

PRODUCT RUNWAY

MAY 5th 2011
VERIZON WIRELESS THEATRE

THE FUSION OF MUSIC, DESIGN + FASHION FOR ONE FIERCE EVENT
BENEFITTING THE HOUSTON FURNITURE BANK

UNDERWRITING PACKAGE

IIDA HOUSTON CITY CENTER'S 3RD ANNUAL PRODUCT RUNWAY BENEFITS THE HOUSTON FURNITURE BANK, A NON-PROFIT ORGANIZATION THAT SERVES TO ASSIST HOUSTON AREA RESIDENTS THAT LACK BASIC FURNISHINGS. MAKING EMPTY HOUSES HOMES MEANS: CHILDREN DON'T HAVE TO SLEEP ON THE FLOOR; FAMILIES CAN SIT AT A TABLE TOGETHER FOR THEIR MEALS; AND EVERYDAY ITEMS CAN HAVE A PLACE OTHER THAN A BOX. THE IIDA HOUSTON CITY CENTER IS PROUD TO SUPPORT AN ORGANIZATION THAT IS ACTIVELY CHANGING OUR COMMUNITY.

CRITICAL DATES

- 02.02.11 GARMENT LABEL REGISTRATION DEADLINE
- 02.24.11 'EARLY BIRD' UNDERWRITER REGISTRATION DEADLINE
- 03.24.11 UNDERWRITER REGISTRATION DEADLINE
- 03.31.11 UNDERWRITER LOGO SUBMISSION DEADLINE

UNDERWRITER LEVELS: RECORDS PARTNERS LABELS

EARLY BIRD SPECIAL
15% OFF ANY
'RECORD' UNDERWRITER LEVEL
IF PAYMENT IS RECEIVED BY
FEBRUARY 21, 2011

OPEN TO ALL BUSINESS + ORGANIZATIONS, INCLUDING A+D. UNDERWRITER LEVELS ARE NONEXCLUSIVE, UNLESS NOTED OTHERWISE.

RECORDS

HALL OF FAME

\$10,000

[\$8,500]

CONTRACTORS / DEALERS / REAL ESTATE BROKERS ONLY

- 1 JUDGES POSITION
- OPTION TO HOST THE SOUND CHECK: GARMENT JUDGING ON 04.27.11
- 21 PASSES TO THE PRIVATE VIP BLOC PARTY (JUDGE AND 20 GUESTS)
- 20 GUESTS RECEIVE ELITE SEATING+UNDERWRITER GIFT BAG AT REMIX FASHION SHOW
- RESERVED SEATING AREA AT AFTER PARTY
- COMPANY LOGO WILL APPEAR ON ALL EVENT PUBLICATIONS+INVITATIONS (SEE RECOGNITION BENEFITS ON PG. 4 FOR DETAILED ITEMS)
- IF HALL OF FAME UNDERWRITER IS ALSO A GARMENT LABEL, THE \$250 REGISTRATION FEE FOR A GARMENT LABEL WILL BE WAIVED. (NOTE: GARMENT LABEL WILL STILL BE REQUIRED TO PROVIDE ARTISTS WITH MATERIALS UP TO \$300 NET)

BILLBOARD

\$5,000

[\$4,250]

- OPPORTUNITY TO HOST THE MIXED TAPE: Q+A JAM SESSION ON 04.16.11
- 12 PASSES TO THE PRIVATE VIP BLOC PARTY
- 12 GUESTS RECEIVE ELITE SEATING+UNDERWRITER GIFT BAG AT REMIX FASHION SHOW
- RESERVED SEATING AREA AT AFTER PARTY
- COMPANY LOGO WILL APPEAR ON EVENT PUBLICATIONS+INVITATIONS (SEE RECOGNITION BENEFITS ON PG. 4 FOR DETAILED ITEMS)

GRAMMY

\$2,500

[\$2,125]

- 8 PASSES TO THE PRIVATE VIP BLOC PARTY
- 8 GUESTS RECEIVE PREMIUM SEATING+UNDERWRITER GIFT BAG AT REMIX FASHION SHOW
- RESERVED SEATING AREA AT AFTER PARTY
- COMPANY LOGO WILL APPEAR ON EVENT PUBLICATIONS+INVITATIONS (SEE RECOGNITION BENEFITS ON PG. 4 FOR DETAILED ITEMS)



PARTNERS

ALL PARTNER UNDERWRITERS WILL BE SHOWCASED DURING THE AWARDS PORTION OF THE REMIX FASHION SHOW. ONLY ONE UNDERWRITER PER AWARD.

ARTIST OF THE YEAR

\$2,500

BEST OF SHOW

UNDERWRITER BENEFITS FOR ARTIST OF THE YEAR

- COMPANY NAME ENGRAVED ON TROPHY
- COMPANY LOGO DISPLAYED ON SCREEN DURING AWARDS CEREMONY
- 4 PASSES TO PRIVATE VIP BLOC PARTY
- 4 GUESTS RECEIVE PREMIUM SEATING+UNDERWRITER GIFT BAG AT REMIX FASHION SHOW
- COMPANY NAME WILL APPEAR ON EVENT PUBLICATIONS+INVITATIONS (SEE RECOGNITION BENEFITS ON PG. 4 FOR DETAILED ITEMS)

