



As we approach the highly anticipated second annual *Fashioning Power, Fashioning Peace* Exhibition and Gala at the prestigious **President Woodrow Wilson House on Monday, May 5, 2025**, we are reaching out to distinguished organizations, institutions, and corporations that have demonstrated a commitment to the arts, culture, and diplomacy. Your remarkable contributions and leadership in the community have made a significant impact, and we know that your involvement will greatly enrich this momentous event.

### **What is *Fashioning Power, Fashioning Peace*?**



Embassies in Washington, D.C. are invited to showcase fashion from contemporary designers from their country that not only represent the nation's aesthetic values and cultural heritage, but also embodies the spirit of diplomacy and peace that this exhibition aims to celebrate. This is a unique opportunity for countries to highlight their contributions to global fashion and diplomacy, as well as to share the stories and craftsmanship behind the attire of world leaders. Objects will be on temporary display at the Wilson House Museum only for a short time. The exhibition is

paired with a fundraising gala for the benefit of the museum.

### **Sponsor the Event**

We cordially invite you to sponsor the *Fashioning Power, Fashioning Peace Exhibition and Gala 2025*, a role that not only highlights your support for cultural diplomacy, but also positions you as an inaugural corporate financial supporter of this landmark exhibition. As a sponsor, your influence and network are pivotal in ensuring the success and legacy of the event.

### **Your Impact and Commitment**

There are multiple levels of sponsorship opportunities available for this event. Your contribution plays a crucial role in bringing the exhibition and gala to life, allowing us to showcase the transformative power of fashion in diplomacy and peace.



FASHIONING  
POWER



FASHIONING  
PEACE

Support *Fashioning Power, Fashioning Peace 2025* by contributing at one of the following levels:

***Secretary-General Sponsor Circle: \$50,000***

- Exclusive use of the inside front cover of the program
- Catering sponsor signage
- Logo and name on website linking to your organization, institution, or corporation
- Acknowledged in the program
- Logo included in all event marketing emails
- Exclusive use of the Wilson House for a private reception

***President's Sponsor Circle: \$30,000***

- Exclusive use of the inside back cover of the program
- Outdoor marquis sponsor signage
- Logo and name on the website
- Acknowledged in the program
- Logo included in all event marketing emails

***First Lady's Sponsor Circle: \$15,000***

- Exclusive use of a full page in the program
- Program sponsor credit in print
- Name on website
- Acknowledged in the program
- Logo included in all event marketing emails

***Ambassador Sponsor Circle: \$10,000***

- Exclusive use of half a page in the program
- Exhibition sponsor signage
- Name on website
- Acknowledged in the program

***Diplomatic Sponsor Circle: \$5,000***

- Exclusive use of a third of a page in the program
- Entertainment sponsor signage
- Name on website
- Acknowledged in the program

**President Woodrow Wilson House**

2340 S Street, NW, Washington, DC 20008 / 202.387.6062 / [www.WoodrowWilsonHouse.org](http://www.WoodrowWilsonHouse.org)

FASHIONING  
POWER



FASHIONING  
PEACE



### Why Become a Sponsor?

Your participation as a sponsor offers a unique opportunity to be part of a cultural milestone, connecting with like-minded leaders and influencers who are shaping the future of diplomacy and the arts. Your organization, institution, or corporation's name will be featured prominently on all event invitations, programs, and communications, highlighting your essential role in this event. Deadlines for printed materials are approaching. Do not miss out!

### Next Steps

Should you have any questions or require further information, please reach out directly to Elizabeth Karcher [ekarcher@WoodrowWilsonHouse.org](mailto:ekarcher@WoodrowWilsonHouse.org), or Felice Herman [Fherman@WoodrowWilsonHouse.org](mailto:Fherman@WoodrowWilsonHouse.org).

Together, we can ensure that *Fashioning Power, Fashioning Peace* leaves a legacy and inspires continued dialogue on the importance of cultural diplomacy. We look forward to your participation and the impact we will make together.

Warmest regards,

*Elizabeth A. Karcher*

Elizabeth Karcher, Executive Director, The President Woodrow Wilson House

*Janet G. Pitt*

Janet Pitt, Chair, *Fashioning Power, Fashioning Peace* Exhibition and Gala

**President Woodrow Wilson House**

2340 S Street, NW, Washington, DC 20008 / 202.387.6062 / [www.WoodrowWilsonHouse.org](http://www.WoodrowWilsonHouse.org)



FASHIONING  
POWER



FASHIONING  
PEACE

### Why the Woodrow Wilson House?

The Woodrow Wilson House serves as a fascinating historical site, offering an intimate glimpse into the personal life of the 28th President of the United States and reflecting his significant contributions to national and international affairs during a pivotal era in American and world history.



Edith Wilson's pioneering role as the first First Lady to accompany her husband internationally, showcasing her understanding of the power of dressing for the world stage and her influence on diplomatic fashion, is the inspiration for the exhibition.

