

Glitz, Glam and Style
A Fashion Affair

December 1, 2007 - 6:00pm

The Forum , Rome, GA 30161

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Dear Prospective Sponsor:

On December 1, 2007, Diva's Unlimited Inc. in conjunction with the Stars Leadership Foundation will celebrate the gift of giving this season through our 1st Annual Fashion Production entitled Glitz, Glam, and Style, A Fashion Affair.

We invite you to join us as a Sponsor of Goods, Advertising Partner, or appear in our Souvenir Journal – A full color presentation to be distributed on this memorable evening to over 500 + guests at Rome's Finest - The FORUM, 2 Government Plaza, Rome, GA 30165.

The evening will begin promptly with an elegant reception for our VIP attendees followed by a showing of beautiful designs from some of our favorite designers.

Diva's Unlimited Inc. has been credited with promoting positive images of models through special events, media coverage, conferences, the internet and producing some of the most upscale fashion productions and fundraisers.

DUI client list includes: The Lupus Foundation, The Kenny Anderson Foundation and The Dominique Wilkins Foundation, to name a few. DUI has been credited with helping to fundraise over \$100,000.00 dollars for these combined organizations.

To begin the season of giving, Diva's Unlimited will adopt families for the holiday season through our S.T.A.R.S. Leadership Foundation benefiting the 100 Black Men of Rome and The Order of the Eastern Stars - HR Butler Chapter 96 of Rome, GA.

We at Diva's Unlimited Inc. know that it takes trust to build relationships and a commitment to make them last. In advance, we appreciate the trust that you have extended to our organization and we in turn make a commitment to strengthen our working relationship. Thank you again for your contribution and support.

Embracing the Community + Developing New Talents = Achieving Dreams

Rhonda Wilkins
President

John Wilkins
Vice President

Shaunda Hendricks
Chief Operating
Officer

Shari Lomack
Marketing Director

Allison Perry
Runway Producer

Brandi Gamble
Backstage Manager

Senetria Pritchett
Operations
Coordinator

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www.starsleadership.com

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Sponsorship Visibility

Sponsorship Visibility

The Forum can hold over 800 attendees. We anticipate more than 400 patrons to this year's fashion Production. With visibility to a potential full capacity crowd.

Our media outlets consist of the following:

- Site Signage
- Program signage
- T-shirt Display
- Flyers
- Posters
- Banners
- Company Display Booth

Media/Collateral

T.V. (pending)

Radio

Radio is proven to be one of the most inexpensive ways to advertise in the Floyd, Gordon and Polk County areas. Our promotional campaign will consist of 2 weeks of radio advertisement with a partnering station.

Website

Advertising exposes your company to unlimited amount of viewers. This access is priceless but delivers an effect that is measurable in terms of sales and counter readings.

Grassroots Marketing

Flyers, posters, banners and various types of media paraphernalia will be posted and distributed within Floyd, Polk, and Gordon Counties. This hand-to-hand and word of mouth marketing technique will minimize and thereby assist with the overall budget reduction.

Newspaper

Studies have shown that the newspaper media is corporate America's most viable communication channel. We will use this medium to reach the nations most powerful and prestigious people. (Rome News Tribune, Rolling Out, Creative Loafing, etc.)

Street Team

Street Team composed of ten (10) knowledgeable employees that will distribute more than 10,000 flyers.

One Mailer

A postcard containing "state of the art" graphics, program itinerary, key sponsors and other pertinent information.

Sponsorship Packages

Platinum Package: (\$5,000)

Top billing as a co-sponsor
Print tags, tickets and ,faxes and press release
Display in Souvenir program (w/picture logo)
Ten (10) VIP passes to the event
Product Sampling-to sponsors discretion
Private Vendor Booth
Signage in venue
Radio mentions
Editorial mentions
Television mentions
Logo on Banner
Placement on the website

Gold Package: (\$3,000)

Print tags, tickets, faxes and press release
Display in Souvenir program (w/picture logo)
Eight (8) VIP passes to the event
Product Sampling- to sponsors discretion
Private Vendor Booth
Signage in venue
Radio mentions
Editorial mentions
Television mentions
Logo on Banner
Placement on the website

Silver Package: (\$2,500)

Print tags, fax's and press release
Display in Souvenir program (w/picture logo)
Six (6) VIP passes to the event
Product Sampling- to sponsor discretion
Private Vendor Booth
Signage in venue
Radio mentions
Editorial mentions
Logo on Banner
Placement on the website

Bronze Package: (\$2,000)

Print tags, fax's and press release
Display in Souvenir program (text only)
Four (4) VIP passes to the event
Private Vendor Booth
Radio mentions
Editorial mentions
Placement on the website

Crystal Package: (\$1,000)

Display in Souvenir program (text only)
Two (2) VIP passes to the event
Radio mentions
Editorial mentions
Placement on the website

EXHIBITOR/VENDOR

\$65.00 – (1) 6 x 6 Table \$25.00 – additional

4 hour exhibit/presentation during Fashion Show

Listing as sponsor on Diva's Unlimited's website prior to event and 6 weeks thereafter.

Listed as an exhibitor on promotional emails to a targeted audience of over 10,000 opt-in subscribers which will be emailed bi-weekly leading up to the event

Cash, Visa or MC - <http://glitzglamandstyle.eventbrite.com>

Note:

All Credit Cards will be accepted 10 days prior to the event

SOUVENIR BOOKLET ADS/PATRONS

\$40.00 - Business Card

\$65.00 - 1/4 Page

\$85.00 - Half Page

\$100.00 - Whole Page

Cash, Visa or MC - <http://glitzglamandstyle.eventbrite.com>

Note:

Must submit print ready ads 10 days prior to the event

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SPONSORSHIP PACKAGE

 **Yes, I would very much like to become a Sponsor.**

NAME: _____ ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL ADDRESS: _____

PLATINUM

BRONZE

GOLD

CRYSTAL

SILVER

PRODUCT

I WOULD LIKE TO GIVE AN IN - KIND DONATION
\$ _____

Cash \$ _____

Check \$ _____

Money Order \$ _____

Credit Card __ Visa __ MasterCard __ AmEx \$ _____

Online: <http://glitzglamandstyle.eventbrite.com> \$ _____

Vendor Table \$ _____

Souvenir Ad \$ _____

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Diva's Unlimited Inc.:

Diva's Unlimited Inc. is an entertainment consulting firm that specializes in fashion runway productions and the development of New Talents by embracing the community and helping them achieve their dreams. DUI is also recognized as one of Atlanta's top industry leaders specializing in services for aspiring or professional models.

Visit us: www.divasunlimited.com

The S.T.A.R.S. Leadership Foundation:

S.T.A.R.S.L.F was created to offer physical and emotional support to families with children that have struggled with disadvantages or ongoing unfortunate situations in their lives.

We also offer a support network, hold conferences, offer Quarterly Newsletters, and have provided a dedicated website that will give information to help the children and their families with daily challenges.

Visit us: www.starsleadership.com

Giving Back:

Diva's Unlimited will adopt families for the holiday season through our S.T.A.R.S. Leadership Foundation benefiting the **100 Black Men of Rome** and **The Order of the Eastern Stars - HR Butler Chapter 96 of Rome, GA.**

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About Us