



RGP

Rogues Gallery Presents

RGP invites you to take part in a New York Fashion Week experience. Associate your product or service with what's fashionable and stylish during Rogues Gallery Presents fashion runway extravaganza. As a sponsor of RGP events we will ensure that the fashion media recognizes your brand, and touch-points for brand experience by our audience are well positioned for your product or service.

Ron Cooke
5/19/2012



Ron Cooke is a nationally recognized fashion coordinator and stylist to the celebrities. Having produced fashion shows during New York’s Fashion Week as well as in DC, Atlanta, Miami, and other regions. His company Rogue Productions has worked with world renown designers, politicians, athletes, musicians, and actors. Ron is also an established stylist having dressed an assortment of today’s hottest celebrities including Alicia Keys, Danny Glover, Lela Rashon and many others for various magazines, commercials, and events.

RGP MISSION STATEMENT

ROGUES GALLERY PRESENTS is an organization of fashion industry professionals who are dedicated to providing an alternative option to emerging designer collections; and providing a “VOICE” for these designers during New York Fashion Week. RGP creates and presents a platform for visibility to new and existing style creators through seasonal collection showings to connect presenters to the fashion public at-large. RGP shows the world what is up and coming with new designers each season.

Rogues Gallery Presents Production Staff

- Ron Cooke CEO/Producer/Director
- Cookie Dabney Executive Producer
- Sehar Peerzada Co-Executive Producer
- Najila Harris Event Coordinator
- Macintosh Smith Sponsorship and Marketing Representative
- Williette Hall Design Consultant
- Kalon Jackson Creative Consultant
- Forrest Cooke Technical Director
- Carla Graham Beauty Director

RGP SPONSORSHIP PACKAGE

Associate Your Product or Services with New York Fashion Week



The Rogues Gallery Presents Emerging Designers event has been a labor of love for the past seven years. It now attracts more than 1000 persons to the live show, and for the second year will be held at the Hotel Pennsylvania in New York City, across from Madison Square Garden. The fashion forward designers whose collections are selected for inclusion in the RGP group show, are mostly independent businesses who create and sell limited edition lines to stores, have garnered some press and wish to expand their lines into more retail outlets.

SPONSOR LEVELS

RGP makes this necessary industry access affordable to designers. As these small American based businesses grow, fashion industry related jobs are a natural outgrowth. Your support as a sponsor of this event gives your business visibility in an underserved niche market that is poised for success and ever expanding. We ask for your support in helping us celebrate New York Fashion Week 2012. There are four levels of sponsorships. For added value, RGP makes available optional "Bonus Offerings" to maximize brand recognition throughout the event. Plug into any one of our bonus offerings to maximize your brand's exposure during New York Fashion Week.

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

BONUS OFFERINGS

- **ADVERTISING WITH RGP's MEDIA PARTNER** **\$2,500**
Through our media partner we offer full page and half page print ads to expand your message to an audience of thousands beyond the event experience.
- **AUDIOVISUAL DISPLAY DURING RGP's EVENT** **\$1,000**
Make a memorable impression using audiovisual promotions displayed during RGP's event. Capture our audience's undivided attention to educate and offer informed insight about your product or service.
- **ACCESSORY EXHIBITOR** **\$350**
Accessory vendors can rule the catwalk in their own right by displaying a maximum of six looks **as an accessory** to apparel presenters to earn publicity value on the catwalk. Receive an EPK media package with photos and video to share with fashion editors; and a listing in RGP's website and program listing. (*Exclusive to Accessory Designers!*)
- **GIFT BAG DISTRIBUTION TO RGP's AUDIENCE** **\$250**
Include product samples, point of purchase coupons or other shopping incentives through RGP's gift bag distribution program during our fashion event.

➤ **PLATINUM SPONSOR**

The Platinum Sponsor is the “Title Sponsor”, and is the supreme patron of the event who provides financial support and services in exchange for the exclusive rights to have the patron’s branded name appear prominently before the title of the event. RGP will work with the Platinum Sponsor on an individual basis to help create unique promotional or special event opportunities to maximize partnership. Specifics of this package can be adjusted to best meet the sponsors’ requests.

