

FASHION

FOOD IN FASHION





FOOD IN FASHION



Cuisine and couture collide **Wednesday, Feb. 7, 2018**, when Food in Fashion returns to 3015 at Trinity Groves.

3015 at Trinity Groves is located at 3015 Gulden Lane, at the west end of Dallas' iconic Margaret Hunt Hill Bridge.

For Food in Fashion, 15 emerging fashion designers partner with restaurants and restaurant industry businesses. Together, they create fashions for 15 models in a **Project Runway**-like show.

Ten percent or more of each fashion must come out of the restaurant business ... whether edible or not.

Additionally, members of the Dallas ISD Board of Trustees team up with Dallas ISD high school culinary career students to prepare appetizers in a friendly little **Chopped**-style competition.

Event guests are encouraged to accessorize from out of their own kitchens. Drinks, a silent auction, and **haute** music by Dirty Laundry round out the occasion.

Planned by volunteers for the Greater Dallas Restaurant Association, proceeds from Food in Fashion benefit the Texas Restaurant Association Education Foundation and its Texas ProStart culinary career program – where we are cultivating the next generation of restaurateurs.



Contact Randall White
randall@foodinfashion.org
www.foodinfashion.org



FOOD IN FASHION

SPONSORSHIP OPPORTUNITIES

Food in Fashion Title Sponsors

\$10,000 cash (or minimum equivalent for in-kind venue, staff support and catering)

- Your logo as presenter immediately above the event logo in all print and online uses of event logo*
- *"Your company presents Food in Fashion"* in all media releases
- Eight VIP Front Row seats
- Emcee brings you to the stage to present fashion awards
- Exclusive industry niche sponsorship (no competitors at any lower sponsorship level)
- Invitation to fashion partner lottery reception (where fashion sponsors will be partnered with designers, one month prior to event)
- Onsite display of your product, if desired
- Your black-and-white ad in printed program*
- Your company name and logo as Title Sponsor on event projection screen
- Your four-color ad and hashtags scheduled with frequent placement into online social media for Food in Fashion and Greater Dallas Restaurant Association (Facebook, Twitter, Instagram)*
- Your logo on three winning fashion awards and culinary competition award
- Your product or promotional item in all VIP Gift Bags, if desired*



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Food in Fashion Co-Sponsors

\$5,000 cash (or minimum equivalent for in-kind printing or audio-visual)

- Your logo immediately *below* the event logo in all print and online uses of event logo*
 - Six VIP Front Row seats
 - Emcee acknowledgment during event
 - Exclusive industry niche sponsorship (*no competitors at any lower sponsorship level*)
 - Invitation to fashion partner lottery reception (*where fashion sponsors will be partnered with designers, one month prior to event*)
 - Onsite display of your product, if desired
 - Your black-and-white ad in printed program*
 - Your company name as Co-Sponsor presented in all media materials
 - Your company name and logo as Co-Sponsor on event projection screen
 - Your four-color ad and hashtags scheduled with frequent placement into online social media for Food in Fashion and Greater Dallas Restaurant Association (Facebook, Twitter, Instagram)*
 - Your logo on three winning fashion awards and culinary competition award
 - Your product or promotional item in all VIP Gift Bags, if desired*
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Food in Fashion ProStart Culinary Competition Sponsor

Exclusive sponsorship claimed by **FreshPoint**

- Four VIP Front Row seats
 - Emcee brings you to the stage to present ProStart Culinary Competition Award
 - Invitation to fashion partner lottery reception (*where fashion sponsors will be partnered with designers, one month prior to event*)
 - Your black-and-white ad in printed program*
 - Your company name as ProStart Culinary Competition Sponsor presented in all media materials
 - Your four-color ad and hashtags scheduled with frequent placement into online social media for Food in Fashion and Greater Dallas Restaurant Association (Facebook, Twitter, Instagram)*
 - Your company name as ProStart Culinary Competition Sponsor on event projection screen
 - Your logo and company name on culinary competition award
 - Your logo included in print and online uses of event logo*
 - Your product or promotional item in all VIP Gift Bags, if desired*
-

Food in Fashion Sponsors

\$1,000 cash

- Two VIP Front Row seats
- Invitation to fashion partner lottery reception (*where fashion sponsors will be partnered with designers, one month prior to event*)
- Your black-and-white ad in printed program*
- Emcee acknowledgment during event
- Your company name as Food in Fashion sponsor on event projection screen
- Your logo included in print and online uses of event logo*
- Your company name as Sponsor presented in all media materials

Food in Fashion Fashion Sponsors *(restaurant or restaurant industry businesses only)*

Limited to 15 sponsors

\$250 cash

- Two VIP seats
- Invitation to fashion partner lottery reception (*where fashion sponsors will be partnered with designers, one month prior to event*)
- Work with fashion designer to select edible or non-edible materials from your business to be utilized as part of the fashion design
- Your black-and-white ad in printed program*
- Your company name and logo as Fashion Sponsor in print and on event projection screen
- Emcee acknowledgment during event
- Your logo included in print and online uses of event logo*
- Your company name as Fashion Sponsor presented in media materials and printed pieces

VIP Gift Bag Sponsors

60 samples or items of \$10 value or more, each

- Two VIP seats
- Your product in all VIP packages*
- Your black-and-white ad in printed program*
- Emcee acknowledgment during event
- Your company name and logo as VIP Gift Bag Sponsor on event projection screen
- Your company name as VIP Gift Bag Sponsor presented in media materials and printed pieces

** Deadlines, dates, and dimensions to be announced. Logo requested upon signed sponsorship agreement*





THANK YOU AGAIN TO OUR 2017 SPONSORS AND PARTNERS



Proceeds from Food in Fashion will benefit the Texas Restaurant Association Education Foundation's ProStart program in Dallas ISD high schools. It is the mission of the Texas Restaurant Association Education Foundation to provide educational opportunities for restaurant careers in Texas. ProStart is a two-year career and technical education program that focuses on teaching culinary arts and restaurant management skills. The Texas Restaurant Association Education Foundation is a 501(c)(3) non-profit organization (EIN 74-2732907).

For more information, please contact: Randall White, randall@foodinfashion.org, 214-946-9270, foodinfashion.org
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SPONSORSHIP AGREEMENT

Food in Fashion • Wednesday, February 7, 2018 • 3015 at Trinity Groves • Dallas, TX • 6-9 p.m.

Yes! We will sponsor Food in Fashion at the level of:

- Title Sponsor: \$10,000** (cash)
- Title Sponsor: \$10,000** (minimum equivalent or greater for in-kind venue, staff support and catering)
- Co-Sponsor: \$5,000** (cash)
- Co-Sponsor: \$5,000** (minimum equivalent or greater for in-kind printing or audio-visual)
- ProStart Culinary Competition Sponsor: \$2,000** (cash)
- Sponsor: \$1,000** (cash)
- Fashion Sponsor: \$250** (limited to restaurants or restaurant industry businesses)
- VIP Gift Bag Sponsor:** 60 samples or items of \$10 value or more, each

Business _____

Address _____

City _____ State _____ Zip Code _____

Website _____

Contact Person _____

Phone Number _____ E-Mail Address _____

Check Enclosed Please Invoice Me

Mail Sponsorship Agreement to: Food in Fashion
c/o Elettore
P.O. Box 222195, Dallas, TX 75222-2195

Or, fax toll free to: 1-866-250-8878

Or, scan and send as an attachment to: randall@foodinfashion.org

Make checks out to: Texas Restaurant Association Education Foundation

The Texas Restaurant Association Education Foundation is a 501(c)(3) non-profit organization (EIN 74-2732907)

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