

# Corporate Sponsorship Proposal



**The Red Carpet Fashion Show Event**

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**Produced by:**  
**M&M Marketing Group**  
**and**  
**LifeSTYLEst**

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**November 5, 2014 • 6 to 9 PM**

**For Information Contact:**

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**Location:**

Camp Withycombe 41st Div. AFRC  
15300 SE Minuteman Way  
Clackamas, Oregon 97015

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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 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 30 minutes of networking activities. Also, a variety of vendor tables will be located throughout the room. Participates will be pampered with gourmet hórns de voures, 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 Dress For Success program. Non-profit associations, international corporations and local businesses will be contacted for sponsorship and participation opportunities. There will also be a clothing/accessory drive, six weeks prior to the event. Details will follow.

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.

## **CRITICAL BACKGROUND**

### **Image Directs Emotional Responses**

Therefore, we must be cognizant of its power. This power is the power of suggestion and di-

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rectly impacts your perceived value. When was the last time you left a fashion show or even closed a full 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?

All of these questions and more will be addressed at the **2014 FASHION Exposé**.

### **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. Also Imagine...being prepared with scripted robust dialog customized for every person, group and event you attend.

### **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 flagship event is designed with a twist of real time benefits and will be the first of numerous exposés to follow.

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 marketing strategies, scripted dialogs and business acumen. All sponsors, vendors and participants for this initial event will receive full PR advertising.

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

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## EVENT PROGRAM

October 23, 2014 at Camp Withycombe, 6 – 9 PM

Program Timeline – 5:30	Gates open for attendees and secured parking
5:30 – 6:30	Open networking with catered hors d'oures, wine bar and music
5:30 – 6:30	Business vendor touring
5:45 – 6:15	Sponsorship & Vendor Appreciation and Announcements
6:30 – 6:45	Auditorium seating
7:00 – 8:00	Fashion Show
8:10 – 8:30	Post interviews with show executives, vendors and consultants

Because time is of the essence, we have built in volume discounts to promote block sales. The ticket prices are as follows:

Single ticket = \$35

Group package of 2-9 = \$30 each

Block package of 10 or more = \$25 each


Vendor tables (industry exclusive) available for \$250 (includes full media PR package advertising) – Limited to the first 24 paid vendors.

## 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 strategies and activities.

**Why we need your help now!**

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**Our**  **Mission...** to fill racks for the Dress for Success program.

All attendees generally own 2-3 new or nearly new unmatched apparel pieces. These pieces are usually stuffed inside closets or stacked on shelves and will never be worn because they are the wrong size, color, texture or nothing matches. We want to start a program where everyone has a chance to contribute to a great cause. There are thousands of couples, single parents, young adults and military veterans who need to dress for entering or re-entering the work force. The good news is- Everyone can help!

### **Are You Ready For a Fashion Competition?**

To add a little bling to this project, we are initiating a challenge. Time to toss your unmatched pieces and donate them to help change someone's life. Donations will be judged per category and winners will receive appreciation gifts. All entries will be judged for design, artistry, color, texture and overall appearance. Our designated categories are as follows:

1. Business Meeting
2. Business Casual
3. Business Formal
4. Apparel
5. Accessories
6. The Total Look

**NOTE:** Anyone may enter even if they are not an attendee. Please attach your name and contact number to your donations if you are interested in entering our competition.

***Help us fill the racks of Dress For Success, Portland Headquarters and thank our military men and women for their great service to secure our national freedoms.***

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