



May 2, 2008  
**PRODUCT RUNWAY!**

This is about elevating the profession.  
This is about inspired innovation.  
This is [Product Runway!](http://www.productrunway.com)

For the first time in Seattle, leading interior design firms and students will flaunt their creativity by sending couture garments crafted from a diverse range of interior materials and finishes down the runway. Innovative teams from regional firms will design and construct their creations using everything from carpet to lighting – as they compete for prizes and bragging rights!

Part runway fashion show, part theatrical production and part indulgence for guests, Product Runway promises to be the event of the year and a showcase for the Puget Sound design community.

Tickets for the event start at \$50 for general admission, including open seating and the cocktail reception.

VIP tickets at the \$150 level include VIP preferred seating, a cocktail reception, a gift bag and admittance to a VIP backstage reception.

For tickets and sponsorship, visit **[www.productrunway.com](http://www.productrunway.com)**

For more information:  
[Christina@productrunway.com](mailto:Christina@productrunway.com)



## Message from the Chair

**Christina Stewart**

IDCW and the design community are thrilled to announce our first annual fashion show fundraiser – **Product Runway**. This exciting and much anticipated event will be held on Friday May 2, 2008 in the spacious South Lake Union Naval Reserve.

**Product Runway** celebrates brilliant couture creations from Seattle's leading interior designers at **THE** design community event of the year. Dance into the night listening to hip DJs while dining on hors d'oeuvres and sipping signature drinks. Take home an original handbag or accessory designed by local artists in the silent auction. Revel in this fashion extravaganza! All proceeds benefit IDCW's education and professional development programs.

## Message from the President

**Interior Design Coalition of Washington (IDCW)**

**Stephanie Deshaies**

I am sure you have observed the interconnection between fashion and design. For decades, Haute Couture fashion has set forth trends that have influenced the field of interior design. Recently, however, we have seen a steady closing of the gap between fashion design and interior design. So much so, that it is hard to discern where the trends originate.

A large part of IDCW's mission is to elevate the interior design profession. We believe that it is our responsibility to raise awareness about the interior design profession and interior designers, their education, experience process and qualifications. What better way to mark this awareness than to celebrate the unique connection between fashion and design.

This is the first ever event of its kind in Washington state! We are excited to offer the opportunity for you to participate. Become part of the lime light...you'll be glad you did!!!



## Sponsorship Levels & Benefits

Sponsors benefit from local and design community press coverage, prominent name and product placement throughout the event, program advertisements, sample product distribution, inclusion in press releases to be sent locally and nationally, internet marketing, and more.

Our audience expected to be upwards of 600 is drawn heavily from interior designers and architects, and other community members interested in design, fashion, creativity, and fun. Seattle area firms – large and small - are providing sponsorship for teams comprised of interior designers and architects and students. Colleagues, friends, and the general public will be on hand to join in the fun and cheer teams on!

Patrons who sponsor at the Haute Couture (\$10,000+) or Nouvelle Couture (\$7,500) level will enjoy premium seating directly alongside the runway, and will receive invitations to an exclusive backstage party featuring celebrity judges.

### Haute Couture - \$10,000k+ (Co-sponsor/presenting sponsor level)

- Negotiated return on investment
- Single brand company logo listed on all event graphics – primary level
- Single brand company logo/link on Product Runway website main page – primary level
- (8) VIP seating admission tickets
- (8) invitations to an exclusive back stage party featuring celebrity judges
- Priority ticket purchase notification of coalition events
- Single brand company logo listing in quarterly IDCW E-Newsletter
- Prominent brand company logo in event signage
- Premium seating directly alongside the runway
- Materials of your choosing, in consultation with Product Runway staff, in the event highlights email, which will be sent to all attendees shortly after the event

### Nouvelle Couture - \$7,500

- Single brand company logo listed on all event graphics – secondary level
- Single brand company logo/link on Product Runway website main page – secondary level
- (6) VIP seating admission tickets
- (6) invitations to an exclusive back stage party featuring celebrity judges
- Priority ticket purchase notification of coalition events
- Single brand company logo listing in quarterly IDCW E-Newsletter
- Prominent brand company logo in event signage
- Premium seating directly alongside the runway
- Materials of your choosing, in consultation with Product Runway staff, in the event highlights email, which will be sent to all attendees shortly after the event



### Prêt-a-porter - \$5,000

- Single company name listed on all event graphics
- Single company name listed on Product Runway website sponsor page
- (4) invitations to an exclusive back stage party featuring celebrity judges
- (4) VIP seating admission tickets
- Priority ticket purchase notification of coalition events
- Single company name listed in quarterly IDCW E-Newsletter
- Materials of your choosing, in consultation with Product Runway staff, in the event highlights email, which will be sent to all attendees shortly after the event.

### Fashionista - \$2,500

- (6) General admission ticket to event sponsored
- Single company name listed on event sponsored graphic
- Materials of your choosing, in consultation with Product Runway staff, in the event highlights email, which will be sent to all attendees shortly after the event.

### Diva - \$1,000

- (4) General admission ticket to event sponsored
- Single company name listed on event sponsored graphic
- Materials of your choosing, in consultation with Product Runway staff, in the event highlights email, which will be sent to all attendees shortly after the event.

## In-kind Sponsorship

The estimated value of donated items or services applies toward sponsor benefit levels listed above. In addition, a description of the donated items will be included in the Product Runway event highlight email, which will be sent to all attendees shortly after the event.

Some options:

- Champagne or Signature Drink Sponsorship
- VIP Reception Sponsorship
- Runway Sponsor
- Facility Sponsor
- Press Lounge Sponsor
- Juror/Emcee Sponsor
- Make Up/Cosmetic Sponsor
- Hair Styling Sponsor
- Gift Bag Sponsor
- More....!

For more information:  
Christina@productrunway.com