



EVENT SPONSORSHIP PROPOSAL



Present

OWN YOUR CURVES

Aug 19-20, 2016 : Embrace Your Body : Tysons Corner, VA

FASHION & HEALTH EXPO

MAKE A DIFFERENCE

...and have *fun* doing it.

IT'S A WIN-WIN. Sponsoring the *Own Your Curves Fashion & Health Expo* events provide you the unique opportunity to connect with the Metro DC community, to build brand awareness and show your company's support of an important cause: health and body positivity within the fashion industry!

The events reach a different key audience segment and provides a fun, entertaining and engaging way for you to “wow” clients, vendors and employees. Feel good about supporting our local community, heritage and cultural organizations as you enjoy an unforgettable weekend.

WE'LL FIND THE RIGHT FIT. Looking for the opportunity to become a part of one of the biggest events of the year? To put your company name in front of hundreds of sophisticated party goers? Want to show your employees and investors your dedication to our community?

Consider a sponsorship of **Own Your Curves Fashion & Health Expo**.

We plan for vendors, panels, live performances and various activities throughout the event weekend. Attendees will shop, and socialize with various fashion, beauty, and lifestyle brands. We will also be offering special workshops and panels.

Top tier sponsors will enjoy a private VIP area for attendees and a branded presence throughout the event.

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A celebration of fashion, great drinks and our outstanding cultural community, the *Own Your Curves Fashion & Health Expo* will begin with a kick off party on Friday evening. On Saturday, our attendees will have the opportunity to attend special panels and workshops as well as enjoy an array of vendors. Finally the weekend will close with an exclusive runway show featuring designers from all over the US specializing in all sizes including size 10 and above.

About the event:

We anticipate 300-400 fashion enthusiasts eating, drinking and mingling at the Tysons Corner Center Plaza.

Wine lovers: join us an hour before the kick-off party for a private VIP reception featuring passed gourmet hors d'oeuvres and an exclusive tasting of special vintages that won't be available for the rest of the evening.

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Non-Profit Beneficiaries

The Own Your Curves Team is committed to helping others in need.

While the event is free to attend. VIP and General Seated Admission tickets will be sold. Attendees will be allowed to choose which organization they would like their ticket purchase to be donated to at the time of purchase.



ALSAC • Danny Thomas, Founder

Finding cures. Saving children.

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This signature event is an ideal networking opportunity with a substantial, sophisticated audience who appreciate your commitment to our community. Own Your Curves also provides the Presenting Sponsor the exclusive opportunity to reward clients and employees with a VIP experience and to showcase a product or service during the event, developing new customer prospects.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor (Available: 1)

\$20,000

Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the *Own Your Curves Fashion & Health Expo* web site
- Recognition by the emcee during all events
- 7 VIP and 7 general seated admission tickets a to the main event (Runway Show)

Unique Benefits:

- Company name mentioned in all media advertising: print, online and radio (see attached media reach)
- Full-page color sponsor advertisement in event program
- 7 tickets to the VIP pre-party wine tasting
- Opportunity to speak to VIP reception attendees

Diamond Sponsor (Available: 2)

\$15,000

Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters.
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the *Own Your Curves Fashion & Health Expo* website
- Recognition by the emcee during all events
- ½ page color sponsor advertisement in event program
- Recognition on VIP pre-party promotional materials
- 5 VIP and 5 general seated admission tickets to the main event (Runway Show)

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SPONSORSHIP OPPORTUNITIES

Platinum Sponsor (Available: 2)

\$10,000

Benefits:

- Sponsor recognition on *select* event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters.
- Sponsor recognition on *all* at-event signage and in the event program
- Sponsor recognition on the event page on the *Own Your Curves Fashion & Health Expo* website
- Recognition by the emcee during all events
- Logo hyperlink on the *Own Your Curves Fashion & Health Expo* website
- ¼ page color sponsor advertisement in event program
- 3 VIP and 3 general seated admission tickets to the main event (Runway Show)

Gold Sponsor (Available: 3)

\$7,500

Benefits:

- Sponsor recognition on *select* at-event signage and in the event program
- Sponsor recognition on the event page on the *Own Your Curves Fashion & Health Expo* website
- Recognition by the emcee during runway show
- Logo hyperlink on the *Own Your Curves Fashion & Health Expo* website
- ¼ page color sponsor advertisement in event program
- 7 general seated admission tickets to the main event (Runway Show)



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SPONSORSHIP OPPORTUNITIES

Silver Sponsor (Available: 3)

\$5,000

Benefits:

- Sponsor recognition on *select* at-event signage and in the event program
- Sponsor recognition on the event page on the *Own Your Curves Fashion & Health Expo* website
- Recognition by the emcee during runway show
- Logo hyperlink on the *Own Your Curves Fashion & Health Expo* website
- 1/8 page color sponsor advertisement in event program
- 5 general seated admission tickets to the main event (Runway Show)

Bronze Sponsor (Available: 3)

\$2,500

- Sponsor recognition on *select* at-event signage and in the event program
- Sponsor recognition on the event page on the *Own Your Curves Fashion & Health Expo* website
- Recognition by the emcee during runway show
- 3 general seated admission tickets to the main event (Runway Show)

All sponsors have the opportunity to provide swag bag goodies for VIP gift bags.



