PRODUCT RUNWAY

remix

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

IIDA
INTERNATIONAL INTERIOR DESIGN ASSOCIATION
Houston City Center

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 FASION 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

I | I D | A
INTERNATIONAL INTERIOR DESIGN ASSOCIATION
Houston City Center

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 PERFORMACE 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: _____