- WEBSITE PLACEMENT - 150x300 pixel ad/link and logo on RGP front page
- PRESS RELEASE issued upon Sponsor Agreement signed with financial deposit received
- CORPORATE NAME “PRESENTED BY” on all press releases:
E-Vite. Flyers, Website. Facebook, Posters, Print Ads
- STEP & REPEAT Banner placement
- PROMINENTLY PLACED EXHIBIT TABLE OR PRODUCT DISPLAY AT THE EVENT
- PROGRAM ADV. - (*Full Page Spread Advertisement/Advertorial*)
- SLIDESHOW/video playing presentation as negotiated and/or provided by sponsor
- Four Tickets for entrance to event and reception

TOTAL INVESTMENT.....**\$2,600.00**

➤ **GOLD SPONSOR**

RGP will work with the Gold Sponsors individually to help create promotional or special event opportunities to maximize promotional value.

- WEBSITE PLACEMENT - 150x300 pixel ad/link and logo on RGP front page
- CORPORATE NAME on all press releases:
E-Vite. Flyers, Website. Facebook, Posters, Print Ads
- STEP & REPEAT Banner placement
- PROMINENTLY PLACED EXHIBIT TABLE OR PRODUCT DISPLAY AT THE EVENT
- PROGRAM ADV. - (*1/2 Page Spread Advertisement/Advertorial*)
- Two tickets for entrance to event and reception

TOTAL INVESTMENT.....**\$1,000.00**

➤ **SILVER SPONSOR**

- WEBSITE PLACEMENT - 150x300 pixel ad/link and logo on RGP front page
- CORPORATE NAME on all press releases: E-Vite Flyers, Website, Facebook, Posters
- PROGRAM ADV. (*1/2 Page Spread Advertisement/Advertorial*)
- Two tickets for entrance to event and reception

TOTAL INVESTMENT.....**\$500.00**

➤ **BRONZE SPONSOR**

- PROGRAM CLASIFIED LISTING
- Official paparazzi glamour photos at RGP’s sponsorship media wall
- An additional (third) ticket for every two tickets purchased to the event

TOTAL INVESTMENT.....**\$50,\$100**

➤ **EVENT VENDOR**

Market and sell your product and services as a RGP vendor. RGP offers added value for vendors by extending the vendor’s presence upon our website’s photo gallery. RGP’s fashion audience can reconnect to vendors using RGP’s photo gallery and link onto each vendor’s business website. Exhibitor area is open to the general public while the closed door fashion show will be accessible to ticketed guests only.

- EXHIBITOR TABLE at designated area during pre-reception and after fashion show
- RGP PHOTO GALLERY PLACEMENT with a reciprocal hypertext link
- PROGRAM ADV. LISTING

TOTAL INVESTMENT.....**\$350.00**

ROGUES GALLERY PRESENTS SPONSORSHIP AGREEMENT

Checkmark the sponsor package you wish to purchase. Checkmark the additional “Bonus Offer” as an option.

<input type="checkbox"/> 1. Platinum	<input type="checkbox"/> 2. Gold	<input type="checkbox"/> 3. Silver	<input type="checkbox"/> 4. Bronze	<input type="checkbox"/> 5. Vendor Table
BONUS OFFERS ➤	<input type="checkbox"/> Media Adv	<input type="checkbox"/> Audiovisual	<input type="checkbox"/> Exhibitor	<input type="checkbox"/> Gift Bag

TOTAL INVESTMENT: _____

Sponsor/Exhibitor/Vendor understands that payments are due in full upon receipt of invoice. In the event of a default, Sponsor Exhibitor/Vendor agrees to pay all costs of collection including attorney’s fee in the amount of 33 1/3% of amount in default. Sponsor/Exhibitor/Vendor shall indemnify, defend and protect RGP, its promoters and producers, staff representatives, and save RGP harmless from any and all legal claims, demands, suits, liability damages, loss, costs, attorney’s fees and expenses of any kind; including which might result from acts of God, or arise from fire, theft, water damage, or accident or from any action or failure to act on the part of the sponsor or its officers, agents, employees or other representatives. It is the responsibility of sponsor to maintain insurance on its property and liability.

SIGNATURE _____ DATE _____

Contact Name _____ Phone _____

Cell _____ Fax _____

E-mail _____

Website _____

Mailing Address _____

City _____ State _____ Zip _____

Interested Sponsors and Exhibitors please contact our Marketing Representative.

Macintosh Smith
 1-718-296-7607(c)
 1-801-807-6742(fax)
 macintosh_smith@studio-m-photo.com
 www.studio-m-photo.com

Print and mail this application along with your payment to: