

PRODUCT  
RUNWAY  
2019

The South Central Chapter of ASID  
Product Runway 2019  
**Sponsorship Package**

Your supplemental guide to continuing your Chapter support at this year's showcase of the best Arkansas has to offer.

# ASID SOUTH CENTRAL CHAPTER PRODUCT RUNWAY | FRIGHT NIGHT

Welcome to ASID SOUTH CENTRAL CHAPTER'S first biennial production of **PRODUCT RUNWAY!**

Product Runway is an avant-garde couture fashion design competition with a bit of a twist. ASID South Central Chapter Product Runway, influenced by the concept of the hit reality TV show Project Runway, is one of a handful of fashion shows of its kind in the country. Product Runway puts teams of interior design and architecture professionals and students in a fashion design competition, creating handmade garments out of standard architectural finish materials such as glass, tile, carpet and wood. The culmination of the competition will be held at The Ballroom at I Street in Bentonville.

## FRIGHT NIGHT!

Product Runway challenges participants to channel their design experience to create hand-made runway garments using materials provided by their garment labels (industry partners). Apropos of our Friday the 13th event date, each ASID Product Runway design team will be assigned an iconic horror movie genre that will inspire their creations. The challenge is to work with industry manufacturers and representatives to create their garments in their assigned theme within a 9 week period. The culmination of these efforts will be modeled by one member of the design team at our spectacular runway show finale. The fashions will be judged on their design, craftsmanship, construction, and relevance to their assigned theme.

**We cannot wait to see the South Central Chapter shine!! Friday the 13th never looked so good!!**



IMAGES OF PRODUCT RUNWAY PRODUCTIONS ACROSS THE COUNTRY



If you need any further information about the event, please feel free to visit our event website at <https://scasid-events.com/product-runway.html>

THE SOUTH CENTRAL CHAPTER OF ASID  
PRODUCT RUNWAY 2019



**EXCLUSIVE EVENT HOST**

**\$4000**

\*\$5800 for Non-Members. Limited to one sponsor.

- 10 VIP runway seats to the fashion show
- Product Runway 19 VIP After Party reserved section
- Company logo will appear on the following (See recognition chart for detailed items)

**Step and Repeat  
Online Program**

Company name to appear on the “Best of Show” award and company representative will present the award to the winning team on stage.

If Event Sponsor would also like to be a garment label sponsor, the registration fee of \$300 will be waived. You **MUST** still sign up on the website in order to be a garment label and use the code INVOICE for the waiver. Inform the producers that you are intending to be a garment label sponsor.

Option to purchase up to 10 additional runway seats at \$100 each. (NOTE: This will be a first come, first served basis and the additional seats may not be located next to your originally assigned 10 VIP seats, pending time of purchase.)

THE SOUTH CENTRAL CHAPTER OF ASID  
PRODUCT RUNWAY 2019



**EVENT SPONSOR**  
**\$2000**

\*\$2900 for Non-Members. Limited to two sponsors.

- Option to host the Team Reveal Event on June 27, 2019. All event costs to be covered if the option to host is selected.
- 5 VIP runway seats to the fashion show
- Product Runway 19 VIP After Party reserved section
- Company logo will appear on the following (See recognition chart for detailed items)

**Step and Repeat  
Online Program**

Company name to appear on the “Second Place” and “Third Place” award and company representative will present the award to the winning team on stage.

If Event Sponsor would also like to be a garment label sponsor, the registration fee of \$300 will be waived. You **MUST** still sign up on the website in order to be a garment label and use the code INVOICE for the waiver. Inform the producers that you are intending to be a garment label sponsor.

Option to purchase up to 5 additional runway seats at \$100 each. (NOTE: This will be a first come, first served basis and the additional seats may not be located next to your originally assigned 5 VIP seats, pending time of purchase.)

THE SOUTH CENTRAL CHAPTER OF ASID  
PRODUCT RUNWAY 2019



**EVENT SPONSOR**

**\$2000**

\*\$2900 for Non-Member. Limited to one sponsor.

- Option to host the Garment Judging Brunch Event on September 13, 2019. All event costs to be covered if the option to host is selected.
- 2 VIP runway seats to the fashion show
- Product Runway 19 VIP After Party reserved section
- Company logo will appear on the following (See recognition chart for detailed items)

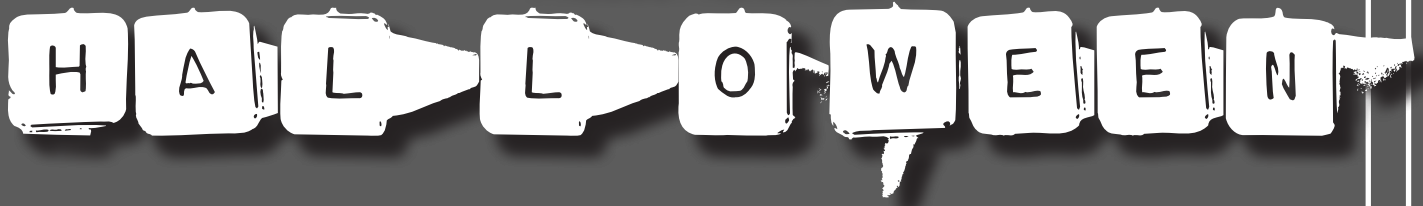
**Step and Repeat  
Online Program**

Company name to appear on the “Bests Performance” award and company representative will present the award to the winning team on stage.

