



Sponsorship
Brochure

THE REALITY OF FASHION THE REALITY OF AIDS

A NEW YORK CITY CELEBRITY FASHION WEEK EVENT

February 9th, 2013

www.realityontherunway.com



Sponsorship
Brochure

FEBRUARY.9TH.2013



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The Reality of Fashion
The Reality of AIDS



Beautiful Planning

MARKETING & PR

INTENT LETTER

We hope that you find our sponsorship brochure beneficial. The Reality of FASHION The Reality of AIDS, exciting, interesting, and most importantly, an event that your company would love to be a part of.

Our goal for The Reality of FASHION The Reality of AIDS is to create a runway show that has never been seen in New York City or during Fashion Week. This event will combine all aspects of what truly make a celebrity event breathtakingly unique:

- Hot Designer Fashions
- An Exciting Runway Show
- Big Celebrity reality star names along with celebrities, athletes and societies elite in attendance!
- **One Unforgettable Evening!**

All with the common philanthropic goal of raising \$300,000+ to benefit this year's charity of choice, **AIDS UNITED**.

A brief letter is not enough to fully define our intentions for such a unique event, express our level of excitement for this project, nor does it demonstrate our company's talent. As such, I look forward to hearing from you so that we may further discuss how we can bring this to fruition. If you have any questions we can be reached at 1.877.841.7244 or via-email at mtatum@beautifulplanning.com.

We look forward to working with you, and if the below packages do not fit your needs; we are open to discussing any way in which we may be able to accommodate you and specialize one for your company. Thank you in advance for your time and consideration

Monique Tatum
President & CEO
BEAUTIFUL PLANNING MARKETING & PR



EVENT OVERVIEW

ABOUT THE REALITY OF FASHION THE REALITY OF AIDS

Reality Starts will join forces on February 9th 2013 in New York City to walk the runway for a first-of-its-kind philanthropic event. The goal of the evening is to raise \$300,000+ in funding that will directly benefit an amazing organization called AIDS United. There are 1.2 million people living with HIV/AIDS in the United States. More than 25 percent of those people -- almost 300,000 -- do not know they are infected. Our goal is to raise \$1 to represent every single one of those people, increase awareness, and work to end this devastating epidemic. The Reality of FASHION The Reality of AIDS will feature one designer whose pieces will be auctioned off online following the event with a hefty portion of the proceeds being added to the AIDS United Fundraising goal. The event will accommodate approximately 700 people in person which will include celebrity attendees, athletes, well known music artists, and societies elite. An estimated 150 additional attendees will be media for Television, radio, print magazines, newspapers, online & more. The event will be fed online via live stream for public viewing purposes both national and internationally with an expected viewing level of over 1 million people.



WHY SPONSOR?

Join us at The Reality of FASHION The Reality of AIDS 2013 to connect with hundreds of qualified consumers or prospects, and network fashion, luxury, lifestyle and entertainment leaders from across the US in exclusive settings. As a sponsor, this event offers a focused opportunity to promote your products and services to top industry media contacts and key lifestyle driven consumers for an extremely large market size. Much more than standing around in a remote exhibit hall, various levels of sponsorship offer numerous opportunities to promote attendee relationships and are suited to fit every company's budget and need. This year, as part of our sponsorship packages, ALL participating sponsors will have the opportunity to promote their products, organization, brand or teams in an intimate, relaxed environment before the event even begins! These opportunities include promotional use photos of reality stars holding products, tweeting promotional messages about brands, exclusive executive photos with reality stars and more. The Reality of FASHION The Reality of AIDS will be promoted to thousands of customers and prospects through a series of magazine advertisements, radio promotion, online promotional reality star studded video speaking about a world without AIDS, online advertising, direct mail, social networking websites and email promotions. We hope you'll join us for what promises to be an unforgettable event!

ABOUT THE VENUE

The Altman Building is a historic Landmark in the heart of Chelsea. Established in 1886 as the Carriage House for the B. Altman Department Store, the building is now a luxurious private event venue boasting two floors, vaulted brick ceilings and the original French doors. The venue represents opportunity, as one's imagination leads to unlimited possibilities.

