

NEW YORK FASHION WEEK  
SEPTEMBER 2013

# SPONSOR PACKAGE

# ABOUT ENNYLUAP



Ennyluap (pronounced enni-lope), is an upscale clothing label dedicated to timeless style, and high quality for women, by designer Amanda Williamson of Atlanta, Ga. Ennyluap lives by its motto of "Timelessly Bold", we design what comes to mind and respect, but never try to follow fads. Ennyluap encompasses class along with style and fun. This year Ennyluap will show during Mercedes-Benz Fashion Week 2013, and has recently been discovered by Vogue, where we are featured in the July edition of British Vogue. We were fortunate to have been chosen as a finalist in the Belk Southern Designer Showcase, and have been featured on the cover of the June 2012 issue of Social the Magazine as well as a featured swim wear spread in the August 2012 edition. We are pleased that Ennyluap has graced the red carpets of events including the 54th Grammy Awards, and the American Music Awards. Along with showing at New York Fashion Week this coming September, Ennyluap has also been chosen to be in the covers of the July edition of British Vogue. All details from the fabric to the last stitch are carefully handpicked, to ensure that the final product speaks for itself.

"Styles come and go, be you, be bold, stay timeless."

Amanda Williamson



## ENNYLUAP



"Be you, be bold, stay timeless" is the mantra by which designer Amanda Williamson goes by. She creates clothes for contemporary, sophisticated and trend setting women. This September she will present her

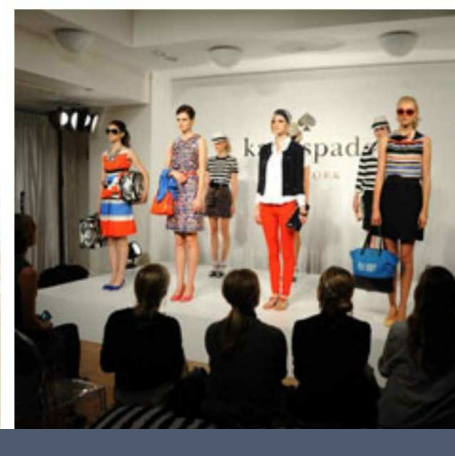
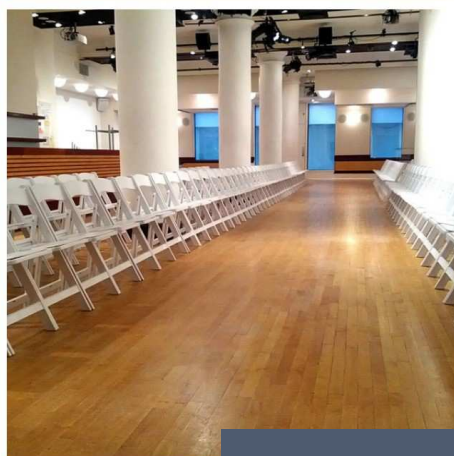
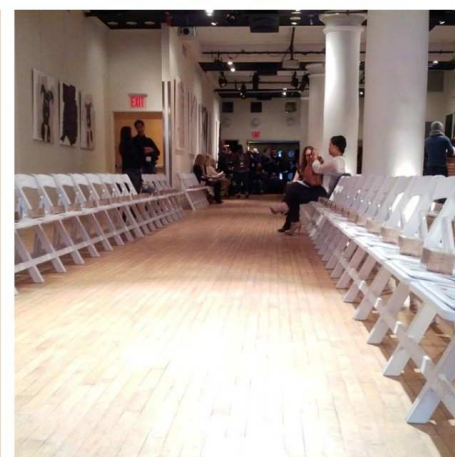
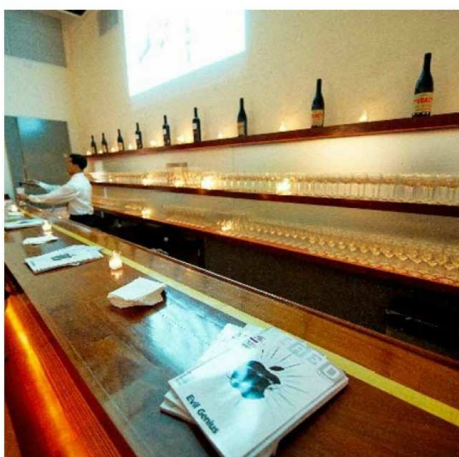
collection at Mercedes Benz Fashion Week, so keep your eyes peeled for her eye catching designs. Visit [www.Ennyluap.com](http://www.Ennyluap.com) or follow 'Ennyluap' on instagram for updates.

# ABOUT NEW YORK FASHION WEEK SEPTEMBER 2013

The semi-annual New York Fashion Week, branded Mercedes-Benz Fashion Week in 2009, is held in February and September of each year in New York City. It is one of four major fashion weeks held around the world (along with those in Paris, London, and Milan). Nearly 100,000+ people visit NYFW, and New York city's Economic Development Corporation estimated that Fashion Week brings in about \$233 million per season. NYFW Spring 2014 will be held September 5-12. Ennyluap will show Sunday September 8, 2013 at Helen Mills, in the heart of Manhattan.







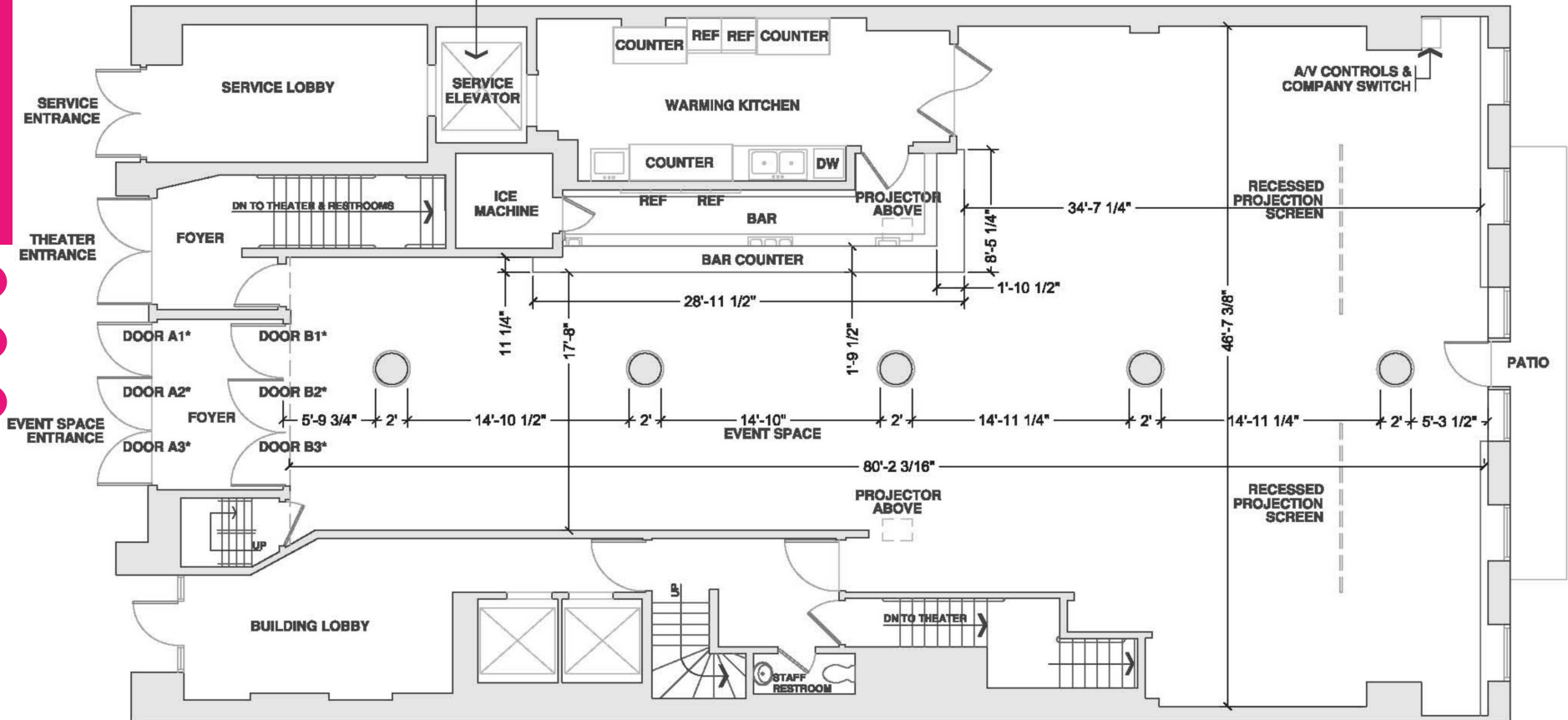
# HELEN MILLS | EVENT SPACE FLOOR PLAN

NOT TO SCALE

## \*CLEARANCE AT ENTRANCE DOORS:

BETWEEN DOORS A2 & A3 WHEN DOORS ARE OPEN: 78"  
 BETWEEN DOORS A2 & A3 WHEN DOORS ARE REMOVED: 88"  
 BETWEEN DOORS A1, A2 & A3 WHEN DOOR A2 IS REMOVED AND DOOR A1 & A3 ARE OPEN: 123"  
 BETWEEN DOORS A1, A2 & A3 WHEN ALL THREE DOORS ARE REMOVED: 132"  
 BETWEEN DOORS B2 & B3 WHEN DOORS ARE OPEN: 81.5"  
 BETWEEN DOORS B2 & B3 WHEN DOORS ARE REMOVED: 88.25"  
 BETWEEN DOORS B1, B2 & B3 WHEN DOOR B2 IS REMOVED AND DOOR B1 & B3 ARE OPEN: 126"  
 BETWEEN DOORS B1, B2 & B3 WHEN ALL THREE DOORS ARE REMOVED: 132"

SERVICE ELEVATOR  
 DIMENSIONS:  
 Elevator Door 40" (both doors)  
 W: 71"  
 L: 63"  
 H: 78"



HELEN MILLS 137-139 West 26th Street NYC 10001 T 212.243.6200 F 212.243.1325 info@helenmills.com

# HELEN MILLS EVENT SPACE

**\*\*Take a video tour of the venue.\*\***

**HELEN MILLS** is one of New York City's most unique venues, featuring a spectacular street-level event space, as well as a 140-seat theater and screening room. The event space is ideal for a variety of corporate, social, non-profit and arts-related events, including product launches, charity auctions and celebrations of all kinds. The theater, located on the lower level, is the perfect location for corporate meetings, film screenings and live performances.