The logo, anchored by the emblematic Doves of Peace brooch crafted by Lalique and presented to Edith Wilson at Place de la Concorde in Paris, France, symbolizes a profound moment in history. This gift commemorates the Wilsons' visit to Paris after the Armistice of WWI, where they sought to realize President Wilson's vision for world peace during the negotiations of the Treaty of Versailles, embodying the spirit of peace and diplomacy that defines their legacy.

The "Esther Pin," designed by Ms. Ann Hand, is a splendid piece of jewelry with deep historical and cultural significance. It not only draws inspiration from René Lalique's original Peace Brooch, given to Edith Wilson during her 1918 visit to Paris, but also honors the legacy of a remarkable diplomat and first honoree of *Fashioning Power, Fashioning Peace*, the late Ambassador Esther Coopersmith. Named after Ambassador Coopersmith, the pin symbolizes her distinguished career and her exemplary contributions to diplomacy.



The Esther Pin is a piece of wearable art that carries the legacy of its original inspiration forward, and it is a tribute to a diplomat who exemplified the virtues of peace and diplomacy. **Sponsors contributing \$50,000 or more to the annual gala or the *Fashioning Power, Fashioning Peace Fund* will receive the exclusive Esther Pin.** This pin is a symbol of your support for the event and the fund's enduring impact and our shared goals. This pin is a limited edition and is otherwise reserved for the annual honorees of the *Fashioning Power, Fashioning Peace Exhibition and Gala*.

For any inquiries or further information, please contact Executive Director, Elizabeth Karcher at [EKarcher@WoodrowWilsonHouse.org](mailto:EKarcher@WoodrowWilsonHouse.org) or [Fashion@WoodrowWilsonHouse.org](mailto:Fashion@WoodrowWilsonHouse.org), 202-792-5808 or Deputy Director, Felice Herman at [FHerman@WoodrowWilsonHouse.org](mailto:FHerman@WoodrowWilsonHouse.org), 202-792-5804.

**President Woodrow Wilson House**

2340 S Street, NW, Washington, DC 20008 / 202.387.6062 / [www.WoodrowWilsonHouse.org](http://www.WoodrowWilsonHouse.org)

FASHIONING  
POWER



FASHIONING  
PEACE

## 2024 Fashioning Power, Fashioning Peace Results

### Overview

- Honoree: Late Ambassador Esther Coopersmith
- Mannequins Displayed: 40
- Countries and Territories Represented: 35
- Exhibitors: 66

### Gala Event Guest Attendance

- Checked-in on the night of May 6: 223
- Tickets purchased: over 300

### Ambassadors and VIPs

- Ambassadors in attendance at the gala: 12
- Press Coverage: Indonesia, Bulgaria, Czech Republic, Kazakhstan, *The Georgetowner*
- Fashion social media Influencers in attendance: 7

### Public Exhibition: May 8 - May 11 (\$25/person)

- over 150 people attended including on May 11, the European Union Embassy Open House Weekend



**President Woodrow Wilson House**

2340 S Street, NW, Washington, DC 20008 / 202.387.6062 / [www.WoodrowWilsonHouse.org](http://www.WoodrowWilsonHouse.org)



## **2025 Fashioning Power, Fashioning Peace Projected Results**

### **Overview**

- Mannequins Displayed: 55
- Countries and Territories Represented: 50
- Exhibitors: 100

### **Gala Event Guest Attendance**

- Projected attendance for May 5: 300
- Projected ticket sales: over 400

### **Ambassadors and VIPs**

- Every exhibiting ambassador is invited
- Invited Press Coverage: *Washington Post*, *The Washingtonian*, *The Washington Diplomat*, *The Georgetownner*, *DCist*, *Destination DC*, and more
- Invited DC government leaders, DMV congressional and state leadership
- Fashion media Influencers

### **Public Exhibition: May 8 - May 10**

- Advertising with European Union to their audience of 30,000 across the DMV
- Anticipating over 300 people viewing the public exhibition, including on May 10, the European Union Embassy Open House Weekend





THE PRESIDENT  
WOODROW WILSON HOUSE

# Woodrow Wilson House Reach and Ratings 2024

- 10,000+ website views per month
- 8,000+ visitors to the site per year
- 7,500+ direct marketing emails
- 4,000+ Site check-ins
- 3,000+ Facebook followers
- 2,900+ Facebook likes
- 1,888 Instagram followers
- 860 general tours offered per year
- 350 specialty tours offered per year
- 400+ attendees to Speaker Series per year
- An audience unique to sites of the National Trust for Historic Preservation
- Visitors to the only Presidential historic home in Washington DC

## Ratings:

- 96% recommended
- 5/5 (76) Walking Tours on Google
- 4.8/5.0 (84) rating on Google
- 4.6/5 (66) rating on Yelp
- 4.6/5.0 rating (229) Trip Advisor
- #20 Top 20 Things to Do in Washington, DC Trip Advisor
- Rated Top Attractions, Washington, DC, Trip Advisor

Re-accredited with American Alliance of Museums in 2024

## Site of the National Trust for Historic Preservation:

- 194,000 Followers on Facebook
- 55,500 Followers on Instagram

