

*The 68<sup>th</sup> Annual*  
BELLARMINE MOTHERS' GUILD  
FASHION SHOW FOR TUITION ASSISTANCE

# HERE'S TO THE BELLS

*A Senior Celebration*

*October 8, 2022*  
BELLARMINE  
CAMPUS

## ADVERTISING OPPORTUNITY

### WHAT IS THE OPPORTUNITY?

To be held on **October 8, 2022** the high-energy signature fundraising event promises fun and fellowship as we raise vital contributions for students. Fashion Show funds directly benefit Tuition Assistance and the Tuition Assistance Endowment Fund. This year's extravaganza will feature lunch and dinner shows that are expected to sell out quickly. We are excited to once again have this fabulous event on the beautiful Bellarmine campus.

### WHY ADVERTISE?

**It's a win-win: When you advertise, you spotlight your business while supporting a worthy cause.** Approximately 25% of Bellarmine's 1,600 students receive some form of tuition assistance. A third of the students who will receive tuition assistance this year are the first generation in their families expected to attend college.

### YOU GET GREAT EXPOSURE

The Fashion Show is marketed to Bellarmine's extensive global alumni network, school community, and the public via Bellarmine's robust social media and communications outlets including Instagram, Facebook, YouTube, and email.

Your ad will be included in a high-quality collectible printed program among reputable advertisers such as Joe Escobar Diamonds and Normandin Automotive.

The Bellarmine Fashion Show is the Bay Area's longest-running event of its kind and is building momentum as it approaches its 75th anniversary. Tickets to the live, in-person event cost \$175-\$250 and are anticipated to sell out quickly.

### IT'S EASY!

Visit [BCP.org/fashionshow](http://BCP.org/fashionshow) to place an ad.

### WHAT'S THE PRICING AND DEADLINE?

Pricing ranges from \$500 to \$1,200:

- Business Card - \$500
- Quarter Page - \$750
- Half Page - \$1,000
- Full Page - \$1,200

Artwork and questions may be emailed to [fashionshow@bcp.org](mailto:fashionshow@bcp.org)  
We kindly request artwork and payment by August 26, 2022.