When combined, HELEN MILLS is uniquely suited to host multi-stage events. Each space offers state-of-the-art sound and digital-video projection systems, as well as high-speed, wireless Internet. The team at HELEN MILLS completes the experience by offering catering, décor and entertainment packages for almost every budget as well as on-site management and full-service event planning.

HELEN MILLS was established in 2005 by real estate entrepreneur and arts patron Helen Mills, who has a passion for creating beautiful spaces with the idea of bringing people together, whether in business, celebration or for the arts. Since its opening, HELEN MILLS has hosted countless events from weddings and bar/bat mitzvahs to multi-day professional conferences and has gained a reputation for its commitment to excellence, outstanding service and uncompromising quality. From sophisticated intimate celebrations to grandiose elegant affairs, expect nothing less than truly exceptional events.

## **Venue Features**

- 37-foot-long bar, beautifully handcrafted of cherry and maple hardwoods; suitable for cocktails, stationary hors d'oeuvres, and product displays
- On-site liquor license and customized catering packages
- Picture molding for art and other decorative installations
- Dedicated high-speed, wireless Internet
- Easy street-level load-in and load-out, as well as drive-in capability
- Private outdoor patio
- Handicapped accessibility
- Street-level advertising opportunities, including five oversized display windows and building-side banner location
- Drive-in capability

# SPONSOR LEVELS AND BENEFITS

**Title Sponsor** (Ennyluap S/S 2014 NYFW Fashion Show is brought to you by \_\_\_\_)

**\$10,000+**

- First company seen and mentioned in all advertisements, and press releases.
- All benefits of the sponsors listed below.
- Category Exclusivity.
- Five seats for your companies representatives at the September Show.
- NYC Hotel Accommodations.
- Opportunity to display product. (i.e. a beverage company can do samples at the bar, or set up their own presentation station).

