

Corporate Sponsorship Proposal



2015 Fall Red Carpet Fashion Show Event

October 15, 2015 • 6 to 9 PM

The Aerie at Eagle Landing Golf Course

10220 SE Causey Ave • Happy Valley, OR 97086

Produced by:

M&M Marketing Group

and

LifeSTYLEst

For Information Contact:

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EXECUTIVE SUMMARY

Just as music sets the tone for a special event, image sets the tone for how we will be acknowledged. Image brands you to your recipients. Poor image or inappropriate image damages your personal and professional credibility. The long term impact of your poor personal brand image will not only devalue you, but may become difficult to reverse and overcome for future business. In contrast, effective personal branding attracts leaders, retains loyal clients and customers and helps build your bottom line.

This second landmark event will not only raise the bar in fashion wardrobing, but will also set precedence for the perfect arena of education and entertainment. There are multiple benefits for attending and participating in this event and this is the first of numerous business exposés to follow.

Business savvy professionals will engage in one full hour of networking activities. Also, a variety of vendor tables will be located throughout the room. Attendees will be pampered with gourmet entrees, palette pleasing wines and multiple music genres. The hour-long fashion show will showcase local professionals cast as models wearing business apparel selections with scheduled interrupts for image tips, personalized branding, marketing strategies and customized scripts.

The charity recipient selected will be the ***Sabin-Schellenberg Professional Technical Center***. The **2015 Fall Fashion Expose'** will be contributing 10% of all ticket sales. Non-profit associations, international corporations and local businesses will be contacted for sponsorship and participation opportunities.

Time is of the essence and we are asking for your help now! The following proposal presents our: stages of development, program outline, points of differentiation, PR campaign and leveraged advertising benefits.

There are three programs open for participation in **2015 Fall Fashion Expose'**. They are as follows: Sponsorship Positions, Vendor Booths and Program Advertising. The Sponsorship Positions will be assigned to specific activities, except for the Primary Sponsor. Vendor Tables will be assigned according to their date of entry, unless pre-approved for vendor special needs. First options will be extended to the original vendor booth participants of the **2014 Fashion Expose'**. Program Advertisers may select from a variety of sizes, costs, and placements throughout our 12 page Evening Program. Our Program will be infused with educational marketing tips for: image, fashion and signature branding. Our show participants, attendees and honored guests will keep their memorabilia program, because of the rich content value.

Each of these activities will be marketed over the next 60 days throughout business and media markets.

CRITICAL ANALYSIS

Image Directs Emotional Responses

Therefore, we must be cognizant of its power. This power, the power of suggestion directly impacts your perceived value. When was the last time you left a fashion show or closed of a day of shopping at your favorite boutique with the knowledge of...

- How to build your wardrobe?
- How to select the proper accessories that complement your apparel selection?
- How to achieve your Total Look?
- How to determine the appropriate Total Look for each business event?

Why Leave Anything to Chance?

When you become proactive and dress, speak and act the part, you become the part and reap the rewards. Imagine...knowing what to wear, and how to wear it as you enter the room with confidence.

PURPOSE

Once you enter into our world of Image, Fashion and Design, you will also receive marketing, branding and image basic training tips 101. This is not just another fashion show, this second flagship event is designed with real time benefits. We are confident our production will be voted, once again by its vendors and attendees, one of the best **Fashion Expose's of 2015**.

We will be presenting numerous components to create multiple total image looks. They include but are not limited to; apparel and accessories, hair, nails, skin, walk, dialog and body language. The above elements are instrumental in delivering your personal brand.

To prepare for each customized event, our attendees will also receive: entry and exit strategies, marketing tips and business protocol, and image recommendations. All sponsors, vendors and participants for this second event will receive full PR advertising.

We know that integrated activities are one of the most powerful training methodologies. That said, all model participants throughout the event have been hand picked to represent ranges in: age, weight, height, cultures and ethnic backgrounds.

EVENT PROGRAM

July 23, 2015 at The Aerie at Eagle Landing Golf Course, 6:00 – 9:00 PM

Program Timeline –	5:30	Doors open for early arrivals
	6:00 – 6:10	Sponsorship & Vendor Appreciation and Announcements
	6:00 – 7:00	Register, Pick up Program, Red Carpet Photos and Open networking with catered hors d' oeuvres, wine bar and music in the Grand Ballroom
	7:00 – 7:15	Last minute Red Carpet Photos and Guests are seated in the Bellevue Gardens
	7:15 – 7:25	Sponsorship & Vendor Appreciation, with Event Announcements
	7:25 – 8:15	Fashion Show
	8:25 – 8:35	Appreciation of Sponsors. Booth Vendors, Program Advertisers, Models, Staff and Volunteers
	8:35 – 8:55	Post Interviews with Show Executives, Vendors and Consultants
	8:55 – 9:00	Thank you to all guests and Good Evening

Because time is of the essence, we have built in volume discounts to promote block sales.

Ticket prices are as follows:

Advance Purchase **\$60 per person** - if purchased by August 31, 2015

September 1st or after - \$65 per person

October 1st or after - \$75 per person

Day of the Event **\$85 per person**

Vendor tables (industry exclusive) available for... \$350

- Includes:**
- 10x10 booth w/ Dressed Table
 - Promotional advertising
 - 2 Fashion Show tickets

NOTE: Each of the above vendor tables includes our media PR package advertising. Limited to 30 booths.

MISSION

Our mission is to help professional executives develop their personal brand image. Our selected venue for this educational process is to provide open networking experiences and host a fashion show integrating marketing and image tips.

Why we need your help now!

Our  **Mission...** to help fund *Sabin-Schellenber Professional Technical Center*.

Our non-profit contribution program donates 10% of all ticket sales to the Sabin Technical School Program. Students from the school are currently scheduled to work in the marketing department of the **2015 Fall Fashion Exposé** and will be scheduled to shadow marketing activities for the fall event. Throughout the Fashion Exposé stages of development, previous interns with their corresponding work performance levels and contributions will be given serious consideration for positions.

Why we need your help now!

The first **Fashion Exposé 2014** was presented at Camp Withycombe on November 5, 2014.

The purpose was to introduce local business owners, corporate executives and community leaders to the power of Signature Branding. There were five main activities that contributed to the evening of fashion. They were as follows: Red Carpet Photo Shoot, Open Networking with Local Businesses and Community Leaders, Live Interviews, Marketing Strategies and Image Tips and a Live Fashion Show. Everyone who participated from sponsors and vendors to models and volunteers through guests and attendees expressed great satisfaction and value from the evening's activities.

Because of the raving reviews from unsolicited testimonials, **2015 Fall Fashion Exposé** is back by popular demand. We are 60 days out and because the number one comment from a variety of participants is they valued the educational elements of the evening and want more, we are asking for your help by sponsoring an event activity. We are planning to produce four Fashion Exposés per year, two Spring Shows and two Fall Shows. All first year sponsors will have first right option for future productions.

This year, to build on our previous event, we will include additional marketing strategies and image branding. Special recognition will be given to our early sponsorships through press releases, advertisements and promotional literature.

Portland is primed for the fashion market, as evidenced by attracting the movie and network program industries. Therefore, we are confident our **2015 Fall Fashion Exposé** will deliver education, entertainment and PR return on your investment.

Enclosed attachments include: Sponsorship programs and testimonials.

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