BEST PERFORMANCE OF THE YEAR

\$1,500

BEST MODEL PERFORMANCE

BEST INSTRUMENTAL ARTIST

\$1,500

BEST CONSTRUCTION

BEST ORIGINAL REMIX

\$1,500

MOST ORIGINAL GARMENT

BEST NEW ARTIST

\$1,500

OPEN TO DESIGN FIRMS THAT HAVE NOT PREVIOUSLY COMPETED IN PRODUCT RUNWAY

STAGEDIVE CROWD FAVORITE

\$1,500

CASH BOX VOTED WINNER

BEST GRASSROOTS ARTIST

\$1,500

MOST SUSTAINABLE

UNDERWRITER BENEFITS FOR \$1,500 PARTNERS

- COMPANY NAME ENGRAVED ON THE TROPHY
- COMPANY LOGO DISPLAYED ON SCREEN DURING THE AWARDS CEREMONY
- 2 PASSES TO THE PRIVATE VIP BLOC PARTY
- 2 GUESTS RECEIVE PREMIUM SEATING+UNDERWRITER GIFT BAG AT REMIX FASHION SHOW
- COMPANY NAME WILL APPEAR ON EVENT PUBLICATIONS+ INVITATIONS (SEE RECOGNITION BENEFITS ON PG. 4 FOR DETAILED ITEMS)

RED CARPET FAVORITE

\$1,500

MOST WEARABLE



LABELS

PLATINUM LABEL \$1,000

- 4 PASSES TO THE PRIVATE VIP BLOC PARTY
- 4 GUESTS RECEIVE PREMIUM SEATING+UNDERWRITER GIFT BAG AT REMIX FASHION SHOW
- COMPANY NAME WILL APPEAR ON EVENT PUBLICATIONS+ INVITATIONS (SEE RECOGNITION BENEFITS BELOW FOR DETAILED ITEMS)

GOLD LABEL \$750

- 2 PASSES TO THE PRIVATE VIP BLOC PARTY
- 2 GUESTS RECEIVE RESERVED SEATING+UNDERWRITER GIFT BAG AT REMIX FASHION SHOW
- COMPANY NAME WILL APPEAR ON EVENT PUBLICATIONS+ INVITATIONS (SEE RECOGNITION BENEFITS BELOW DETAILED ITEMS)

A+D LABEL \$500

- ARCHITECTURE+DESIGN FIRMS ONLY
- 5 PASSES TO THE PRIVATE VIP BLOC PARTY
 - 5 GUESTS RECEIVE RESERVED SEATING+UNDERWRITER GIFT BAG AT REMIX FASHION SHOW
 - COMPANY NAME AND LOGO WILL APPEAR ON EVENT PUBLICATIONS+ INVITATIONS (SEE RECOGNITION BENEFITS BELOW FOR DETAILED ITEMS)

SUMMARY OF UNDERWRITER BENEFITS

	Hall of Fame 10,000	Billboard 5,000	Grammy 2,500	Partner 2,500 1,500	Platinum Label 1,000	Gold Label 750	A+D Label 500
Recognition Benefits:							
All advertising + promotional materials (including Sketchbook Cover)	●						
Incorporated into set design	●	●					
Printed on large backdrop used for red carpet photographs	●	●	●				
Included in video loop at VIP Bloc Party + After Party	●	●	●	●	●		
Listed inside event program/sketchbook: ★ LOGO ● NAME	★	★	★	●	●	●	★
Overall Benefits: (Refer to Underwriting Categories for additional items)							
Judges Position	●						
Garment Label fee waived	●						
Promotional materials in underwriter + judges' gift bags	●	●					
Reserved seating area at the After Party	●	●	●				
Receive underwriter gift bags	●	●	●	●	●	●	●
Exclusive access to VIP Bloc Party	●	●	●	●	●	●	●
Floor seats: ★ ELITE ● PREMIUM ● RESERVED	★	★	🎸	🎸	🎸	●	●
# of tickets	21	12	8	4/2	4	2	5

UNDERWRITER FORM

Please circle the amount that corresponds to your desired underwriter level.

RECORD UNDERWRITER

	EARLY BIRD [EXP 02.21.11]	GENERAL REGISTRATION
HALL OF FAME	[\$8,500]	\$10,000
BILLBOARD	[\$4,250]	\$5,000
GRAMMY	[\$2,125]	\$2,500

PARTNER UNDERWRITER

ARTISTS OF THE YEAR	\$2,500
BEST PERFORMANCE OF THE YEAR	\$1,500
BEST ORIGINAL REMIX	\$1,500
BEST NEW ARTIST	\$1,500
BEST INSTRUMENTAL ARTIST	\$1,500
RED CARPET FAVORITE	\$1,500
BEST GRASSROOTS ARTIST	\$1,500
STAGEDIVE CROWD FAVORITE	\$1,500

LABEL UNDERWRITER

PLATINUM LABEL	\$1,000
GOLD LABEL	\$750
A+D LABEL	\$500

TOTAL AMOUNT: _____

Please send completed form via e-mail or fax to:
iidarunway@gmail.com
Fax: 713-844-0001 (ATTN: Jeannie Wu)

Please mail checks to:
Jeannie Wu, IIDA
c/o Gensler
711 Louisiana, Suite 300
Houston, Texas 77002

Please make checks payable to:
IIDA Texas Oklahoma Chapter

CONTACT INFORMATION

Company Name: (as it should appear on signage)

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

PAYMENT INFORMATION

Check No.: _____

Credit Card (circle one):

VISA AMEX MASTERCARD

Credit Card Account No.

Exp. Date: _____

BILLING INFORMATION Check if same as above

Name on card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Signature: _____

Printed Name: _____

Date: _____