**Gold Sponsor \$5,000**

- Personally signed acknowledgement letter.
- Company name mentioned and written on all press releases, and social media advertisements.
- Company logo on step and repeat photography backdrop outside the Helen Mills event space in Manhattan.
- Full page Advertisement in Fashion Show Catalog, included in 200 VIP Gift bags

**Silver Sponsor \$2,500**

- Personally signed acknowledgement letter.
- Company name mentioned and written on all press releases, and social media advertisements.
- Company logo on step and repeat photography backdrop outside of the Helen Mills event space in Manhattan.

**Bronze Sponsor \$500**

- Personally signed acknowledgement letter.
- Company name mentioned and written on all press releases, and social media advertisements.

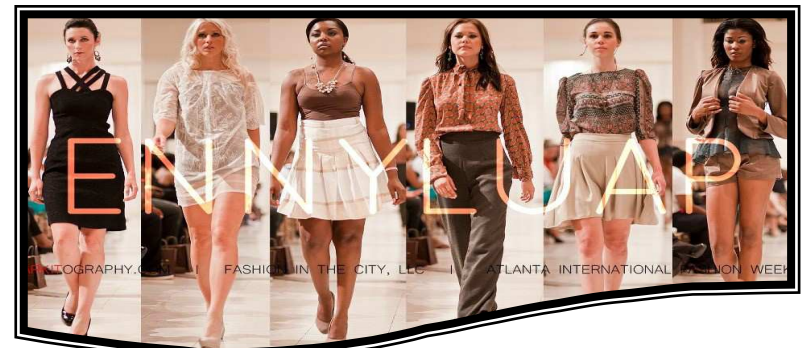
## General Support and Donations

Donations of any amount or type (i.e. a service) are greatly appreciated and will get us to our goal in no time!

- All supporters will receive a personal acknowledgement letter hand signed by Designer Amanda Williamson

## Gift Bag Sponsors

If you would like to offer a product or coupon to be included in the 200 VIP seats of the show, we are gladly accepting those as well.





# HOW TO SPONSOR!

Please Fill out this form in its entirety and return it via email to [ennyluapllcmarketing@yahoo.com](mailto:ennyluapllcmarketing@yahoo.com) or by mail. If mailing a check please send it to Ennyluap LLC 2890 GA HWY 212 Suite A-297 ,Conyers, GA 30094. If paying with any major credit card, please visit [www.Ennyluap.com](http://www.Ennyluap.com) and click "Donate" to complete payment.

Contact Name

Organization Name

Contact Number

Address Line 1

City/State/Zip Code

Address Line 2

Email Address

## Method of Payment

**Title Sponsor: \$10,000+**

☐

Check by mail:

☐

**Gold Sponsor: \$5,000**

☐

Credit Card:

☐

**Silver Sponsor: \$2,500**

☐

**Bronze Sponsor: \$500**

☐

Donation:\$ \_\_\_\_\_

Gift Bag Sponsor (Describe Gift): \_\_\_\_\_

Upon signing this document, \_\_\_\_\_ (name of sponsor) or (organization) has acknowledged that he/she has read, understood and agreed to the terms and conditions of this contract. The sponsor has agreed to pay the amount of \$\_\_\_\_\_, or to provide\_\_\_\_\_, as well as provide the company name or logo for promotional purposes to Ennyluap LLC , for the New York Fashion Week Spring/Summer 2014 collection presentation.

Please send all documents and Gift Bag Sponsor items to Ennyluap 2890 GA HWY Suite A-297 Conyers, GA 30094





# THANK YOU

Thank you in advance for supporting a dream come true. We will use all donations to make this a very successful show. Welcome to our team, and we hope this is only the beginning of our partnership!



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S/S COLLECTIONS 2014