

2011
Fashion on Fire
Sponsor Package

Background

On Saturday, November 12, 2011, Edmonton Firefighters will be hosting the third annual **Fashion on Fire** charity fundraiser at the Shaw Conference Centre.

This event highlights all of the charities run by Edmonton Fire Rescue Services personnel – Firefighter Memorial Society, Firefighter Burn Treatment Society and Muscular Dystrophy Canada – and is an excellent way for all of these groups to raise funds.

Fashion on Fire 2011 will feature a select group of Edmonton's top designers and retailers with Edmonton's bravest. A dinner will be served prior to the start of the fashion shows, followed by choreographed group dance routines performed by Edmonton Firefighters.

SPONSORSHIP PACKAGES

Platinum Sponsor Package

\$20,000 commitment

As a Platinum sponsor, you will receive the Platinum benefits package and many benefits specific to your level of sponsorship. The Platinum package includes:

- Your corporate logo on all Fashion on Fire promotional materials as the Title sponsor ('Your company' presents Fashion on Fire 2011)
- Prominent mention of your support in all media materials
- Rights to promote your sponsorship of the Fashion on Fire event
- Room signage prominently displayed at site of the event
- Acknowledgement of your sponsorship by the hosts during the Fashion on Fire event
- Full page back cover colour ad in the event program (\$1,500 value)
- Four tables (\$1,650/table) and 25 general admission tickets (\$75/ticket) to enjoy the event

Gold Sponsor Package

\$12,500 commitment

As a Gold sponsor, you will receive the Gold benefits package and many benefits specific to your level of sponsorship. The Gold package includes:

- Your corporate logo or identifier on all Fashion on Fire promotional materials
- Prominent mention of your support in all media materials
- Rights to promote your sponsorship of the Fashion on Fire event
- Room signage prominently displayed at site of the event
- Acknowledgement of your sponsorship by the hosts during the Fashion on Fire event
- Full page back inside cover colour ad in event program (\$1,200 value)
- Three tables (\$1,650/table) and 20 general admission tickets (\$75/ticket) to enjoy the event

Silver Sponsor Package

\$7,500 commitment

As a Silver sponsor, you will receive the Silver benefits package and many benefits specific to your level of sponsorship. The Silver package includes:

- Your corporate logo or identifier on all Fashion on Fire promotional materials
- Room signage displayed at site of the event
- Acknowledgement of your sponsorship by the hosts during the Fashion on Fire event
- Full page colour ad in event program (\$1,000 value)
- Two tables (\$1,650/table) and 10 general admission tickets (\$75/ticket) to enjoy the event

Bronze Sponsor Package

\$4,000 commitment

As a Bronze sponsor, you will receive the Bronze benefits package and many benefits specific to your level of sponsorship. The Bronze package includes:

- Full page colour ad in event program (\$1,000 value)
- Opportunity to display your materials at site of the event
- One table (\$1,650/table) and 10 general admission tickets (\$75/ticket) to enjoy the event

Note:

Sponsorship deadline is October 19, 2011.

Title Sponsor deadline is October 7, 2011.

PURCHASING TABLES /TICKETS

If sponsorship is not something you are able to do this year, we strongly encourage you to show your support by purchasing a table for the evening. Tables seat 10 people and include admission, silent auction, live auction, and a 3 course meal:

Each table seats 10 people: \$1,650.00/Table

Tickets: \$165 each

EVENT SCHEDULE

Saturday, November 12, 2011 at the Shaw Conference Centre

6:00 PM -Doors Open

7:00 PM -Dinner

7:45 PM -Welcome

8:00 PM -Showtime

10:00 PM - Finale

*After event celebration at Hundred Bar & Kitchen

Sponsor Reply Form

Yes, we would like to become a sponsor of Fashion on Fire event taking place on Saturday, November 12, 2011. (Please circle the sponsor level):

- Platinum Sponsorship - \$20,000
- Gold Sponsorship - \$12,500
- Silver Sponsorship - \$7,500
- Bronze Sponsorship - \$4,000

Sponsor Contact Information

Please fill in the following section and return to the contact below:

Company Name _____
(As you wish to appear in the event program and other media)

Name _____ Title _____

Address _____

City _____ Prov. _____ Postal Code _____

Contact Person _____

Telephone () _____ Fax () _____

Email _____

Please make cheque payable to:
Fashion on Fire

Please mail cheque to: (or call 780.909.0935 for pick up)

Cristian Munoz

Managing Director

Fashion on Fire

12403 – 29A Avenue

Edmonton, AB, T6J-6C7

cristian@fashiononfire.com

Please check one:

Cheque enclosed

Cheque will follow

Table/Ticket Purchase Form

Yes, we would like to purchase a table(s) for the Fashion on Fire event taking place on Saturday, November 12, 2011. (Please specify the number of tables and/or tickets you wish to purchase):

\$1,650/Table (seats 10 people)

\$165/Ticket X Tickets

Total \$

Contact Information

Please fill in the following section and return to the contact below:

Company Name
(As you wish to appear in the event program and other media)

Name Title

Address

City Prov. Postal Code

Contact Person

Telephone () Fax ()

Email

Please make cheques payable to:

Fashion on Fire

Please mail cheque to: (or call 780.909.0935 for pick up)

Cristian Munoz

Managing Director

Fashion on Fire

12403 – 29A Avenue

Edmonton, AB, T6J-6C7

[*cristian@fashiononfire.com*](mailto:cristian@fashiononfire.com)

Please check one:

Cheque enclosed

Cheque will follow