



Fashion*en*
A NIGHT OF FALL FASHION IN THE PARK *Laute*

September 10, 2011

Sponsor Package



August 8, 2011

Dear Esteemed Sponsor,

On Saturday, September 10, 2011, **Couture by Calley** and **joyarte by Priscilla Martinez** will present *Fashion en Haute*, a collaborative runway event that will feature 2011 Fall and Holiday collections of these local designers. This event will take place at Hemisfair park at 7pm.

This exciting event will showcase a high-styled runway show culminating with a touch-n-feel exhibit of the collections and displays of our sponsors. *Fashion en Haute* will support local military and their families by donating a portion of the proceeds to HEARTS APART, which provides support to local military families separated from their loved ones by deployment. HEARTS APART provides a support network for the families during separation. In addition, *Fashion en Haute* will honor spouses of deployed military members by offering them an evening out as our special guests.

Our goals are to bring a public awareness of the two brands presenting complementary collections in clothing and jewelry for an international woman, to cultivate community support for local products, and to be a positive influence on the face of fashion in the marketplace. Please join us in nurturing and promoting local community within our military city and help to support and grow creative work opportunities in the San Antonio area.

Enclosed in this packet, please find detailed information about *Fashion en Haute* and descriptions of sponsor opportunities. We offer a wide range of sponsorship opportunities from our title sponsorship level *Commander*, to in-kind and special sponsorships. We have also included the sponsor commitment form. As space at this event is limited, we encourage you to fill out and email, fax, or mail your commitment forms as soon as possible

Don't miss this opportunity to associate your company with this premier event! Together, with the generosity of our sponsors, we hope to set a standard for fashion in San Antonio.

Sincerely,

Fashion en Haute team



Mission:

Our mission is to bring a public awareness of the two brands presenting complementary collections in clothing and jewelry for an international woman, to cultivate community support for local products, and to be a positive influence on the face of fashion in the marketplace.

Couture by Calley Philosophy:

Design with you in mind is the base of the CxC collections, using the professional working woman as a muse. The everyday woman; embraced beauty, defined individuality, combined with sophistication and quality that lets every woman express themselves through unique and distinctive designs. I use nature, art, and architecture as main points of influence throughout my designs. Expression through individuality should allow everyone to express who they are. It is our goal to assist clients in showcasing themselves through these techniques.

joyarte by Priscilla Martinez Philosophy:

My design aesthetic seeks to integrate a number of the art influences in my life as well as draw from the beauty in nature and the man-made I find in my travels. My goal is to incorporate the essence of movement with color, historical tradition, and elegance. I want each piece to allow the wearer to make a statement about themselves, whatever that statement may be. In my endeavors to create and develop a nationally recognized brand name that is proudly made in the USA, I strive to use my design and influence to teach and do philanthropic work in the creative arena.



SPONSORSHIP INFORMATION (page 1)

We would be honored to participate in the *Fashion en Haute* event benefitting **HEARTS APART** in the following manner(s):

- ___ \$5000 – **COMMANDER**, Fashion en Haute Title Sponsor
- ___ \$2500 – **GENERAL**, Fashion en Haute Sponsor
- ___ \$1000 – **BRIGADIER**, Fashion en Haute Sponsor
- ___ \$500 – **COLONEL**, Fashion en Haute Sponsor
- ___ \$250 – **MAJOR**, Fashion en Haute Sponsor
- ___ \$100 – **CAPTAIN**, Fashion en Haute Sponsor
- ___ \$50 – **LIEUTENANT 4 pack**, Fashion en Haute Sponsor
- ___ \$35 – **CORPORAL 2 packs**, Fashion en Haute Sponsor
- ___ \$10 – **PRIVATE single**, Fashion en Haute Sponsor Number of Tickets ___

For package descriptions, please see attached table.

Donation direct to **HEARTS APART**: \$ _____.

Deadline to be included in the *Fashion en Haute Invitation*: August 15, 2011

Deadline to be included in the *Fashion en Haute Program*: August 29, 2011

In-kind opportunities:

Make-up, photography, catering, beverages, honoree gifts, swag items, flowers, print services, and others.

Advertising: If you would like to advertise within the *Fashion en Haute* Program, please select an option below. Additional option available to display your company banner at the *Fashion en Haute* event. Please mark the below field if interested and we will contact you for further information.

- ___ Full Page Color: \$300 ___ Full Page B&W: \$170 ___ Half Page Color: \$200
- ___ Half Page B&W: \$125 ___ Quarter Page Color: \$100 ___ Quarter Page B&W: \$65
- ___ Banner Display



RESERVATIONS (page 2)

To participate in this event, please call 210.722.5203, email cxfashions@gmail.com, or send this form (3 pages) **no later than Monday, August 29, 2011 to:**

Fashion en Haute
PO Box 1264
Lytle, Texas 78052

You may find an *e-version* of this at www.CoutureByCalley.com

Please fill out the following contact information:

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Names of Guests:

1. _____ 2. _____

3. _____ 4. _____

5. _____ 6. _____

7. _____ 8. _____

9. _____ 10. _____

Group Name as it should appear on seat signage: _____



RESERVATIONS (PAGE 3)

Payment Method

Enclose a check* for \$ _____ made payable to Couture by Calley, LLC. Please mail to address below.

For Credit Card Payments, please use the websites www.CoutureByCalley.com or www.joyarte.com

To Pay by Phone, please call **210.722.5203** and you will receive an immediate receipt via email or text. You may also email support@couturebycalley.com or call **210.722.5203** to request a time of your convenience to call you and process your payment.

To donate directly to HEARTS APART please specify via phone or by check with statement in the notes section.

PLEASE RSVP, though email or send this form (3 pages) **no later than Monday, August 29, 2011**

cxcfashions@gmail.com
Attn: Fashion En Haute

Fashion en Haute
PO Box 1264
Lytle, TX 78052

For questions or more information, please contact us at:

Calley Gonzalez
Couture By Calley, LLC
210.722.5203
calley@couturebycalley.com
www.couturebycalley.com

Priscilla Martinez
joyarte by Priscilla Martinez
210.363.1891
pmartinez@joyarte.com
www.joyarte.com

*A fee of \$35.00 will be charge for any returned funds.



	COMMANDER	GENERAL	BRIGADIER	COLONEL	MAJOR	CAPTAIN	LIEUTENANT	CORPORAL	PRIVATE
Cost	\$5,000	\$2,500	\$1,000	\$500	\$250	\$100	\$50	\$35	\$10
Tickets	10	8	6	4	3	2	1	1	1
Reserved Seating	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Program Recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Swag Insert*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	***	***
Social Media	Yes	Yes	Yes	Yes	Yes	Yes			
Website Listing	Yes	Yes	Yes	Yes	Yes	Yes			
Website Logo	Yes	Yes	Yes	Yes	Yes				
Website Link	Yes	Yes	Yes	Yes	Yes				
Signage	Yes	Yes	Yes	Yes					
Verbal Recognition	Yes	Yes	Yes	Yes					
Print Marketing	Yes	Yes	Yes						
Press Quote**	Yes	Yes							
Honorary Speaker	Yes	Yes							
Vendor Table***	Yes	Yes	Yes	Yes	Yes	***	***	****	***

*Sponsor supplies up to 200 individually packaged items for the gift bags.

**Limited and are not guaranteed.

*** Additional Fees Required

Vendors must supply own tables