

FASHION

4

LIFE



Mission & Purpose

- **Mission: To Provide an Annual Fashion Show Event to highlight not only the non-profit health organizations, but persons in the community to educate, increase lifestyle change and support it through fashion to make a better society**
- **Purpose: Raise proceeds for non-profit organizations for research, support and functional assistance.**

Why Sponsor

Corporate sponsorship is the main source of funding for our events and companies have found our events to be a great marketing tool. Proceeds of this event will go to the American Diabetes Association to continue to fund research organizations for treatments and cures of Diabetes I, II and Juvenile Diabetes. Strengthening your company brand through effective visibility is a great business strategy. By sponsoring this event, we can assure your company will receive:

- Maximized Brand Awareness
- Increased Brand Loyalty
- Introductions of New Products to the Market
- Networking Opportunities with other Sponsors
- Promotions Throughout Current & Future Events
- Year-round Promotional Opportunities for your Company & Product

EVENT DETAILS

“Living Out Healthy Dreams in Style”

Fashion Show Highlighting American Diabetes Association

This health awareness fashion show extravaganza is a two day event with three key components.

Day 1- Community Day Friday August 10th, 2012

Tentative Location(s) Oakland Marriott Convention Center(Downtown Oakland)

Mini Indoor Health Fair featuring:

- Free Diabetes Testing and Screening
- Kid Korner(face painting, balloon animals, healthy snacks distribution)
- Healthy Eating Seminars
- Exercise Classes
- Celebrity Chef cooking classes for Diabetics
- Vendor Exhibition(s)
- Celebrity Autograph signing and Photo Opportunities
- Pre-fashion show featuring local boutiques and designers
- Live entertainment

MARKETING/PROMOTION

- Flyers
- Multi-Email Blast
- Multi-Text Blast
- Facebook Ads
- Twitter Ads
- Internet Advertising

FINANCIAL BUDGET (Forecast)

- Marketing/Advertising
- Media
- Entertainment
- Security
- Production Cost – Sound
- Production Set up Cost
- Venue Cost
- 60% of Event Sale Profits

PLATINUM SPONSORSHIP

- Sponsor Name included in Title of Event
- Private Sponsor Booth/Table to promote products and/or services
- Sponsor Name included on donation informative documents
- Banners located throughout Venue
- Logo inclusion on 10,000 promotional eflyers
- Link & logo inclusion on all forms of electronic marketing and advertising for the Event (Mass emails, Internet social marketing , and other hand bill marketing).
- Thank you mentions from DJ or MC during the event
- 10 VIP tickets with private table for both event days and vendor table to market your product or service.

\$75,000 Gross Sponsorship

GOLD SPONSORSHIP

- Banners located throughout Venue
- Link & logo inclusion on all forms of electronic marketing, promotional flyers and advertising for the Event (Mass emails, internet social marketing and other hand bill marketing).
- Thank you mentions from DJ or MC during the event
- 8 VIP tickets with private table for both event days and vendor table to market your product or service.

\$50,000 Gross Sponsorship

SILVER SPONSORSHIP

- Link & logo inclusion on all forms of electronic marketing and advertising for the Event (Mass emails, internet social marketing and other hand bill marketing).
- Thank you mentions from DJ or MC during the event
- Four (4) VIP tickets with private table for both event days and vendor table to market your product or service.

\$25,000 Gross Sponsorship

Sponsorship Agreement

We would like to Commit to the Following Sponsorship:

Platinum \$75,000 _____ Gold \$50,000 _____

Silver \$25,000 _____ In-Kind Donation _____

Gifts Please Specify Amount _____