



# FULL HOUSE PROMOTIONS EVENT MANAGEMENT

WWW.BOUTIQUEARTISTS.COM

## SPONSOR PROPOSAL – February 2014

**BOUTIQUE ARTISTS FASHION WEEK** is set to begin on Wednesday, February 5th, 2014 with an exclusive list of International and celebrity designers. In our previous event, we have featured DORE Exquisite Gowns and SARAR, both major International brands. The event was sponsored by Swarovski Crystal, DePasquale Salon Systems, ECRU NEW YORK Cosmetic Hair Care, HIC Financial, Snapple, Bai, Vapour Organic Beauty, Pacari Organic Chocolate, Nina Shoes, My Life Style Magazine and several others.

**VENUE:** Arena, 135 West 41<sup>st</sup> Street, New York, NY - <http://arenanyc.net/gallery/>

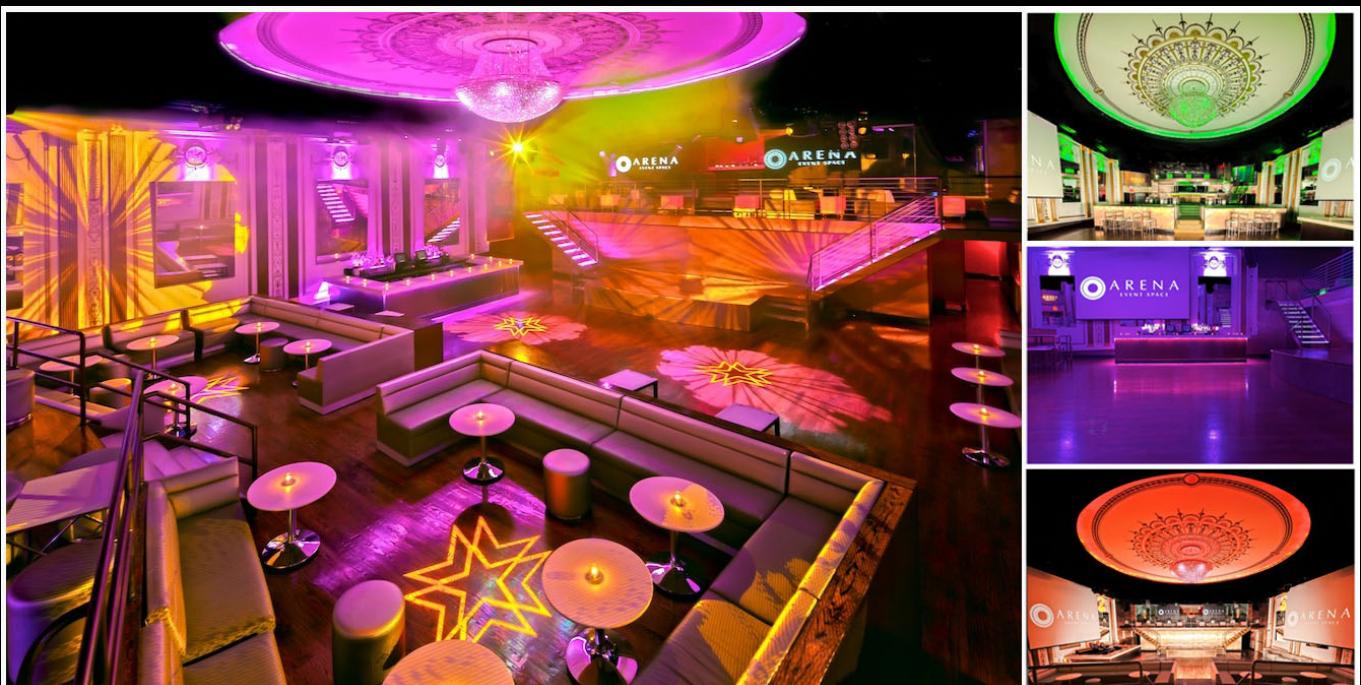
**EVENT DATE:** Wednesday, February 5th, 2014.

### EVENT DESCRIPTION:

Boutique Artists Fashion Week event of 2014 is a series of runway shows showcasing couture and fine fashion. This special event includes display of fine art, luxury products and sponsored services, world-class entertainment, receptions and after parties.

### EVENT PLAN:

- 7pm - Cocktail Reception
- 8pm - Runway Show by FIRST DESIGNER
- 9pm - Runway Show by SECOND DESIGNER
- 10pm - The After Party



**SPONSORSHIP** will include extensive press coverage, prominent name exposure as well as product placement on the runway. This special annual event will generate brand awareness to:

- > **Thousands of fashion contacts.**
- > **Boutique Artists database of 82,000 industry members.**
- > **Additional 150,000 Sponsor and Partner Network contacts.**
- > **Internet marketing to millions in online impressions.**
- > **Estimated viewers over 5 million within 8 months of marketing.**
- > **Over 500 guests attending the shows and after party.**
- > **Prominent Logo placement on invitations, press releases, runways and venue.**
- > **Press and media coverage including video and photos.**
- > **Access to buyers and PR.**

**PRODUCTION: Producers** will lay out the stage design which will contain a custom setup including an elevated runway. Producers will set up the seating, lights, sound system, projectors, step and repeat, and perform proper dressing and styling of the space.

**STAFF: Producers** will provide a fully staffed venue including the DJ, doorman, guest list personnel, cashier, assistants, seating personnel and security.

**DOOR POLICY:** This is a private event and admission will be granted based on the guest list, reservations or tickets. This Event offers alcoholic beverages so the age for this event is restricted to 21 and over. Proper attire and ID is required.

**PROMOTIONS:** Producers are responsible for all promotions and PR of this event and will make all final decisions regarding all aspects of this event to insure the quality and its success based on the original agreement with the venue. Sponsors, however, are encouraged to invite their guests.

**ADMISSION: Complimentary admission on the SPONSOR'S GUEST LIST for all guests. The amount of admitted guests will be determined by the size of the package per sponsor.** In addition, complimentary admission is allocated for Press, Sponsors and VIP guests upon arrival. If guests are not on the guest list, they required to pay the admission. General admission is \$10 each. The seats are \$25/35 each, if any seating remains.

**BAR:** CASH BAR. Guests will pay for drinks and alcoholic beverages at the bar except for sponsored products. Sponsor can exercise an open bar option at an additional cost or host a table.

**AFTER PARTY:** The sponsor will receive a complimentary vodka bottle and a complimentary table to host their special guests for the after party. Gratuity is not included.

**PHOTOS AND VIDEO:** Sponsor will receive high resolution photos and videos. Upon request, producers will provide the client with high resolution photos and videos within 3 – 5 days. Fully edited version of the runway video will be uploaded online at a later time.

**GIFT BAGS:** Producers will arrange to include a sponsor product in each gift bag.

**LIABILITY:** The Venue and Producers are not responsible for any of the Designer's, Client's, Sponsor's, or Participant's items that are lost, stolen, damaged or left overnight.

## PLAY VIDEO









## PERFORMANCES

