made personal.

Private Reserve invites friends, families, community supporters and businesses to help bring our Los Angeles showroom to life. Receive a piece to keep, meaningful recognition and an experience to share.

SUPPORTING SPONSOR

\$500

TOTAL / THREE MONTHS

\$150 included piece budget

Website recognition, a personal keepsake plaque and a founders' preview for two.

FOUNDING SPONSOR

\$1,000

TOTAL / THREE MONTHS

\$350 included piece budget

A featured sponsor profile, your own showroom plaque and a private styling preview for four.

PRESENTING SPONSOR

\$2,500

TOTAL / THREE MONTHS

\$850 included custom-piece budget

A four-hour gathering for up to 12, with food, drinks, a creative activity and photo/video coverage.

ACKNOWLEDGED IN THE ROOM

Every sponsor appears on our website and showroom sponsor display, receives a personal plaque to keep, and is acknowledged at Private Reserve-hosted showroom events throughout the three-month term. Use your name, family name, organization or business identity. Private support is welcome.

SOMETHING TO KEEP. AN EXPERIENCE TO SHARE.

The piece budget is included in your sponsorship, with no additional product charge for an approved selection within that amount. Custom work is quoted and confirmed with a participating showroom brand before sponsorship acceptance. Full details are on page 3.

One total contribution. No additional monthly sponsorship fee.
Your three-month term starts on the agreed showroom activation date.

YOUR BENEFITS / ALL COUNTS COVER THE FULL TERM

Choose your place in the story.

SUPPORTING SPONSOR**\$500 TOTAL**

- **A piece to keep.** \$150 toward one selected garment or accessory from an approved showroom assortment; personalization where available within the same budget.
- **Recognition and access.** Name or logo on our website and shared showroom sponsor display for three months, a personal keepsake plaque, and a shared founders' preview for two.
- **Acknowledgment.** Thanks at house events, inclusion in the founding-sponsor announcement and three tagged story sets, one each month.

FOUNDING SPONSOR**\$1,000 TOTAL**

- **A piece made personal.** \$350 toward one selected or customized garment or accessory, with a consultation to agree the piece, fit and available personalization.
- **Your own plaque.** An engraved name or logo plaque displayed in the showroom for three months, then presented to you to keep at home or at your business.
- **A private experience for four.** One 90-minute collection and styling preview for you and up to three guests, with five edited portraits or group photographs.
- **Featured recognition.** A website sponsor profile with your story and optional link; house-event thanks and individual acknowledgment at two gatherings; two dedicated social features, including one short video, plus three story sets.

PRESENTING SPONSOR**\$2,500 TOTAL**

- **A commissioned piece.** \$850 toward one custom garment or bag from a participating brand, with design consultation and a fitting or sizing review within the agreed quote.
- **Recognition that stays with you.** A prominent engraved showroom plaque, yours after the term; a lead website profile with your story and optional link; presenting credit at three named house gatherings.
- **A four-hour gathering in your honor.** A private hosted experience for up to 12 including you, with curated light bites, drinks and one guided creative activity: styling, a maker demonstration or customization. Includes invitations, RSVPs, setup and a personal sponsor toast.
- **Your experience, captured and shared.** Photo/video coverage with eight edited photos and a recap video; lead house-event thanks; four dedicated social features, including two videos, plus six story sets. Event content counts toward these totals.

Presenting sponsorship: one position for the launch term. Each tier is complete as listed; benefits and content counts are not added across tiers.

YOUR PIECE / YOUR EXPERIENCE / YOUR SPONSORSHIP

Made clear before we begin.

THE INCLUDED PIECE

Choose your maker and piece with us. Before accepting sponsorship, Private Reserve confirms the participating brand, selection or custom brief, full quote and delivery date. No maker is committed by this guide alone.

Your included budget is **\$150 / \$350 / \$850** at Supporting / Founding / Presenting. It covers one piece, agreed materials, making, personalization and applicable product tax. The piece is yours. Local collection is included; shipping is quoted separately. The budget is not a cash payout or estimated resale value.

Customization may adapt an existing design, material, color, fit or detail. Original patterns, premium materials and additional changes require a quote. A complete option within your budget is confirmed before payment; any upgrade requires your approval.

THE EXPERIENCE AND RECOGNITION

Use your experience personally or gift it to someone. The Presenting package includes four guest-facing hours for up to 12 people, curated light bites, a hosted drinks selection, one guided creative activity with agreed materials, invitations, RSVPs, setup, cleanup, house staffing and baseline security. Agree the date, menu, dietary needs, drinks selection and activity before signing; a complete included option is provided. Extra guests or production are optional upgrades.

Coverage is produced by Private Reserve or its appointed team: eight edited photos and one recap video, delivered within 15 business days, with permission to share and agreed publication on Private Reserve channels. Independent press attendance or publication is not guaranteed. Content permissions are agreed in advance.

Every sponsor receives a plaque. Supporting receives a keepsake plaque; Founding and Presenting plaques are displayed for three months, then yours to take home. Approve artwork and placement before fabrication. Website recognition lasts three months. Event credit covers house-produced showroom events; third-party rentals and separate runway shows are excluded. Story sets contain two to three frames. Publicity is optional.

PAYMENT AND DELIVERY

Supporting: \$500 at signing. Founding and Presenting: 50% at signing and 50% 30 days after the agreed showroom activation date. Confirm the showroom start, maker quote, included staffing and delivery calendar before accepting payment. The term does not renew automatically. If Private Reserve cannot deliver an agreed benefit, provide a written reschedule, approved equivalent or agreed refund for the undelivered scope.

SPONSORSHIP CONFIRMATION CHECKLIST

- ☐ Confirm tier, term dates, supporter identity, plaque artwork and placement.
- ☐ Approve the maker, piece, full quote, sizing and delivery date.
- ☐ Book the experience, menu, activity, event credits, content dates and delivery contact.

The individual sponsorship agreement records these choices and controls the final delivery schedule. Monthly updates and a closing recap are included at every level.