

**INNOVATION**



**CIRCULARITY**



**DESIGN**



**LOS ANGELES**



# Los Angeles Recovered Textile Exhibit

**SPONSORSHIP OPPORTUNITY**

Be part of LA's marquee event to promote creative reuse, innovation, and textile circularity

**LEAD THE FUTURE OF SUSTAINABLE DESIGN**

Showcase sustainability initiatives in action

Support and co-create with emerging designers

Align with CA's textile circularity leadership

Extend the life of inventory & products

**Available Sponsorships:**

**Title Sponsor | Showcase Exhibit**

**Designer Sponsorship | Media Partnerships | In-Kind Donations**

**BROUGHT TO YOU BY**



**CPSC**  
California Product Stewardship Council



*Public Works*  
LOS ANGELES COUNTY



Inquire for details: [info@calpsc.org](mailto:info@calpsc.org)



# Upcycled Design Competition

## SPONSORSHIP OPPORTUNITY

You are invited to participate in a fashion-forward textile upcycling contest, backed by LA Sanitation and Environment (LASAN) and the California Product Stewardship Council (CPSC), to champion a circular future for textiles in Los Angeles and beyond.

### **Why:**

To shine a light on CA Senate Bill 707 and inspire a movement toward circular fashion in California. The event is designed to empower designers, brands, and consumers to rethink how textiles live beyond their first use.

### **What:**

As Phase 3 for the City of Los Angeles' textile recovery pilot, LASAN is hosting an Upcycled Textile Design Contest and Fashion Showcase to celebrate circular innovation in fashion. The program will feature designs made from Los Angeles recovered cotton, polyester, and textiles donated by brands, highlighting creative approaches to extending the life cycle of textiles. The initiative highlights LA's leadership in circular fashion and encourages brands to take an active role in adopting SB 707. Participating brands are encouraged to leverage the event to demonstrate their commitment to sustainability.

### **Why Your Brand Should Get Involved:**

- **Position your brand** as a **sustainability leader** — demonstrate authentic action toward California's circular-economy goals.
- **Earn positive press and storytelling opportunities** around your sustainability efforts.
- **Transform unsold inventory into opportunity** — engage in an innovative, sustainable way to repurpose existing materials.
- **Collaborate with upcycling designers** to reimagine your inventory and advance long-term circularity and end-of-life product goals.



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### How Your Brand Can Get Involved

- Become a sponsor
- Donate excess inventory, raw materials
- Donate services

### Sponsorship Tiers

#### **Circular Sponsor** “Presented By” (\$50,000)

##### **Benefits:**

- Project title naming rights, including title sponsor, quote in press, and brand inclusion in all marketing materials
- Event opening remarks and other speaking privileges
- Category exclusivity (e.g., “Official Athletic Wear Partner”)
- Dedicated on-site activation
- Featured in post-event content & official sustainability report
- Early access to stewardship program updates and engagement opportunities as the PRO is established
- Opportunity to provide inventory to be used as part of the contest\*
- Opportunity to produce and sell select designs, realizing the financial benefit of the contest\*

#### **Category Sponsor** (\$20,000-\$49,000)

##### **Benefits:**

- Logo featured on promotional materials, website & in press
- Category exclusivity (first-come, first-served for category selection)
- Dedicated on-site activation
- Featured in post-event content & official sustainability report
- Early access to stewardship program updates and engagement opportunities as the PRO is established
- Opportunity to provide inventory to be used as part of the contest\*
- Opportunity to produce and sell select designs, realizing the financial benefit of the contest\*



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### **Designer Sponsor (\$7,500)**

#### **Benefits:**

- Provide financial and material support to a designer, covering their time and participation costs
- Match with an upcycling designer whose style and ethos align with your brand and sustainability goals
- Co-develop a look inspired by your brand's aesthetic or materials
- Co-create branded storytelling and marketing content
- Opportunity to provide inventory to be used as part of the contest\*
- Opportunity to produce and sell select designs, realizing the financial benefit of the contest\*

### **Material In-Kind Partner (\$3000-\$7,000)**

#### **Benefits:**

- Recognized as a material partner on promotional materials, website & press
- Donate fabrics, samples, and/or unsold goods to be used as raw materials for participating designers; provide guidelines for how materials can and cannot be used
- Access to photo and video content for brand storytelling
- Opportunity to produce and sell select designs, realizing the financial benefit of the contest\*

### **Booster Sponsor (\$1,500-\$7,000)**

#### **Benefits:**

- Fund the designer incentive prize
- Logo and brand featured in select marketing materials
- Access to photo and video content for brand storytelling
- \*not required for participation