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Dear Prospective Sponsor:

Over the years, NEWH/New York has awarded over \$470,000 to students in architecture, interior design, hotel management, and culinary arts. Last year we awarded \$40,000 in scholarships; this year we are awarding \$45,000; and next year, thanks to the financial support of companies like yours, we hope to award another \$45,000 or more in scholarships to hospitality students in need.

On November 13<sup>th</sup>, NEWH/New York will be holding Product Runway –Accessory Edition at Marquee New York. Inspired by the Bravo! TV series *Project Runway*, we have challenged 15 interior design firms—including Jeffrey Beers, Rockwell Group, Wilson Associates, Stonehill & Taylor—and 15 product manufacturers to make an accessory. With over 350 people in the industry attending the event and a distinguished panel of judges, we know this is the perfect opportunity for you to network and give back to your community.

In order to make this event a success, we need your help: we have several great sponsorship opportunities, detailed below, that we hope you will consider. If you are not able to sponsor, please consider donating a silent auction item to help fundraise!

Please note that all proceeds from the event will go directly to NEWH's mission of education and scholarship.

Let us know if you need any further information. Thank you for your time and consideration and we hope that you can join us while you are in town for BDNY!

Thank you in advance for your support!

*Stacy Shoemaker Rauen, Morgan Brodey, Lauren Ritter, and Rob Velez*

For more information please contact: Morgan Brodey at [morgan.brodey@jaclo.com](mailto:morgan.brodey@jaclo.com)



## Event Details

Sunday November 13<sup>th</sup>, 2016  
Marquee New York  
289 10<sup>th</sup> Avenue, New York, NY 10001  
Time: 6:00-9:00

## NEWH Product Runway Sponsorship Menu

### **VIP On The Floor Table Sponsor (1 available)** **Investment: \$5,000**

Benefits:

- 12 general admission tickets (\$2,400 value)
- Table Service with booth and cocktail server
- Logo on promotional and on-site materials and in event program

### **VIP Balcony Large Table Sponsor (4 available)** **Investment: \$3,500**

Benefits:

- 10 general admission tickets (\$2,000 value)
- Table Service with booth and cocktail server
- Logo on promotional and on-site materials and in event program

### **VIP Balcony Table Sponsor (1 available)** **Investment: \$3,000**

Benefits:

- 8 general admission tickets (\$1,600 value)
- Table Service with booth and cocktail server
- Logo on promotional and on-site materials and in event program

### **Ready-to-Wear Sponsor (8 available)** **Investment: \$2,000**

Benefits:

- 3 general admission tickets (\$600 value)
- Logo displayed on projection at event that is being played throughout the evening
- Logo on promotional and on-site materials and in event program

### **Product Runway Accessory Edition- Manufacturer** **Investment: \$1,500**

Benefits:

- 1 general admission ticket for manufacturer and 3 general admission tickets for design team (\$800 value)
- Refer to guidelines and rules for additional material and fiscal investment

### **Silent Auction Donation** **Investment: \$N/A**

Benefits:

- Show off your product to hundreds in the industry (limited physical space available)
- Raise money for charity!



Sponsoring Company: \_\_\_\_\_

*Please submit with proper capitalization and spacing,  
EXACTLY as it should appear on all published event materials.*

Sponsor Representative: \_\_\_\_\_ Contact #: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Alternate Sponsor Representative: \_\_\_\_\_ Contact #: \_\_\_\_\_

Please check to indicate ALL items/payments:

You may choose more than one item **(first come first served!)**

- VIP On The Floor Table Sponsor 1 x \$5,000
- VIP Balcony Large Table Sponsor 4 x \$3,500
- VIP Balcony Table Sponsor 1 x \$3,000
- Ready-to-Wear Sponsor 8 x \$2,000
- Product Runway Accessory Edition- Manufacturer 15 x \$1,500 **(only check this if you have already been notified that you have been selected)**
- Donate Silent Auction Item (Fill out the form in other attachment)
- Donate Silent Auction Item (Remind me in a few weeks to donate!)

