

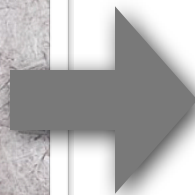
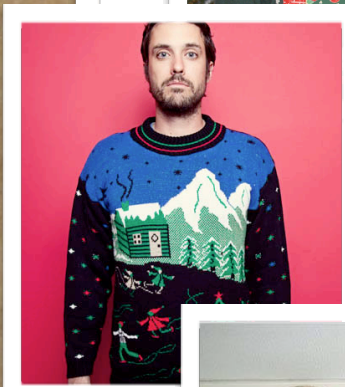
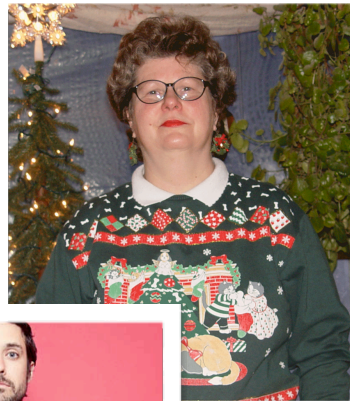
## *Sweater Amnesty*

### ELEVATOR PITCH

Ugly holiday sweater wearers are given a chance to redeem bad taste for a good cause. Transform that sequined holiday horror show into life-saving blankets that could literally mean survival to needy individuals at risk of freezing on the street.

### THE MOTIVE

*Tap into the holiday spirit in a fun and meaningful way.*



## THE IDEA

Sweater Amnesty is a Facebook-based charity program that turns ugly holiday sweaters into blankets for people chronically bereft of warmth.

## OVERVIEW

Every year, hundreds of people freeze to death on the streets, in their homes, even in Florida. Churches and aid-givers are left begging for blankets during the cold Winter months – but there are only so many to go around.

Meanwhile, fashion atrocities walk the streets in the form of holiday sweater blight.

Sweater Amnesty offers shameless bearers of offensive knitwear a face- and conscience-saving way of parlaying retinally-damaging cardigans into more than just a quick laugh at the office holiday party.

Transform your Cosby cashmere train wreck into life-saving blankets that could actually spare the lives of folks for whom heat is the greatest fashion statement of all.

Simply upload pictures of ugly holiday sweaters – yours, or those of repeat offender friends you report – and create a virtual blanket of your own design. For every virtual blanket created, five real blankets will be distributed to those in need.

Our goal is 10,000 blankets distributed in the San Francisco bay area this coming holiday season.

## HOW IT WORKS

To launch the program, ten one-of-a-kind 'art blankets' – made from actual sweaters – will be quilted by noted fashion designers and auctioned off at a gala event held in San Francisco. All proceeds will go toward emergency blanket purchase and distribution.

QR-coded cards will be handed out at SF Union Square's annual tree lighting ceremony, launching a video that notifies you that you are an ugly sweater 'violateur' and directing you to the Sweater Amnesty Facebook page.

Humorous videos will be posted offering amnesty to ugly sweater wearers if they make good by creating a virtual blanket.

A blanket making app will enable casual DIYers to make the virtual blankets, which will then be fulfilled by our retail sponsor, providing five real blankets for each virtual one.

Facebook audiences can participate by posting pictures of friends who refuse to come clean – automating a notice that goes out to that person.

#### PLATFORM ELEMENTS

- Good cause
- Facebook
- YouTube
- Launch Event

#### POTENTIAL BRAND PARTNERS

- GAP/Old Navy
- American Apparel
- Macy's

#### LOCAL SUPPORT

- KFOG
- 7X7 Magazine

#### BUDGET ITEMS

- Facebook page build & maintenance
- Blanket making app
- Video production
- Design – look & feel
- Launch event
- PR
- Coordinate blanket acquisition and distribution