AIDS UNITED

AIDS UNITED MISSION

The mission of AIDS United is to end the AIDS epidemic in the United States. We will achieve this goal through national, regional and local policy/advocacy, strategic grant making, and organizational capacity building. With partners throughout the country, we will work to ensure that people living with and affected by HIV/AIDS have access to the prevention and care services they need and deserve.

WHO IS AIDS UNITED?

The creation of AIDS United combines private-sector fundraising, philanthropy, coalition building, public policy expertise, and advocacy — as well as a network of passionate local and state partners — to most effectively and efficiently respond to the epidemic in the communities most impacted by it.

Through its unique Community Partnerships program and targeted special grant making initiatives, AIDS United supports more than 400 grassroots organizations annually that provide HIV prevention, care and support services to underserved individuals and populations most impacted by the HIV/AIDS epidemic including communities of color, women and people living with HIV/AIDS in the U.S. South.

AIDS United advocates for people living with or affected by HIV/AIDS and the organizations that serve them. AIDS United's policy staff has been instrumental in the development and implementation of major public health policies that improve the quality of life for those living with HIV/AIDS and ensure evidence based prevention programs to stop the spread of new infections.

HOW MUCH OF EVERY DONATED DOLLAR ACTUALLY GOES TO PEOPLE IMPACTED BY HIV/AIDS?

\$0.89 of every dollar goes directly to communities most impacted by HIV/AIDS. Community Partnerships use AIDS United Challenge Grants program to raise \$2 locally for every \$1 provided by AIDS United, providing a 200% return on any and all investments!





ON THE RUNWAY

Reality stars that will be walking the runway at The Reality of FASHION The Reality of AIDS come from well know shows such as:

- American Idol*
- Americas Next Top Model*
- Bad Girls Club*
- Basketball Wives LA*
- Basketball Wives Miami*
- Food Network*
- Keeping Up with the Kardashians*
- Lost*
- Paris Hiltons My New BFF*
- Project Runway*
- Project Runway*
- Rock of Love*
- RuPauls Drag Race*
- Salon Takeover*
- The A-List*
- The Apprentice*
- The Bachelor*
- The Fashion Show*
- The Hills*
- The Millionaire Matchmaker*
- The Real Housewives of Atlanta*
- The Real Housewives of Miami*
- The Real Housewives of New York City*
- The Real Housewives of Orange County*
- The Real L Word*
- The T.O. Show*
- Tia & Tamera*
- & More!*



*Sponsorship
Brochure*

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP

\$40,000 (ONE AVAILABLE)

EVENT/ON SITE PROMOTION

- Exclusivity in product/ service category
- Prominent placement on entrance step and repeat with only Platinum Sponsors (Limit 2)
- Prominent placement of logo on custom designed outfits worn by female and male event seating ushers (10)
- Opportunity for Platinum Sponsor executive to speak on stage following the event for 7-10 minutes.
- Platinum Sponsor 300 word acknowledgement in Event Programs in addition to Full Back Page Ad
- Full Page Pitch for Platinum Sponsor within Press/ Media Tip Sheet information.
- Minimum of 4 displays of company signage and logos branded at the event. Including but not limited to signage, video, step and repeats
- Product inclusion within online or magazine, radio/ tv giveaways
- Product or company information Inclusion in event gift bags for VIP guests and VIP celebrity gift bags
- VIP Seating during runway show
- Logo visibility and promotional offer on line during real time streaming of Fashion Show via Live Stream – estimated viewers 750,000+
- Inclusion in event videos showcased on website, playing at event on flat screens and throughout the event.
- Reality Star photo holding product for future marketing purposes or to be used within media coverage.
- Executive photo with select Reality stars

MEDIA PROMOTION

Online

- Clickable Logo as Platinum Sponsor on all promotions emailed prior to the event
- Clickable Logo with active link to Platinum Sponsors company landing page in addition to

recognition on all event-related websites, email blasts, social media invites and message board posting.

