

C.O. TOUR
FashionShowcase '09

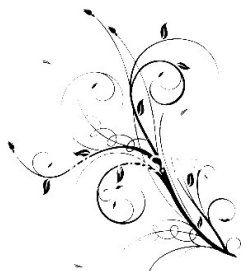
C.O. TOUR
Fashion Showcase'09
Sponsorship Package
September 11th at the VillaMilano



*In The Garden of The
Gods*

Brought to you by

"Unity in Art. Unity in Fashion. Unity in Life."



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Overview

The C.O. Tour Fashion Showcase is Columbus' premier fashion and style event! Each year, the cities finest and most notable designers come together to create a tremendous display of creativity and artistic skill for the entertainment pleasure of the local fashion network. This is a fashion and charity event created by designers, for designers! This year the *C.O. Tour* will add a new element of competition to the show, with an extensive prize package awarded to an exceptional designer! Each designer is given a theme that serves to unify the show, yet allow each designer to add their unique twist to fit the style of their line! The segments are then judged, by a panel of guest hosts, on a scale of creativity, interpretation, completion, and the important signature piece! This is an exciting new development and should add to the already growing buzz and anticipation of the *C.O. Tour*.

Keeping with the name of the show, *The C.O. Tour Fashion Showcase* has plans to tour outside of the state by 2011, bringing the style and creativity of Ohio to the rest of the nation! This is a benefit to all sponsors looking to expand into a national market!

Special Guests

Performing Artists: TBA

Judges: TBA

Hosts: Monica Day: WCMH News Channel 4

Misty Jordan: WCKX Power 107.5 Radio

Community Service

The C.O. Tour Fashion Showcase is a community oriented organization that feels obligated to be able to give back to the people and places that helped us to achieve the measure of success that we have experienced. In light of that desire to give back, *The C.O. Tour* gives a percentage of the proceeds from the showcase to a graduating high school senior looking to attend college with intent to study within the fashion and design field. Two of our founding members served as soldiers of the National Guard and as such we are working with a Veterans organization to benefit our brothers and sisters in service.

Location

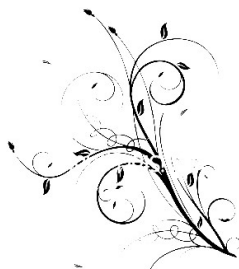
This year's event will be held at the spacious **Villa Milano**, conveniently located on the north side of Columbus, on Schrock Rd, just minutes off of I-71 and Rt. 161. Villa Milano is one of Columbus' oldest and most prestigious specialty event venues, hosting a variety of events from weddings and parties to conferences and showcases.

Tickets

General Admission

\$25

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V.I.P.

\$50

V.I.P. Table

\$350

Company Bio

JWORK LIMITED

Justified Wealth Of Real Kings. This is the belief that with hard work, focus, and dedication, all things can be achieved. JWORK Limited is a men's clothing and apparel company, owned and operated out of Columbus, Ohio. The line features custom artwork from the renowned JWORK Design Team and is motivated by a theme of military structure and royalty. The JWORK line is comprised of several individual series, each with its own key character, and showcases a contemporary color scheme.

After entering the National Guard in 1999 and respective tours in Kosovo and Iraq, the two founding owners of JWORK returned to Columbus, one with a purple heart, both with a new focus. After picking up a third partner, JWORK was started in 2005 with one goal; to create clothing that could identify with the individual. To give a voice to those who wanted to feel exclusive, and live the life that is promised to us all. The American Dream, the 5 Star Lifestyle. Today, JWORK continues to create exclusive clothing while adhering to the larger demand of an ever-increasing following. Follow JWORK at www.jworklimited.com and live The 5 Star Lifestyle with us!

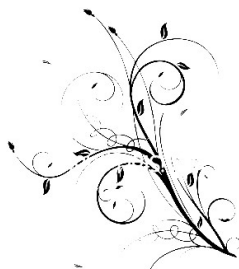
Affiliates

This event is brought to you by JWORK LIMITED, 5 Star Lifestyle Clothing.

If you have any questions or require our assistance, please do not hesitate to contact:

Darrell L. Hunter II
CMO, JWORK LIMITED
614.207.2342
dhunter@jworklimited.com

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To Prospective Sponsors and Exhibitors

Thank you for your support and dedication to promoting creativity in our community and supporting our veteran. With community conscious sponsors, *The C.O. Tour Fashion Showcase* will impact the hundreds of lives, both young and old.

This 2nd annual event will include the following features:

- Booths
- Exhibits
- Performances
- Door prizes

And More!

