



**DRESS FOR SUCCESS®**

WESTERN MASSACHUSETTS



# Common Threads

An Evening of Inspiration

April 16, 2026 at 5:30 p.m.  
The Log Cabin in Holyoke

For over 25 years, Dress for Success of Western Massachusetts has empowered women to achieve economic independence. Each year we provide hundreds of women with a network of support, professional attire, mentorship, workforce readiness, and development tools to help them thrive in work and life.

*Common Threads*, our annual signature event, is a celebration of our inspiring program participants and an opportunity to learn about the good work of our organization. Join us on April 16 to honor the women who have thrived in our program and help us celebrate their accomplishments.

## Keynote speaker: Shannon Rudder

President & CEO of Martin Luther King Jr. Family Services

Shannon is a transformational and visionary leader who is deeply committed to social and economic justice. She is a champion for equity, belonging, and anti-oppression, a staunch community collaborator, and a strong organizer.

DFSWM is thrilled to bring Shannon to our Common Threads stage to deliver this year's keynote address.





| SPONSOR BENEFITS                                      | PRESENTING<br>\$10,000    | RUNWAY<br>\$5,000              | RED<br>CARPET<br>\$2,500       | WARDROBE<br>\$1,000               | SUIT<br>\$500                     |
|---|---------------------------|--------------------------------|--------------------------------|-----------------------------------|-----------------------------------|
| Tickets to the event                                  | 24<br>(2 Tables)          | 10<br>(1 Table)                | 6                              | 4                                 | 2                                 |
| Opportunity to speak during event                     | ✓                         |                                |                                |                                   |                                   |
| Company supplied items placed at tables               | ✓                         |                                |                                |                                   |                                   |
| Company logo prominently displayed at event           | ✓                         |                                |                                |                                   |                                   |
| Mention by Emcee during event                         | ✓                         | ✓                              |                                |                                   |                                   |
| Company logo displayed at your table(s)               | ✓                         | ✓                              | ✓                              |                                   |                                   |
| Recognition in press releases, ads, and event webpage | ✓                         | ✓                              | ✓                              | ✓                                 |                                   |
| Company logo displayed at the event                   | ✓                         | ✓                              | ✓                              | ✓                                 | ✓                                 |
| Shoutout(s) on social media                           | Exclusive posts with logo | Logo with others at same level | Logo with others at same level | By name with others at same level | By name with others at same level |
| Tickets for DFSWM participant & guest to attend       | 4                         | 2                              | 2                              |                                   |                                   |

For more information or to discuss a tailor-made sponsor level, contact Jess Roncarati-Howe at 413-301-8506 or [jess@dfswm.org](mailto:jess@dfswm.org)



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To secure your sponsorship, email your desired sponsor level & contact info to [jess@dfs wm.org](mailto:jess@dfs wm.org) or complete this form and mail it to:  
Dress for Success Western Mass, PO Box 15376, Springfield, MA 01115

### I would like to sponsor at the following level:

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\_\_\_\_\_ I would like to donate an item for the Common Threads Silent Auction

Item Name/Description: \_\_\_\_\_

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Contact Name: \_\_\_\_\_

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