- Platinum Sponsorship named and acknowledgement listing on the official event Facebook page
- Guaranteed Twitter & Facebook Fan page Acknowledgement from 3 Reality Stars with 50,000+ followers thanking the Platinum Sponsor. Full page company acknowledgement and
- Listing on the official event website www.realityontherunway.com Estimated Traffic over 300,000+ hits

PUBLIC RELATIONS

- Company acknowledgement as Platinum Sponsor with website information to be mentioned in all press releases, media alerts, newswires and media communication.
- Photo and video servicing provided to media post event to include all company branding info and logo. Name inclusion within press releases that hit the newswires with clickable link and logo.
- Platinum sponsor recognition in all advertisements within National magazines, newspaper, radio advertising, magazine advertising and television coverage

THE REALITY EXPERIENCE

- Photo Opportunities with reality stars and celebrity guests
- Four (4) VIP tickets in premiere viewing location for the runway show
- Four (4) Platinum Sponsor VIP guests to receive exclusive celebrity gift bags
- Dedicated Photographer for Platinum Sponsors section of the event & disk of photos delivered post event.

GOLD SPONSORSHIP

\$15,000 (THREE AVAILABLE)

EVENT/ON SITE PROMOTION

- Placement of logo on Step-and-Repeat Press wall inside of event for media photos.
- Verbal Recognition on stage prior to or following runway show.
- Gold Sponsor acknowledgement in event programs and Press and media tip sheet information.
- 200 word acknowledgement within event programs in addition to 1/4th page ad
- Product or information Inclusion in event gift bags for VIP guests and VIP celebrity gift bags
- Product inclusion within online or magazine, radio/ tv giveaways
- Logo visible on line during real time streaming of Fashion Show via Live Stream – estimated viewers 750,000+
- Inclusion in event videos showcased on website, playing at event on flat screens and throughout the event.
- Reality Star photo holding product for future marketing purposes or to be used within media coverage.

THE REALITY EXPERIENCE

- Photo Opportunities with select reality stars and celebrity guests
- Four (4) VIP tickets in premiere viewing location for the runway show.
- Four (4) celebrity gift bags to Gold Sponsor VIP guests

MEDIA PROMOTION

Online

- Clickable Logo recognition as Gold sponsor on all E-Flyers mailed prior to the event
- Clickable Logo with active link to company landing page in addition to recognition on all event-related websites, email blasts, social media invites and message board posting
- Two Tweets mentioning and thanking spon-

sor via Reality Stars Twitter. Follower base of 25,000 or more.

- One Facebook post mentioning and thanking sponsor via Reality Stars Twitter. Follower base of 25,000+
- Twitter promotion Via Beautiful Planning Marketing & PR's Twitter and Facebook Fans Page with basic coupon or discount offer from Gold Sponsor.
- Gold Sponsor listing on the official event Facebook page and Twitter communications via BPMPR
- 2 Paragraph Listing on the official event website <http://www.realityontherunway.com> Estimated Traffic over 300,000 hits

PUBLIC RELATIONS

- Company name to be mentioned in all press releases, media alerts and media communication.
- Photo and video servicing provided to media post event to include all company branding info and logo.
- Mention within National magazine, newspaper, radio, and television coverage and advertising
- Name inclusion within press releases that hit the newswires with clickable link.

SILVER SPONSORSHIP

\$7,000 (SEVEN AVAILABLE)

EVENT/ON SITE PROMOTION

- Silver Sponsorship acknowledgement in event programs and Press check in information.
- Inclusion in event videos showcased on website, playing at event on flat screens and throughout the event.
- 120 word company listing included event program
- 120 word company listing included within Press and Media Tip Sheet provided on site to all media.
- Logo visibility online during real time streaming of Fashion Show via Live Stream estimated viewers 750,000+

THE REALITY EXPERIENCE

- Photo Opportunities with reality stars and celebrity guests
- Two (2) VIP tickets in premiere viewing location for the runway show.
- Two (2) Celebrity gift bags to Silver Sponsor VIP guests