In the following pages of this sponsorship packet, you will find detailed information about the event and how you, as a sponsor, can receive the maximum benefits and exposure.

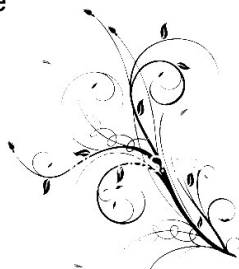
What is Sponsorship?

Sponsorship is a union of two companies with common interests coming together to pursue a common goal, one offers a service, and the other offers a monetary donation, both equally beneficial for both parties. Sponsorship is essentially, cost-effective advertisement. Sponsorship allows a company to benefit from several types of exposure, as well as the opportunity to test new markets or new products in proven markets.

How does sponsorship work for you?

- **Advertisement**
 - The **C.O. Tour Fashion Showcase** will be advertised in a multitude of media outlets such as radio, television, web links, and local magazines, as well as in newspapers. Each sponsor in a sense, shares the cost of this promotion, allowing you to get top dollar advertisement for a fraction of the cost.
 - Your company name also appears on the website and any print media circulation.
 - The catalog that will be available at the show will also feature space for advertisement as well as a list of all sponsors.
 - A crowd of up to 1000 people at the **C.O. Tour Fashion Showcase** will now know your name and have a chance to experience your product or services.
- **Market Analysis**
 - **The C.O. Tour Fashion Showcase** currently caters to a very diverse crowd. Our market includes ages from 18 to 30, and in that range we have a following from a multitude of nationalities, styles, and walks of life. This diversity will allow you to study and gauge how other markets respond to your product or services, as well as those within your target market.
- **Name Recognition**
 - People respond well to familiarity. The more people hear your name, the more likely they are to become an eventual customer. Once they have recognized your name, your product/services become an easier sell.
- **Long Term Growth**

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- **The C.O. Tour Fashion Showcase** is still a small business, and as such is an opportunity to build from the ground up; as it grows so will recognition of your company. **The C.O. Tour** also has plans for national expansion. Keeping with the promise of the name, the showcase will travel throughout the states during the course of the year. This allows you the opportunity to expand your market and your name recognition nationally and possibly, globally.
- **Networking Opportunity**
 - Again, through method of diverse advertisement and draw, you and your company will be afforded the chance to meet and greet with like-minded people in your field, as well as with some business owners and professionals who could help your company through their trade.

Additional Benefits of Sponsorship

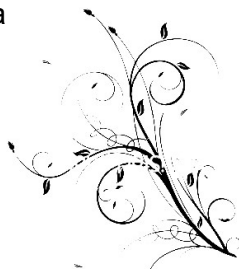
- **Community Service**
 - Each Empire event features a form of community service, this event has a scholarship program that provides a benefit for a graduating senior with intentions to attend college to study in a fashion or design related field. This is also positive publicity for businesses to be a part of.
- **Priority Selection**
 - Most events promoted by The Empire offer sponsorship opportunities. Getting in on current opportunities will give your company priority selection when other events and opportunities arise. This gives you and your company access to more cost-effective advertisement and market testing.
- **Marketing Report**
 - After the event, The Empire staff will provide you with an analysis of the event and its attendees. Statistics include but are not limited to: number of attendees, information each attendee received about your company, website hits, and total exposure. This will enable you to gauge the effectiveness of your sponsorship as well as provide information to use in future ad campaigns.

We here at The Empire and **The C.O. Tour** wish you the best in all of your ventures, and would like to thank you in advance for your consideration and participation in the sponsorship program for the **C.O. Tour Fashion Showcase**. We appreciate your interest and look forward to working with you on this project.

Levels of Sponsorship

- **Titan Sponsor**-This level of sponsorship includes all of the available benefits to be offered for *C.O. Tour Fashion Showcase* sponsors.
Actual Package Value: \$15,000
Package Price \$3,000
- **Olympian Sponsor**-This level includes website advertisement, print media advertisement, booth rental, V.I.P. table, and product placement.

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Actual Package Value \$6,500

Package Price \$1,500

- **Trojan Sponsor-** Benefits of this package include website advertisement, booth rental, V.I.P. table, and product placement.

Actual Package Value \$4,000

Package Price \$1,000

- **Odyssean Sponsor-**Package includes product placement, V.I.P. table, and booth rental.

Actual Package Value \$2,500

Package Price \$500

- **Creative Sponsorship-**This level allows for a potential sponsor to create a more personalized sponsorship package. Each benefit is listed with an individual price, allowing a sponsor to mix and match to fit within a predisposed budget or goal.

