DRESS FOR SUCCESS® Western Massachusetts

COMMON THREADS

An Evening of Insirpation



APRIL 15TH AT 5:30 PM

The Log Cabin in Holyoke

For over 25 years, Dress for Success of Western Massachusetts has empowered women to build confidence, achieve economic mobility, and thrive in work and life.

Common Threads is our signature celebration of the women who inspire us. Join us April 16 to honor their journeys, celebrate their achievements, and champion a future filled with opportunity, strength, and possibility.

Together, we're changing lives—one woman at a time.

KEYNOTE SPEAKER: TATIANA COLE

Business Connector & Coach / Founder- Free to Flourish Conference



Tatiana Cole is a business connector, speaker, and entrepreneur dedicated to helping women flourish in life and business. Through transformational events, community experiences, and strategic coaching, she empowers women to grow personally, build aligned businesses, and confidently walk in their purpose. Tatiana is the founder and host of the Free to Flourish Conference and has been recognized as a BusinessWest 40 Under 40 honoree (2025), a 100 Women of Color honoree, and one of MassLive's Hispanic and Latino Leaders.

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SPONSOR BENEFITS	PRESENTING $10,000	RUNWAY $5,000	RED CARPET $2,500	WARDROBE $1,000	SUIT $500
Tickets to the event	24 (2 Tables)	10 (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 tairlor made sponsor level, contact Jess Roncarati-Howe at 413.301.8506 or jess@dfswm.org

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To secure your sponsorship, email your desired sponsor level and contat info to jess@dfswm.org or complete this form and mail it to:
Dress for Success of Western Mass, PO Box 15376, Springfield, MA 01115

I would like to sponsor at the following level:

PRESENTING SPONSOR $10,000	RUNWAY SPONSOR $5,000	RED CARPET SPONSOR $2,500	WARDROBE SPONSOR $1,000	SUIT SPONSOR $500
____	____	____	____	____

____ **I would like to donate an item for the Common Threads Silent Auction**

Item Name/ Description: _____

Compant Name: _____

Contact Name: _____

Address: _____

Daytime Phone: _____

Email Address: _____

____ Sponsorship fee is enclosed ____ Please send an invoice

** Please note that sponsorship fees are due prior to our Common Threads Fundraising event.

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