

Beauty Bash
Girls' Night Out

**SPONSORSHIP
OPPORTUNITIES**

Wednesday, October 5, 2011
World Cafe Live at The Queen • Wilmington

DelawareToday®

Date: Wednesday, October 5, 2011

Time: 6-8:30

Location: World Cafe Live at The Queen • Wilmington

Tickets: \$15 at the door and \$10 in advance - includes gift bag.

Fabulous beauty gift bags for the first 300 ticket buyers!

Beauty Bash Girls' Night Out is an evening filled with shopping, salons, spas, wellness and fashion! Delaware Today keeps this event energetic with a professionally coordinated fashion show and cocktail party atmosphere. This unique marketing opportunity will showcase your company to a highly targeted audience. We encourage our vendors to offer demonstrations, sell product and network with potential clients. Take advantage of this opportunity to engage your audience in exceptional and creative ways.

Audience

- Approximately 500 guests, mostly women.
- Age range between 25 and 55.
- 22.4% of Delaware Today subscribers visited a spa in the last 12 months.*
- 41.7% of Delaware Today subscribers spent \$1,000 or more on fine jewelry in the last 12 months.*
- 64.9% of Delaware Today's upscale readers spent \$1,000 or more on apparel in the last 12 months.*

*November 2006 Mediamark Research & Intelligence.

BENEFITS

- Ability to sell product, showcase merchandise and grow your database
- Mini makeovers
- Massages
- Shopping
- Fashion show highlighting the hottest fall trends
- Live D.J. to keep the atmosphere festive and upbeat
- Complimentary hors d'oeuvres
- Goody bags
- Cash bar with specialty drinks

HOW WE PROMOTE THE EVENT

This event will be heavily promoted through radio, print, postcards, e-mail, social media and our website. Your name/brand as a sponsor will be attached to all of our event promotion.

Don't miss these deadlines!

7/12 Delaware Today's September Issue Closes

8/1 Invitation Postcard, Posters, Flyers

8/10 Out and About Magazine

8/15 Other Publications

8/25 Radio spots are recorded

Party Pictures!



Sponsorship Levels

\$2,500 SPONSOR

PRINT BENEFITS

- One-third-page square ad in *Delaware Today* magazine's September issue.
- Logo recognition as a sponsor on event promotional materials such as: promotional ads in *Delaware Today* magazine (July – September), event program, and all print advertising in newspapers and magazines.

LOGO INCLUSION ON COLLATERAL MATERIALS

- Posters
- Save-the-date postcards

ON-SITE BENEFITS

- Prime space for two banners displayed at event.
- Emcee recognition during event.
- Double booth space at a premium location to display products or services at the event.
- Opportunity to include product samples and brochures in guests' gift bags.

INTERACTIVE BENEFITS

- Logo inclusion in online advertising.
- E-blasts: tag line with logo linked to your website.
- Company logo with link on the event web page.
- Personal message inclusion on ticket order form auto-response thank you page.
- Leaderboard on the event web page.

DIRECT MARKETING

- One-time use of database of attendees.
- 2 Exhibitor tickets.

OTHER BENEFITS

- Mention as sponsor on radio commercials.
- 20 Guest tickets to the Beauty Bash.

\$1,750 SPONSOR

PRINT BENEFITS

- Quarter-page ad in *Delaware Today* magazine's September issue.
- Logo recognition as a sponsor on event promotional materials such as: promotional ads in *Delaware Today* magazine (July – September), event program, and all print advertising in newspapers and magazines.

LOGO INCLUSION ON COLLATERAL MATERIALS

- Posters

ON-SITE BENEFITS

- Space for banner displayed at event.
- Emcee recognition during event.
- Double booth space in one location to display products or services at event.
- Opportunity to include product samples in guests' gift bags.

INTERACTIVE BENEFITS

- Company logo with link on the event web page.
- Skyscraper on the event web page.

DIRECT MARKETING

- One-time use of database of attendees.
- 2 Exhibitor tickets.

OTHER BENEFITS

- Mention as sponsor on radio commercials.
- 10 Guest tickets to the Beauty Bash.

\$1,250 PARTICIPANT

- Quarter-page ad in *Delaware Today* magazine's September issue.
- Single booth ~ one 6' x 30" table.
- 2 Exhibitor tickets.
- 4 Guest tickets to the Beauty Bash.
- Logo on the event web page with link.

