

IDCW PRESENTS

product
runway

SPONSORSHIP



IDCW

presents **PRODUCT RUNWAY!** Following two sold-out trips down the runway, the competition returns on **June 3, 2011** as interior designers and architects flaunt their creativity and technical skills by producing couture fashion constructed out of interior finish materials. Lift a glass and marvel at the garment of carpet or ceramic tile that looks like anything but! The rivalry is fierce and surprises await. The Northwest design community's celebration of all things fabulous promises to yet again be the design event of the year.

Tickets for this event start at \$46 for general admission. Preferred seating and cocktail reception are available for \$66 and \$101. VIP tickets include exclusive catered front row seating.

Don't miss this opportunity to reach over a thousand design savvy event attendees. For more information on how you can participate, please contact info@productrunway.com. All proceeds benefit IDCW's advocacy for interior design legislation.

This is about elevating the profession. This is about inspired innovation. This is **PRODUCT RUNWAY!**

Genius is found in subtle irony...Surreptitious, often sudden, guerrilla or street art is the creation or installation of unauthorized public art, often with the purpose of making an overt political statement. **PRODUCT RUNWAY** celebrates the reclamation of space and changing its dynamics with images or counter images, art that has been created anonymously and left on walls or in places such as public squares. Street art is not only spray paint, text and images. It can also encompass theater and film projections on walls of buildings. And come Spring 2011, art as fashion will return in **PRODUCT RUNWAY**.

Neither disposable nor permanent, **PRODUCT RUNWAY** embraces street art as a medium to inspire creativity. As designers and artists, we have a voice. We have a point of view. **PRODUCT RUNWAY** is the forum to be heard.

LEVELS & BENEFITS

ALL-CITY RESPECT

\$10,000+ (Co-sponsor/presenting sponsor level)

- **Negotiated return on investment**
- Single brand company logo listed on all event materials – first level
- Single brand company logo/link on **PRODUCT RUNWAY** website main page – first level
- [6] VIP seating admission tickets
- [6] tickets to an exclusive VIP party featuring celebrity judges
- Single brand company logo listing in quarterly IDCW E-Newsletter
- Prominent brand/company logo in event signage
- Premium seating directly alongside the runway
- Event Materials of your choosing, in consultation with **PRODUCT RUNWAY** staff.
- [4] Tickets to IDCW presents Green Grapes sustainable wine event.

FLASH MOB

\$7,500

- Single brand company logo listed on all event graphics – second level
- Single brand company logo/link on **PRODUCT RUNWAY** website main page – second level
- [4] VIP seating admission tickets
- [4] tickets to an exclusive VIP party featuring celebrity judges
- Single brand company logo listing in quarterly IDCW E-Newsletter
- Prominent brand company logo in event signage
- Premium seating directly alongside the runway
- Event materials of your choosing, in consultation with **PRODUCT RUNWAY** staff.
- [4] Tickets to IDCW presents Green Grapes sustainable wine event.



UNDERGROUND MASTERPIECE

\$5,000

- Single company name listed on all event graphics
- Single brand company logo/link on **PRODUCT RUNWAY** website main page – third level
- [2] tickets to an exclusive VIP party featuring celebrity judges
- [2] VIP seating admission tickets
- Single company name listed in quarterly IDCW E-Newsletter
- Event materials of your choosing, in consultation with **PRODUCT RUNWAY** staff.
- [2] Tickets to IDCW presents Green Grapes sustainable wine event.

GUERRILLA SCRAWLER

\$2,500

- [4] Preferred seating admission tickets
- Single company name listed on event sponsored graphic
- Event materials of your choosing, in consultation with **PRODUCT RUNWAY** staff.
- [2] Tickets to IDCW presents Green Grapes sustainable wine event.

VIRAL CREATIVE

\$1,000

- [2] Preferred seating admission tickets
- Single company name listed on event sponsored graphic
- Event materials of your choosing, in consultation with **PRODUCT RUNWAY** staff.

HANDSTYLE TAGGER

\$500

- [2] General admission tickets
- Single company name listed on event sponsored graphic

COLLABORATION KREW

In-kind donation

PRODUCT RUNWAY welcomes in-kind donations in exchange for negotiated return on investment. Contact **PRODUCT RUNWAY** to discuss these and other sponsorship opportunities. The estimated value of donated items or services applies toward sponsor benefit levels listed above. In-kind sponsorship needs include:

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



EVENT SPONSORSHIP

NAME _____

COMPANY _____
(PLEASE PRINT AS YOU WISH TO BE LISTED IN ALL EVENT MATERIALS)

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

EMAIL _____

PLEASE CHECK DESIRED SPONSOR LEVEL:

- ALL-CITY RESPECT - \$10,000 +
- FLASH MOB - \$7,500
- UNDERGROUND MASTERPIECE - \$5,000
- GUERRILLA SCRAWLER - \$2,500
- VIRAL CREATIVE - \$1,000
- HANDSTYLE TAGGER- \$500
- COLLABORATION KREW - IN-KIND DONATION (OTHER)

PAYMENT INFORMATION

_____ MY CHECK FOR \$ _____, MADE PAYABLE TO
IDCW IS ENCLOSED.

PLEASE MAIL PAYMENT TO:

INTERIOR DESIGN COALITION OF WASHINGTON
PO BOX 2152
SEATTLE, WA 98111-2152

IDCW, a 501c(6) organization, is 100% volunteer based and is established to promote interior design professionalism and advocacy for licensure of interior designers. To learn more about how you can become involved visit www.idcwwashington.org