If Event Sponsor would also like to be a garment label sponsor, the registration fee of \$300 will be waived. You MUST still sign up on the website in order to be a garment label and use the code INVOICE for the waiver. Inform the producers that you are intending to be a garment label sponsor.

Option to purchase up to 2 additional runway seats at \$100 each. (NOTE: This will be a first come, first served basis and the additional seats may not be located next to your originally assigned 2 VIP seats, pending time of purchase.)

THE SOUTH CENTRAL CHAPTER OF ASID  
PRODUCT RUNWAY 2019



**PHOTOGRAPHY | PHOTOBOOTH | VIDEOGRAPHY  
SPONSOR  
\$1000**

**\*\$1400 for Non-Members. Limited to three sponsors.**

- Sponsor will choose between sponsoring the photographer, videographer or photo booth for the event on a first come first serve basis.
- Logo will be predominately displayed on respective professional's website.
- 2 Backstage Passes
- 2 Passes to the Product Runway 19 VIP After Party
- 2 General Admission seats to the fashion show
- Company logo will appear on the Online Program

Option to purchase up to 2 runway seats at \$100 each. (NOTE: This will be a first come, first served basis, pending time of purchase.)

THE SOUTH CENTRAL CHAPTER OF ASID  
PRODUCT RUNWAY 2019

THE  
SHINING

**AWARD PRESENTER**

**\$600**

\*\$870 for Non-Members. Limited to three sponsors.

All sponsors will be showcased during the awards portion of the fashion show. Only one underwriter per award. Selection of award to present on stage is based on order of sign up. One representative to present a trophy on stage during the award ceremony. Company name to be engraved on the trophy and company logo displayed on the screen during the award ceremony.

- Crowd Favorite
- Most Innovative
- Most Wearable

- 2 Passes to the Product Runway 19 VIP After Party
- 2 General Admission seats to the fashion show
- Company logo will appear on the Online Program

THE SOUTH CENTRAL CHAPTER OF ASID  
PRODUCT RUNWAY 2019



**FOOD SPONSOR | DESSERT BAR**  
**\$900**

\*\$1305 for Non-Members. Limited to one sponsor.

- Company logo will be predominantly placed at Dessert Bar at Fashion Show.
- 2 Passes to the Product Runway 19 VIP After Party
- 2 General Admission seats the fashion show
- Company logo will appear on the Online Program



THE SOUTH CENTRAL CHAPTER OF ASID  
PRODUCT RUNWAY 2019



**FOOD SPONSOR | SIGNATURE DRINK**  
**\$900**

\*\$1305 for Non-Members. Limited to one sponsor.

- Company logo will be predominantly placed at the Bar at Fashion Show.
- 2 Passes to the Product Runway 19 VIP After Party
- 2 General Admission seats to the fashion show
- Company logo will appear on the Online Program

THE SOUTH CENTRAL CHAPTER OF ASID  
PRODUCT RUNWAY 2019



**SPONSOR**  
**\$750**

\*\$1050 for Non-Members. No limit to sponsors.

- 4 Passes to the Product Runway 19 VIP After Party
- 4 General Admission seats to the fashion show
- Company logo will appear on the Online Program

THE SOUTH CENTRAL CHAPTER OF ASID  
PRODUCT RUNWAY 2019

THE  
HAUNTING

ARCHITECTURE AND DESIGN FIRM  
SPONSOR  
\$350

\*\$490 for Non-Members. No limit to sponsors.

- 4 Passes to the Product Runway 19 VIP After Party
- 4 General Admission seats to the fashion show
- Company logo will appear on the Online Program

# ASID SOUTH CENTRAL CHAPTER PARTNERSHIP PROGRAM

The South Central Chapter values your commitment to our members, the interior design industry and the ASID Foundation. Without your participation, things just would not be as much fun! Your sponsorship is vital to our success, and we want to make your investment worthwhile, so our sponsorship opportunities are Chapter-wide, across Arkansas, Louisiana and Mississippi.

The Partnership Program provides a variety of channels to engage and amplify your brand, throughout the year, across three states! You'll have access to Chapter-wide event and marketing opportunities with discounts of up to 40% available to our Industry Partner members and vendor ASID memberships.

**DIAMOND** \$8,000 / \$5,600 Member Rate

**PLATINUM** \$6,000 / \$4,200 Member Rate

**GOLD** \$4,000 / \$2,800 Member Rate

**SILVER** \$2,500 / \$1,750 Member Rate

**BRONZE** \$1,400 / \$980 Member Rate

**PEWTER** \$500 / \$350 Member Rate

## INTERESTED? HAVE ANY QUESTIONS?

Please feel free to contact our President-Elect Cassandra Aalgard at: [president-elect@sc.asid.org](mailto:president-elect@sc.asid.org) for all the benefits each level has to offer.

You can sign up for your Chapter Partnership Level online at: <http://sc.asid.org/chapter-sponsorship/partnership>

If you would like to learn more about becoming an Industry Partner, check out the benefits and apply online at: <http://www.asid.org/belong/apply/industry-partners>