



Fashion Sixty4

FASHION SIXTY4® PRESENTS

BLACK TIE FOR A CAUSE

AN UPSCALE, BLACK TIE AND ALL BLACK AFFAIR
THAT WILL BENEFIT THE BOYS AND GIRLS CLUB OF HUDSON COUNTY



Sponsorship Proposal:

An upscale, black tie and all black affair that will benefit the Boys and Girls Club of Hudson County.

LOCATION: The Maplewood Club
489 Ridgewood Road,
Maplewood, NJ

EVENT DATE: Sunday, September 21, 2014

TIME: Cocktail Reception: 4:30 – 5:30 pm.
Award presentation: 5:30 – 6:00 pm.
Runway presentation: 6:00 – 7:00 pm.
Mix & Mingle: 7:00 – 9:00 pm.

Runway Show Overview

Fashion Sixty4® is proud to present its 1st annual Black Tie For A Cause Runway Show in Maplewood, NJ. This year's event, consisting of a cocktail hour, followed by an award presentation and fashion runway show and pop up shop, is poised to receive unprecedented press exposure and bring even more notoriety to designer Samanta Samuel and her partners.

We would like to take this opportunity to invite your business to participate as a sponsor for Fashion Sixty4's® 2014 Runway Show: Black Tie For A Cause to benefit the Boys and Girls Club of Hudson County. These sponsorship opportunities offer a host of exclusive benefits designed to enhance your brand visibility in the community. The only featured designer for the night is Designer S. Samuel who will be launching two of her new collections titled RED and BONDAGE. The collections are sexy, wearable and a must have for the everyday woman with style and grace. This more mature collection will be featured on 25 of NY/NJ hottest male and female models – all for a cause.

Designer S. Samuel's designs have been featured on many runways from New York to New Jersey, such as the Jersey City Fashion Week, Small Boutique Fashion Week and the up and coming Plitz New York Fashion Week; as well as many charitable fashion shows. These charitable shows have supported causes such as Autism, Kids Cancer and Breast Cancer, just to name a few.

Not only is this a high end evening of style, but it also raises money for the Boys and Girls Club of Hudson County, a non-profit organization whose mission is to enable all young people, especially those who need us most, to reach their full potential as productive citizens.

The Boys and Girls Club provide:

- A safe place to learn and grow ...
- Ongoing relationships with caring, adult professionals ...
- Hope and opportunity ...
- Life-enhancing programs and character development experiences ...

Please review these sponsorship opportunities. We look forward to working with you to ensure a mutually beneficial strategic partnership between your company and Fashion Sixty4®.

Sponsorship Opportunities

Platinum Sponsor: \$1000

- ❖ Name/Logo recognition on the Step & Repeat (the welcome red carpet backdrop where guests will have their photograph taken with your logo prominently displayed behind them)
- ❖ Name/Logo on the event invitation
- ❖ Name/logo on all advertisements (flyers, posters, newspaper, social media, etc.)
- ❖ One full page ad in the event look book given to all attending guests
- ❖ Name/logo and website link on the Fashion Sixty4 website
- ❖ Four (4) complimentary tickets including reserved seating (Value: \$200)
- ❖ Goody Bag product/coupon inclusion (optional)

Gold Sponsor: \$500

- ❖ Logo on the event invitation
- ❖ Name/logo on all advertisements (flyers, posters, newspapers, social media, etc.)
- ❖ Half page ad in the event book
- ❖ Logo recognition on the fashion show website
- ❖ Three (3) complimentary tickets and reserved runway seating (Value: \$150)
- ❖ Opportunity to provide product/coupon in goody bag (optional)

Silver Sponsor: \$250

- ❖ Logo recognition on the fashion show website
- ❖ ¼ page ad in the event look book
- ❖ Two (2) complimentary tickets and reserved runway seating (Value: \$100)
- ❖ Opportunity to provide product/coupon in goody bag (optional)

Bronze Sponsor: \$100

- ❖ Logo recognition on the fashion show website
- ❖ Logo printed in the event look book
- ❖ One (1) general admission ticket to the event
- ❖ Opportunity to provide product/coupon in goody bag (optional)

Vendor Opportunity: \$100

- ❖ Vendor spaces in Maplewood Club are available on a first-come, first-serve basis.
- ❖ All exhibit tables will be set up on the patio of the location
- ❖ Table locations will be randomly assigned on a first-come basis. Space is limited - interested companies and organizations must complete the registration form and return it no later than Friday, August 22, 2014. Any vendor wishing to have their name listed on the website and in the conference materials should register as soon as possible.
- ❖ Note that the vendor registration includes one complimentary ticket to attend the show,
- ❖ For additional exposure, vendors are encouraged to provide door prizes

Goody Bag Donor: \$30

- ❖ Gain access for your business to our exclusive guest list! You will have the opportunity of placing 200 branded items within the goody bag.
- ❖ Please make check or money order out to the Boys & Girls Club of Hudson County.
- ❖ Items must be received on or before September 14, 2014

Thank you for your commitment as a sponsor of Fashion Sixty4's® Runway Show: Black Tie For A Cause to benefit the Boys & Girls Club of Hudson County.

Business Name (as it should appear in marketing material)

Contact Name: _____

Email Address: _____

Web Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

In support of Fashion Sixty4's® Runway Show, Black Tie For A Cause to benefit the Boys and Girls Club of Hudson County.

Type of Sponsorship: Cash <input type="radio"/> Platinum <input type="radio"/> Gold <input type="radio"/> Silver <input type="radio"/> Bronze <input type="radio"/> Goody Bag <input type="radio"/> Vendor Table <input type="radio"/>
MC Announcements <input type="radio"/> Event Look Book Ad <input type="radio"/> Other _____ <input type="radio"/>

Total Value of Sponsorship: \$ _____

Items: _____

Services: _____

Goody Bag Items: _____

_____ Check/money order/cash enclosed (Please make payable to Fashion Sixty4

_____ Credit Card (Please complete the card details below)

Please Charge \$ _____ to my: {} Visa {} Mastercard {} American Express

Credit Card Number: _____ Exp Date: _____ Security Code: _____

Billing Address: _____ Billing Zip: _____

Cardholder's Signature: _____

Event Look Book Advertising Rates

Deadline for inclusion in our Event Look Book is September 7, 2014

Full Page	\$150
Half Page	\$ 85
Quarter Page	\$ 50

Space Reservations: August 31

Artwork and Prepayment: September 7

Please submit all artwork in JPEG format