Benefits and Breakdown

Radio Advertisement- On 107.5 and 97.9 radio stations. Spots will run periodically beginning 1 month prior to event date.

Actual Value: \$7,500

C.S. Pricing: \$1,500

Website Advertisement- www.cotourfashionshowcase.com The C.O. Tour website will play host to information and updates regarding the event. Special sections of the website will be designated to advertisement for potential sponsors. Sponsors who choose this option will be listed by level of sponsorship on the sponsor section of the website.

Actual Value: \$1,500

C.S. Pricing: \$500

Print Media Advertisement-Will include a minimum of 15,000 flyers which will be distributed prior to event date, posters, purchased ad space, banners and a backdrop on the red carpet walk-way.

Actual Value: \$2,500

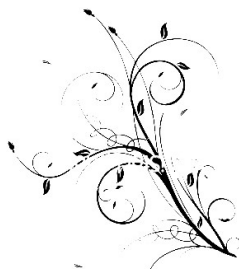
C.S. Pricing: \$500

Product Placement- Overhead projector and T.V. screens will circulate C.O. Tour commercials, clothing, and other C.O. Tour footage. These screens will also be used for any advertisement for sponsors. Spot is sold per 10 second slide.

Actual Value: \$1,000

C.S. Pricing: \$250

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Program- The program will be handed to each attendee as they come in the door. This is a simple flier style card showing event info, host and performer info, and sponsorship info.

Actual Value: \$1,000

C.S. Pricing: \$250

Booth-Booth rental will be set in the front display room, easily accessible to all patrons and will include table, cloth, 2 chairs, and sign setup.

Actual Value: \$800

C.S. Pricing: \$200

V.I.P. Table- V.I.P. seating will be set in the upstairs balcony area. V.I.P. package includes one table with 5 seats, table sign, 1 bottle of champagne or wine per table, 5 wristbands, and access to the buffet setup in the V.I.P. area.

Actual Value: \$700

C.S. Pricing: \$350

Gift Bag-Sponsors will have the opportunity to add personally made items, ads or coupons, to special made bags that will be given to V.I.P. attendees. No sponsorship acknowledgement is available with this option.

C.S. Pricing: Participants need only provide promotional material.

Discounted Tickets- Purchase 5 tickets at a reduced price. No sponsorship acknowledgement is available with this purchase.

Actual Value: \$75

C.S. Pricing: \$50

EVENT SPONSOR REGISTRATION FORM

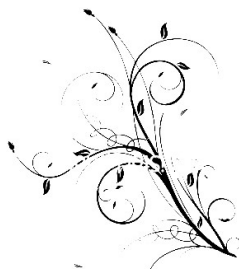
PLEASE, COMPLETE PART A & B OF THIS FORM, MAKE A COPY TO KEEP FOR YOUR RECORDS, AND SUBMIT A COPY ALONG WITH YOUR PAYMENT TO:

THE C.O. TOUR FASHION SHOWCASE

P.O. Box 29039
Columbus, OH 43229

Event "C.O. Tour Fashion Showcase '09" **Date** Saturday, September 11, 2009

"Unity in Art. Unity in Fashion. Unity in Life."



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Name _____ Business _____ Name _____

Mailing Address _____ City, State, Zip _____

Phone _____ Email _____

1.) Please choose your sponsorship level:

____ Titan (\$3,000)

____ Olympian (\$1,500)

____ Trojan (\$1,000)

____ Odyssean (\$500)

____ Creative (\$_____)

2.) Please describe the give away items that you would like to place in the registration packets:

Name of person(s) to contact regarding graphic content of program advertisement

Telephone _____

Fax _____ Email _____

Payment method:

(circle one) Check Credit Card

Credit Card: MasterCard ___ Visa ___ Discover ___

Card number _____ Exp. Date: _____

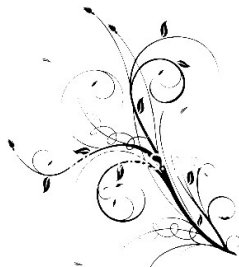
Authorizing _____ person's signature _____

Print Name _____
Title _____

*Please note:

DEADLINE FOR EVENT SPONSOR REGISTRATION: August 30, 2009

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Graphics must be received before August 30th, 2009. Contact Darrell L. Hunter II (see below)

For more information, contact:

Darrell L. Hunter II

CMO, JWORK LIMITED

614.207.2342

dhunter@jworklimited.com

www.jworklimited.com

www.cotourfashionshowcase.com

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