

# SHOWOFF 2009

Saturday, April 18, 2009

Sponsorship Packet

*Presented by:*

thesoop and Arizona Bay Pictures

# Bi-Annual Showoff 2009

Collaborating with thesoop and Arizona Bay Pictures, presents the Bi-Annual Showoff 2009. The event is a celebration and a showoff of what Arizona has to offer in Fashion, Art, Music and the people. A fashion runway will showcase the styles of 2009 from prominent designers. While DJ's and bands play throughout the night.

## Why

Bi-Annual Showoff 2009 highlights current and upcoming Hair & Fashion Designers in Arizona. The event gives a chance for the Designers to showcase their line and exposure to a more diverse and influential crowd. Event sponsors will have the opportunity to show their support through the sponsorship program.

## Headliners

### **Title Sponsor:**

Toni&Guy

### **Designers:**

Lindsay Lou Boutique

Sway Boutique

Beach Bunny

Siobhan Clothing

Arté Puro

E Alonzo Fashions

### **Entertainments:**

DJ Sonique des Floures (New Times DJ of the Year 2008)

DJ Bigie

DJ Epidemic

DJ Kris the Fist

## Our Mission

Increase exposure in the Fashion, Art and Music community through event coverage, articles, social media and other means of advertisements. Help build Downtown Phoenix's night life as the hot spot of Arizona.

## Our Profile

thesoop and Arizona Bay Pictures partnered together to help the F.A.M. community. thesoop established in mid-July 2008 with the goal to help build the F.A.M. community through event coverage and articles about individuals and groups who exemplifies F.A.M.

Arizona Bay Pictures is a partnership of individuals who had a goal to produce, distribute movies within the film industry. Members include directors, producers, writers and actors.

# Support the Bi-Annual Showoff 2009

With supporting the event you are support the F.A.M. community directly and indirectly. As a Sponsor benefits includes press coverage, prominent name and product placement throughout the event, program book advertisements, sample product distribution, inclusion in press releases to be sent nationally and internationally and email marketing campaigns.

1. Brand Visibility on websites, flyers and local Newspaper Promotions
2. Brand Advertising in Program Book

## Sponsorship Levels and Benefits

### Title Sponsor - \$10,000

- 10 VIP Tickets and 10 General Tickets
- Includes all benefits mentioned

### Diamond - \$5,000

- 6 VIP Tickets and 6 General Tickets
- Exclusive Access to VIP Lounge with bottle service
- Company logo displayed on all Showoff 2009 marketing
- Full Color Page Advertisement in the Showoff 2009 Program Book
- Product placement in goodies bag

### Platinum - \$3,000

- 4 VIP Tickets and 6 General Tickets
- Exclusive Access to VIP Lounge with bottle service
- Company logo displayed on all Showoff 2009 marketing
- Half page full color Advertisement in the Showoff 2009 Program Book
- Product placement in goodies bag

### Gold - \$1,000

- 2 VIP Tickets and 6 General Tickets
- Exclusive Access to VIP Lounge with bottle service
- Company logo displayed on all Showoff 2009 marketing
- Half page black and white Advertisement in the Showoff 2009 Program Book
- Product placement in goodies bag

### Silver - \$750

- 6 General Tickets
- Company logo displayed on all Showoff 2009 marketing
- Quarter page black and white Advertisement in the Showoff 2009 Program Book
- Product placement in goodies bag

### Community - \$500

- 4 General Tickets
- Company logo displayed on web and print Showoff 2009 marketing
- Business name mentioned in the Showoff 2009 Program Book

Depending on level of Sponsorship, benefits also includes:

- On-site signage
- Program book ad space
- PA Announcements
- Inclusion in all press releases, promotional materials, invitations
- Presence at event
- Website logo and links
- VIP and complimentary event tickets
- Photo Op's with Designers
- Logos on E-mail marketing campaign
- Includes product placement in goodies bag