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Food & Beverage Sponsor (Available: 4)

\$2,000

Benefits:

- Sponsor recognition on *select* at-event signage and in the event program
- Sponsor recognition on the event page on the *Own Your Curves Fashion & Health Expo* website
- Recognition by the emcee during runway show
- Logo hyperlink on the *Own Your Curves Fashion & Health Expo* website
- 1/8 page color sponsor advertisement in event program
- 5 general seated admission tickets to the main event (Runway Show)

Swag Bag Sponsor (Available: 4)

\$2,000

Sponsor recognition on *select* at-event signage and in the event program

- Sponsor recognition on the event page on the *Own Your Curves Fashion & Health Expo* website
- Recognition by the emcee during runway show
- 3 general seated admission tickets to the main event (Runway Show)

All sponsors have the opportunity and are encouraged to provide swag bag goodies for VIP gift bags.



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SCHEDULE OF EVENTS

Friday, August 19, 2016

Time: 5:00 PM - 6:30 PM

Location: Tysons Corner Center Plaza,
McLean, VA

Info: VIP Pre-Party and wine tasting.

Time: 6:30 PM - 11:00 PM

Location: Tysons Corner Center Plaza,
McLean, VA

Info: The official pre-show kick-off party.

Saturday, August 20, 2016

Time: 10:00 AM - 8:00 PM

Location: Tysons Corner Center Plaza,
McLean, VA

Info: Retail Shops, Special Guest Panels and
live entertainment.

Time: 11:00 AM - 1:00 PM

Location: Tysons Corner Center Plaza,
McLean, VA

Info: Model Workshop.

Time: 5:00 PM - 10:00 PM

Location: Tysons Corner Center Plaza,
McLean, VA

Info: Fashion designers from United States
showcase together. Special music guests
perform. Doors open at 12:30 PM. Fashion
show starts at 6:00 PM.

Time: 10:30 PM - 1:00 AM

Location: Tysons Corner Center Plaza,
McLean, VA

Info: Official *Own Your Curves Fashion &
Health Expo* After Party.



MEDIA REACH

Each event provides wide exposure through a variety of media outlets and marketing channels. Please use the table below as a basic guide of the types of advertising, public and community relations opportunities afforded by an event sponsorship.*

The Own Your Curves Health & Fashion Expo event will be marketed by Tysons Corner Center as a mall event providing: digital and social media, e-blast inclusion to an e-blast of 46,000 opt in subscribers.

**Refer to your sponsor contract for specific recognition opportunities and requirements. Each sponsor should provide a high-quality color and black-and white logo (EPS or vector logos preferred) to Own Your Curves Health & Fashion Expo with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.*

	Own Your Curves Kick-Off Party	Own Your Curves Fashion & Health Expo
Printed Invitations	Approx. 500	Approx. 500
E-Mails	At least 4 (list size approximately 46,000 subscribers)	At least 4 (list size approximately 46,000 subscribers)
Print Advertising	Tysons Magazine Baltimore Sun The Washingtonian DC Weekly DC Modern Luxury The Washington Post	Tysons Magazine Baltimore Sun The Washingtonian DC Weekly DC Modern Luxury The Washington Post
Online Advertising	Baltimore: WJZ-13; WBAL-11 DC: WRZ-4; WUSA-9 Tysons Corner Center Website, Facebook, Instagram & App Own Your Curves Fashion & Health Expo Facebook Own Your Curves Fashion & Health Expo Instagram	Baltimore: WJZ-13; WBAL-11 DC: WRZ-4; WUSA-9 Tysons Corner Center Website, Facebook, Instagram & App Own Your Curves Fashion & Health Expo Facebook Own Your Curves Fashion & Health Expo Instagram
Radio Advertising	WEAA 88.9 FM HOT 99.5	WEAA 88.9 FM HOT 99.5
Posters	150 distributed locally	150 distributed locally
Flyers	250 distributed downtown Baltimore/DC/NOVA	250 distributed downtown Baltimore/DC/NOVA
Postcards	Save the date, approx. 500 sent	Save the date, approx. 1,000 sent
Event Signage	Banners, digital displays, VIP reception signage	Banners, digital displays, VIP reception signage. Large-scale posters & materials in gift bags

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Johanna Weston, Events Manager, at oycexpo@gmail.com. Please contact us with any questions.

CONTACT INFORMATION:

Company Name

Contact E-mail Address

Address

Contact Person

Contact Phone Number

City/State/Zip Code

Once we receive your completed sponsorship form, OYC Expo staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

SPONSORSHIP PACKAGES:

Own Your Curves Fashion & Health Expo
2016

- ___ \$20,000 Presenting Sponsor
- ___ \$15,000 Diamond Sponsor
- ___ \$10,000 Platinum Sponsor
- ___ \$7,500 Gold Sponsor
- ___ \$5,000 Silver Sponsor
- ___ \$2,500 Bronze Sponsor
- ___ \$2,000 Food/Beverage Sponsor
- ___ \$2,000 Swag Bag Sponsor

PAYMENT INFORMATION:

- ___ Please send me an invoice
- ___ I have enclosed a check made payable to JWMD Events LLC
- ___ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code

Please send your high-resolution color and black and-white logos (png or jpeg preferred) to oycexpo@gmail.com. All materials will be sent for your approval before going to print.

\$ _____
Total Sponsorship Cost

Signature

Date