MEDIA PROMOTION

Online

- Logo recognition as Silver sponsor on all E-Flyers mailed prior to the event
- Clickable Logo and active link to company landing page in addition to recognition on all event-related websites, email blasts, social media invites and message board posting
- Single Tweet mentioning and thanking Bronze sponsor via Reality Stars Twitter. Follower base of 25,000 or more.
- Twitter promotion Via Beautiful Planning Marketing & PR's Twitter and Facebook Fans Page with basic coupon or discount offer from Silver Sponsor.
- Listing on the official event website <http://www.realityontherunway.com> Estimated Traffic over 300,000 hits

PUBLIC RELATIONS

- Silver Sponsor to be mentioned in all press releases, media alerts, and media communication.
- Photo and video servicing provided to media post event to include all company branding info and logo.
- National magazine, newspaper, coverage acknowledging Silver Sponsor.
- Company Name inclusion within press releases that hit the newswire.

BRONZE SPONSORSHIP

\$5,000 (FIVE AVAILABLE)

EVENT/ON SITE PROMOTION

- 30 Word Bronze Sponsorship acknowledgement in Event Programs
- 60 word company information included within event programs and follow up Press and Media
- Tip Sheet provided on site to all media.

THE REALITY EXPERIENCE

- Photo Opportunities with reality stars and celebrity guests
- Two (2) VIP tickets to the runway show.
- Two (2) standard gift bags

MEDIA PROMOTION

Online

- Logo recognition as Bronze sponsor on all E-Flyers mailed prior to the event
- Logo and name on all event-related websites, email blasts & social media invites
- Twitter promotion Via Beautiful Planning Marketing & PR's Twitter and Facebook Fans Page
- Listing on the official event website www.realityontherunway.com Estimated Traffic over 300,000 hits

PUBLIC RELATIONS

- Bronze Sponsor mentioned in all press releases, media alerts and media communication.
- Photo and video servicing provided to media post event to include all company branding info and logo.
- Acknowledgement of Bronze sponsor in advertising: National magazine, newspaper & online media coverage

CONTRIBUTING ORGANIZATION

\$700

- Special 60 word thank you within event program and on website.
- Single event ticket

GIFTING SUITE DROP

\$2,000

- One item to be gifted to celebrity attendees via exclusive event gifting suite
Provided by sponsor and approved in advance by Beautiful Planning Marketing & PR

ATTENDEE GIFT BAG INSERT

\$1,500

- One item to be gifted to attendees via attendee gift bags
Provided by sponsor and approved in advance by Beautiful Planning Marketing & PR

CREDENTIALLED MEDIA PHOTOGRAPHER ACCESS

\$400

- Full access to photography press pit during show. Package is for media photographers that are unable to guarantee media placement are not attached exclusively to one media/press. Beautiful Planning Marketing & PR will sign a full release for photographs taken for use both online and to be sold to media. Photographers will not have access to backstage or entrance red carpet step and repeat.

SPONSORSHIP CONTRACT

CONTACT INFORMATION

Company Name:

Contact Name:

Contact Email Address:

Mailing Address:

Suite/MS:

City/State/ZIP/Country:

Phone Number:

PAYMENT INFORMATION

Method of Payment:

Check: *Visa* *MasterCard* *American Express*

Credit Card Number:

Expiration Date:

Name on the Card:

SPONSORSHIP CONTRACT ACCEPTANCE SIGNATURE

Signature:

Print Name:

SPONSORSHIP LEVEL

Platinum Level Sponsor \$40,000

Gold Level Sponsor \$15,000

Silver Level Sponsor \$7,000

Bronze Level Sponsor \$5,000

Contributing Organization \$700

Gifting Suite Drop \$2,000

Attendee Gift Bag Insert \$1,500

*Credentialed Media Photographer
Access: \$400*

SPONSORSHIP TOTAL :

Please submit complete agreements to:

Fax: 866.694.3505 Attn: Monique Tatum

Mail: Beautiful Planning Marketing & PR

325 west 38th Street, Suite 901

New York, NY 10018-96162 USA;

Phone: 877.841.7244

Email: mtatum@beautifulplanning.com

Credit Card Payment Instructions: If submitting your payment via credit card please include with your fax a copy of both sides of your credit card along, with a copy of a matching state ID.