\$900 PARTICIPANT

- One-sixth-page ad in *Delaware Today* magazine's September issue.
- Single booth ~ one 6' x 30" table.
- 2 Exhibitor tickets.
- 2 Guest tickets to the Beauty Bash.
- Listing on event web page.

\$450 EXCLUSIVE This is an exclusive opportunity for businesses that have a 3x or higher signed advertising contract with Delaware Today.

- Single booth ~ one 6' x 30" table • 2 Exhibitor tickets • 2 Guest tickets • Logo on the event web page with link.

Sponsor Sign-Up Form

PLEASE CHECK ONE: \$2,500 Sponsor \$900 Participant
 \$1,750 Sponsor \$450 Exclusive for Delaware Today Clients
 \$1,250 Participant

Upgrades: Add \$150 for a double booth (an additional 6' x 30" table).
 Add \$75 for electric.

Payments: • A \$300 deposit is due upon signing for participants.
 • A \$1,000 deposit is due upon signing for sponsors.
 • ALL SPONSORSHIPS MUST BE PAID IN FULL 5 DAYS PRIOR TO THE EVENT.

In addition to your participant level, at no additional cost:

Fashion Forward Sponsor

- Ability to showcase 5 outfits including clothing, shoes, accessories and jewelry.
- Recognition as fashion show participant [including description of ensembles as read by the Emcee].
- 5 tickets to the fashion show to distribute to clients, including VIP seating in the first two rows.
- 3 vendor tickets.

Style Savvy Sponsor

- Ability to create hair and makeup styles for 5 different models.
- Recognition as fashion show participant including description of salon/spa services.
- 5 tickets to the fashion show to distribute to clients, including VIP seating in the first two rows.
- 3 vendor tickets.

COMPANY NAME: _____
PLEASE SPELL OUT AS IT SHOULD APPEAR IN ANY PROMOTION MATERIALS, EVENT SIGNAGE, ETC.

CONTACT NAME: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

FAX: _____

WEB SITE: _____

E-MAIL: _____

YOUR DELAWARE TODAY ACCOUNT EXECUTIVE IS: _____

I have read and agree to the terms of the sponsorship — client is to provide a one million dollar liability insurance policy naming Delaware Today as the additional insured:

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____
SIGNATURE REQUIRED

PLEASE FAX YOUR SIGNED CONTRACT TO (302) 656-5843

Please complete and sign the sponsorship form to confirm your sponsorship. Ad space cannot replace existing contract with *Delaware Today*.

What services will you offer at the event? (e.g., free manicures, hair cuts, in-store discounts, free lipsticks). This may be publicized on our website.

Item description: _____

Will you be donating product samples (no coupons or brochures) to the gift bags? Quantity: 300 • Due: 9/1

Item description: _____

Value: _____

This item will be available for pickup on: _____

Will you provide a door prize to be won at the event?

Item description: _____

Value: _____

Please bring the item to the event.

Logo Specs

Thank you for signing up!

We are excited to have you participate in our event. As a top-level sponsor, your logo will be listed on the majority of our marketing materials. In order to better serve your branding purposes, we ask that you follow a few guidelines to promote better readability of your logo.

Your Logo

Please refer to the following checklist when submitting your logo for use on select marketing materials. **You will provide 3 separate logos as detailed on this page.** If you wish for us to pick up your logo from a recent ad that we already have on file, please include magazine name, date and page number in your email. We may follow up with questions regarding any quality issues, and ask you to resend your logo according to our specifications.

Where to Send

If you are a top-level sponsor, please email your (three) logos according to the Checklist on this page to logos@todaymediainc.com including the event name + your name in the subject line.

Checklist

Please supply the following items:

- A color (CMYK) logo that is readable when used small on printed marketing materials — you may want to adjust your logo so that it is indeed readable and omit any small unreadable type. **300 dpi or vector PDF, EPS, or TIF.**
- An identical logo with color removed (100% BLACK) for newsprint printing — preferably no grays. **300 dpi or vector PDF, EPS, or TIF.**
- A color (RGB) logo that is readable when used small on our event webpage — you may want to adjust your logo for web readability. **Maximum size 200 pixels wide, 72 dpi JPG.**
- If your logo should link to a site based on your sponsorship or participation level, please supply the preferred URL to your business web site.

Questions?

Feel free to contact your account executive or email any logo questions to logos@todaymediainc.com.