WHAT IS THE FASHION SHOW?

Since 1982, Iowa State students have been displaying their technical design, sewing, and creative skills through The Fashion Show. The Fashion Show has grown into the largest runway show in Iowa as well as one of the largest student-run fashion shows in the nation. It encompasses all types of skills ranging from creativity, modeling, and directing.

WE APPRECIATE YOUR SUPPORT!

We ask that you return the fundraising sheet including your donation by March 21, 2013.

We invite you to come to The Fashion Show on April 13, 2013 at Stephens Auditorium. Doors open at 6pm, show at 7pm.

Tickets are available for purchase beginning February 18, 2013 through TicketMaster or at the Stephens Box Office.

Price: $16 students and seniors
$22 for adults

Iowa State University Fashion Show
Textiles and Clothing Program
31 Mackay Hall
Ames, IA 50011-1121
fundraisingdirectors2013@iastate.edu
The Fashion Show is a great opportunity for students to be awarded for their excellence. There are 13 different award categories with a first, second, and third place within each category and one “Best in Show” award. Guest Judges are brought in every year to determine the top three of each category and recognition is given at the end of the show to the winning students and the award is applied as a scholarship for that student. This is a great way to support creativity, education, and most of all, it inspires dreams. Please consider sponsoring an award from the categories below.

Best in Show $500.00
1st place $300.00
2nd place $200.00
3rd place $100.00

There is a 1st, 2nd, and 3rd place winner for the following categories.

- Accessories
- Street Wear
- Professional Day Wear
- Special Occasion
- Wearable Art/ Experimental
- Menswear
- Portfolio
- Fashion Illustration
- Fiber Art
- Children’s Wear
- Eco Friendly
- Collection

Each year The Fashion Show continues to grow to new heights of success. To ensure the continued growth for another great year we ask that you become a member of our Friends of the Fashion Show program. Your donation to the show will help with various aspects of the production. Please review the following levels and incentives.

<table>
<thead>
<tr>
<th>Bronze</th>
<th>$50-99</th>
<th>$50-99</th>
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<tbody>
<tr>
<td></td>
<td>The Fashion Show T-Shirt</td>
<td>Business name in the program</td>
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<td></td>
<td>Access to the Fashion Show ticket pre-sale (beginning 2/5/13)</td>
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<td></td>
<td>Mention of your support in our show program</td>
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<tr>
<th>Silver</th>
<th>$100-199</th>
<th>$100-249</th>
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<tr>
<td></td>
<td>The Fashion Show Coffee Mug</td>
<td>1/4 page ad (4x2.75)</td>
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<td></td>
<td>Special Mention of your support in our show program</td>
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<tr>
<th>Gold</th>
<th>$200+</th>
<th>$250+</th>
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<tr>
<td></td>
<td>The Fashion Show tote bag</td>
<td>1/2 page ad (4x5.5)</td>
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<td>Verbal recognition of your support at the show</td>
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<td>An invitation to the exclusive Alumni Pre-Show Event</td>
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<tr>
<th>Platinum</th>
<th>$1000+</th>
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<td>Full page ad (8x5.5)</td>
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In order to put on such a successful event, each year we ask local businesses to support the fashion show and the learning experiences of the students involved through donations. Your donations will be recognized in our program which will be seen by our 2,500 guests. We appreciate your interest and support.

Food Donation
Below is a list of food and supplies The Fashion Show needs to make our big day a success!
- Catering Services
- Snack food (sandwiches, cookies, etc.)
- Cases of water or soda

Unique Donation
There are so many more things that need to be done in order to make the show a success. Below is a list of more ways your business can help support The Fashion Show.
- Door Prizes (small gifts and gift cards)
- Restaurant gift cards
- ISU t-shirts
- Garment bags
- Hair and Make-up services
- Hotel rooms (for guest designers & judges)