This agreement is for participation as a "The Reality of FASHION The reality of AIDS" celebrity runway event sponsor February 9th, 2013 with Beautiful Planning Marketing & PR.

Please submit complete agreements to:
Fax: 866.694.3505 Attn: Monique Tatum
Mail: Beautiful Planning Marketing & PR
325 west 38th Street, Suite 901
New York, NY 10018-96162 USA; Phone: 877.841.7244
Email: mtatum@beautifulplanning.com

Credit Card Payment Instructions: If submitting your payment via credit card please include with your fax a copy of both sides of your credit card along, with a copy of a matching state ID.

Terms & Conditions

By your submission and our acceptance of your application for sponsorship, both parties agree to the following: 1. All sponsorships are first-come, first-served. 2. You will pay the sponsorship amount and you agree to the Cancellation Policy as written below, each in the manner as set forth on the Sponsorship Contract. Full payment is due by specified deadline that has been communicated to you by Beautiful Planning Marketing & PR. 3. Sponsorship opportunities are further described in the Sponsorship Brochure. We reserve the right to change such opportunities and descriptions and such changes will apply to you even if you have agreed to become a sponsor prior to such changes. If we make significant and material changes, we will provide you the opportunity to change your sponsorship level and/or obtain a refund of the sponsorship amount within ten days of such change.

Sponsors paying via credit card will incur an additional 2% transaction fee for Visa and Mastercard, 3% for American Express.

The Sponsor is responsible for providing accurate company information, company description, logo and any intellectual property/marketing materials/verbiage to be used by Beautiful Planning Marketing & PR for event marketing & promotion purposes. Any distributed materials, with errors falling on the part of the Sponsor, will not be recalled.

Beautiful Planning Marketing & PR reserves the right to change out celebrity talent or replace celebrity talent any date leading up to the event due to talent schedules or internal activities. Changes in celebrities, if necessary, will be measured and weighed accordingly and in no way effect the Sponsor contract. Beautiful Planning Marketing & PR reserves the right to change venue location of the

-event due to guest list size revisions, event times due to talent and other Fashion week events taking place. Any changes to event schedules, if needed, will be communicated well in advance of event date to all sponsors.

Beautiful Planning Marketing & PR reserves the right to change the date of the event. In Such a situation all dates will be communicated to Sponsors with a three months, 90 days notice. Beautiful Planning Marketing & PR or Talent shall not be held liable for date changes in any way.

The Sponsor hereby agrees that Beautiful Planning Marketing & PR may use the Sponsors logo, name and company likeness within all materials promoting, advertising and marketing The Reality of FASHION The Reality of AIDS.

The Sponsor hereby agrees to release rights for all photography/photographs or Video/Videography taken at the event for Beautiful Planning Marketing & PR to use for future promotional purposes, within all media, and throughout the web.

The Sponsor agrees to notify Beautiful Planning Marketing & PR of all guests that will be attending the event with them with an advanced notice of 30 Days. Last minute guest list changes outside of the stated time frame will not be honored by Beautiful Planning Marketing & PR.

Beautiful Planning Marketing & PR reserves the right to turn guests away at the door for various reasons within respect to the event i.e. blatant inappropriate attire.

Cancellation Policy

Refund and sponsorship cancellation requests must be submitted in writing to mtatum@beautifulplanning.com or via fax to 866.694.3505. Refund requests will be determined on a case-by-case basis. Refund/ Cancellation requests are determined applicable with request being received on or before August 1st, 2012, will receive a 50% refund. No refunds will be granted after September 15th, 2012. Refund/ cancellation requests will not be honored once sponsor has benefitted or been included within any advertising materials. Beautiful Planning Marketing & PR reserves the right to deny refund/ cancellation request.

QUESTIONS

If you have any questions about sponsorship pricing, tickets, or other levels of involvement for this event please call Monique Tatum at 877.841.7244 or email: mtatum@beautifulplanning.com.

The Reality of Fashion
The Reality of AIDS

www.realityontherunway.com