

*Diva's Divine*

*Presents...*

**Columbus' Official Plus Size Modeling Event**



*Lovely Curves*  
*"A Fashion Affair"*

DRAFT ONLY-DR Rose & Assoc.  
Nov07

## *Diva's by Design!*

*It starts with a dream that grows. Every little girls dream of dressing up and feeling pretty. True beauty is not defined by shape, color, ethnicity or background. It's defined by who we are inside and the bold daring beautiful woman that breaks through once we've found that real beauty. This is the inspiration behind my vision and my love of fashion. "Lovely Curves – A Fashion Affair" is an event designed to showcase curvaceous curves, great fashion and the women embracing size "Sexy"!*

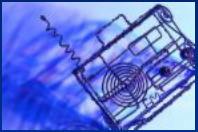
# Event Background



- *Hot, high energy fashion show featuring Curvaceous Diva's modeling designs and fashions provided by local shops, stores and dealers.*
- *Location for the show is **Studio 2196** near downtown, one of the A- List entertainment spots in Columbus.*
- *The one night event of sexii style, music and local artist spotlights happens December 15<sup>th</sup> with doors opening at 10pm – show to begin at 12 Midnight.*
- *Cover charge payable at door with advance ticket sales available for a pre-show price.*



# Promotion/Media Exposure



- *Save the Date e-mail blast to local radio and TV outlets as well as networking clients and targeted plus size shops.*
- *Radio advertising buys on WXXK-FM, and KMMG-FM stations.*
- *Flyers and event postcards distributed at local clubs, salons, clothing shops and Columbus campuses.*
- *Internet promotion via [myspace.com](http://myspace.com).*



# Sponsorship Opportunities

## *DR Rose Designs®*

We cannot have a successful event without beautiful designs from one of Columbus' best choices for clothing catering to the sexii and curvy! DR Rose Designs® offer great fashions and great value for great women of style. Please consider partnering with us for this fabulous event targeting your valuable consumers. As a title sponsor of the "Lovely Curves" fashion event, you will receive the following:

- *Sponsorship mentions in all :30 second & :60 second radio spots*
- *Signage in club during event along with on-stage mentions*
- *Logo placement and link connection within Myspace.com page promoting event*
- *Logo placement on promotional flyers and event postcards distributed to target stores and media outlets a minimum of 10-days prior to event*



***Client Investment: Designs for use during showcase***

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# Sponsorships Opportunities Beauty Salons



Salon sponsorships are a vital part of the “Lovely Curves” Fashion Event. Many Columbus shops offer great access to today’s styles that fit a fashion forward generation. We seek your partnership in putting this show on the map while highlighting your talents and progressive styling! In exchange for your investment, we will supply the following:

- *Sponsorship mentions in all :30 second & :60 second radio spots*
- *Logo placement and link connection within Myspace.com page promoting event*
- *Logo placement on promotional flyers and event postcards distributed to targeted clothing stores and media outlets.*
- *2 all access passes per technician participating.*



***Client Investment: TBD***

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*“A Fashion Affair”*

*Women embracing size “Sexy”!*



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