***Note: Additional tickets can be purchased online starting Sept 30, 2016***

I, the undersigned, as a representative of the sponsoring company listed above, authorize NEWH, New York/Product Runway) to use the company name, \_\_\_\_\_, logo, photos, on documents, signage, and advertisement, related to the NEWH New York/Product Runway). I also understand that by signing this form, I agree to ensure that payment for the event listed above will be made. I, the undersigned authorize NEWH NEW York/Product Runway) to use event photos for further NEWH promotions.

Payment for sponsorship is due by Oct 7, 2016. I understand that failure to submit payment in full by October 7, 2016 will result in the company's name being excluded from event materials.

\_\_\_\_\_  
Sponsor Representative Name (Printed)

\_\_\_\_\_  
Sponsor Representative (Signature/Date)

Please email complete Sponsorship Agreement to [morgan.brodey@jaclo.com](mailto:morgan.brodey@jaclo.com)

Fill out credit card payment below or mail check to:

NEWH/New York  
PO Box 322  
Shawano, WI 54166

### FORM OF PAYMENT

Check Enclosed for the amount of \_\_\_\_\_, made payable to NEWH/New York

Invoice me to the address below. Note: sponsorship is not final until payment has been received by NEWH/New York, and payment must be received no later than October 7, 2016.

Company Name \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Charge my credit card \$ \_\_\_\_\_

American Express

MasterCard

Visa

Credit Card No. \_\_\_\_\_ CVC Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Arizona – Atlanta – Atlantic City | Philadelphia – Chicago – Dallas – Houston – Las Vegas – Los Angeles Founding Chapter – New York – North Central – Northwest – Rocky Mountain – San Francisco Bay Area – South Florida – Sunshine – Toronto – United Kingdom – Washington DC Metropolitan  
Regional Groups: New England – North Carolina – Orange County – Pittsburgh – Vancouver

#### Thanking NEWH's 2016 Corporate Partners

Benefactor: DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | RH CONTRACT | SIGNATURE | ULSTER Patron: AMERICAN LEATHER | BERNHARDT HOSPITALITY | CRYPTON FABRICS | DELTA FAUCET COMPANY | HOSPITALITY DESIGN GROUP | HOSPITALITY MEDIA GROUP LLC | INSTALLATION SERVICE GROUP | MILLIKEN FLOORS | MOEN INCORPORATED | P/KAUFMANN CONTRACT Supporting: AMERICAN ATELIER, INC. | ARTERIORS CONTRACT | ASHLEY LIGHTING, INC. | BRINTONS | ELECTRIC MIRROR | ENDURATEX | FABRIC INNOVATIONS, INC. | KARNDÉAN DESIGNFLOORING | KIMBALL HOSPITALITY | LEXMARK + NORTHWEST HOSPITALITY CARPETS | LILY JACK | MANDY LI COLLECTION | MASLAND HOSPITALITY | OW HOSPITALITY | RICHLOOM CONTRACT | SEM FIM | SERTA INTERNATIONAL | SÉURA INCORPORATED | SHAFER COMMERCIAL SEATING | SHAW HOSPITALITY | SHELBY WILLIAMS | SUMMER CLASSICS CONTRACT | TROPITONE FURNITURE COMPANY | VAUGHAN BENZ |  
W A L T E R S

*SUBMISSION OF MATERIALS: All materials will be submitted (prospective – future action) in accordance with specifications of NEWH New York/Product Runway) or its representative. Failure to submit in accordance with these specs may result in production charges. Materials provided after October 7, 2016 may not be used.*

*GOVERNING LAW: This agreement will be governed by and construed in accordance with the laws of the State of New York.*

*ENTIRE AGREEMENT: This Agreement and any and all exhibits (prospective – future action) and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings, both written and oral, regarding such subject matter. Pricing will be governed by NEWH New York Sponsor and Vendor Kit, whether printed on paper or electronically. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.*

Arizona – Atlanta – Atlantic City | Philadelphia – Chicago – Dallas – Houston – Las Vegas – Los Angeles Founding Chapter – New York – North Central – Northwest – Rocky Mountain – San Francisco Bay Area – South Florida – Sunshine – Toronto – United Kingdom – Washington DC Metropolitan  
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