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Dear Prospective Sponsor:

Over the years, NEWH New York has awarded a total of \$812,500 to students in architecture, interior design, hotel management and culinary arts. This year we awarded \$40,000 in scholarships and next year, thanks to the financial support of companies like yours we hope to award another \$50,000 in scholarships to hospitality students in need.

To help us reach our goal, this year we are challenging 14 design firms for Product Runway - "WORLD MYTHOLOGY: Gods, Myths & Legends". This event will be held on **Sunday, November 12th, 2023, at the iconic venue Sony Hall from 6 PM to 10 PM**, during BDNV. Helping us put this all together are the 14 interior design firms – paired with 2 manufacturers each to make a runway outfit! With over 350 industry insiders 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 or purchase a ticket!

Please note that all proceeds from the event will go directly to NEWH's mission of education and scholarship. NEWH is a 501c3, please check with your accountant to determine if this may be considered a charitable contribution.

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 BDNV!

For more information please contact: Sandra Tobar fundraising.newhny@gmail.com

Sincerely,

The NEWH New York Board Members

NEWH, INC. is a non-profit organization dedicated to the Hospitality Industry.
It is our goal to further our industry through education.

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Sponsorships are limited and are on a first come, first served basis. Sponsorship will be confirmed upon receipt of payment. A portion of your sponsorship may be considered a charitable contribution.

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:

Note: Sponsorships will be accepted only until October 25th, 2023

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

<input type="checkbox"/>	<p>ULTIMATE VIP EXPERIENCE Investment: \$4,800 -Purple on floor plan -Only 4 available (Only 3 Available)</p>	<ul style="list-style-type: none"> • VIP seating area for 12 guests (or option to combine for 24 total guests) • 12 total VIP tickets (\$3,000 value) <i>you will receive an email requesting the names for the ticket recipients; these individuals will be added to our event list.</i> • Table Service with cocktail server • Logo on promotional and on-site materials and in event program. • Verbal recognition during the event. • Company featured on NEWH NYC social media before the event. • Company Logo thank you featured after the event on social media • Company Product/Logo images on 2 pages rotating during the event. • Guaranteed Runway Elevated Seating. • Wrist Band for VIP entry starting at 5:30pm • Heightened VIP Experience with entry to unique special areas.
<input type="checkbox"/>	<p>EXCLUSIVE VIP SEATING AREA Investment: \$3,800 -Pink on floor plan -Only 5 available SOLD OUT</p>	<ul style="list-style-type: none"> • VIP area that seats 12 guests (or option to combine for 24 total guests) • 12 total VIP tickets (\$3,000 value) <i>you will receive an email requesting the names of the ticket recipients; these individuals will be added to our event list.</i> • Table Service with cocktail server. • Logo on promotional and on-site materials and in event program. • Verbal recognition during the event • Company featured on NEWH NYC social media before the event. • Company Logo thank you featured after the event on social media. • Company Product/Logo images on 1 page rotating during the event. • Guaranteed Runway Elevated Seating • Wrist Band for VIP entry starting at 5:30pm

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<input type="checkbox"/>	<p>PHOTO BOOTH SPONSOR Investment: \$2,300 Only 2 available SOLD OUT <i>Please note: No competing manufacturers will be paired together on this, first come first served basis</i></p>	<ul style="list-style-type: none"> • 2 total guaranteed runway seats (\$500 value) <i>you will receive an email requesting the names of the ticket recipients; these individuals will be added to our event list.</i> • Company Logo rotating during the event. • Logo on all photo strips that come out of the photo booth at the event and are provided to guests and online.
<input type="checkbox"/>	<p>READY TO MINGLE VIP SPONSOR Investment: \$2,100 Blue on floor plan Only 12 available (Only 11 Available)</p>	<ul style="list-style-type: none"> • 3 total guaranteed runway seats (\$750 value) <i>you will receive an email requesting the names of the ticket recipients; these individuals will be added to our event list.</i> • Company Logo rotating during the event. • Logo on promotional and on-site materials and in event program • Wrist Band for VIP entry starting at 5:30pm
<input type="checkbox"/>	<p>STEP AND REPEAT SPONSOR Investment: \$1,650 Only 9 available</p>	<ul style="list-style-type: none"> • 2 total guaranteed runway seats (\$500 value) <i>you will receive an email requesting the names for the ticket recipients; these individuals will be added to our event list.</i> • Logo on promotional and on-site materials and in event program • Logo on the Step and Repeat background where all participants will take photos in front of during event.
<input type="checkbox"/>	<p>SPONSOR EVENT PROGRAM BOOK Investment: 1,400 Only 4 available</p>	<ul style="list-style-type: none"> • 1 Standing room general admission ticket (\$250 value) <i>you will receive an email requesting the name for the ticket; this individual will be added to our event list.</i> • Company logo/ad on a full page within the Look Book given to every guest
<input type="checkbox"/>	<p>COCKTAIL NAPKIN SPONSOR Investment: \$1,000 Only 4 available (Only 3 Available) <i>Please note: No competing manufacturers will be paired together on this, first come first served basis</i></p>	<ul style="list-style-type: none"> • 1 total guaranteed runway seat (\$250 value) <i>you will receive an email requesting the name for the ticket; this individual will be added to our event list.</i> • Logo on promotional and on-site materials and in event program • Logo on all Cocktail Napkins at the bar, handed out to each guest with a drink!
<input type="checkbox"/>	<p>SPONSOR THE GREEN ROOM Investment: \$500 Only 2 available (Only 1 Available) <i>Please note: No competing manufacturers will be paired together on this, first come first served basis</i></p>	<ul style="list-style-type: none"> • 1 Standing room general admission ticket (\$250 value) <i>you will receive an email requesting the name for the ticket; this individual will be added to our event list.</i> • Logo in event program • Logo on sign in Green room • Food and beverages within Green room • Access to design teams in Green room before and during the event.

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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.

Sponsor Representative Name (Printed)

Sponsor Representative (Signature/Date)

PAY ONLINE

Please use this secure payment link to complete your payment-[Click here to pay](#)

Enter the Amount -\$xxx.xx USD

Enter a Memo –NEWH NY Product Runway 2023 (name of) Sponsorship/ “Company Name”

PAY BY ACH/BANK DRAFT –CONTACT NEWH.FINANCE@NEWH.ORG

Make your sponsorship count! NEWH loses 5% of your donation if you pay via credit card due to fees. If possible, we would appreciate check / ACH payment

Check Enclosed in the amount of _____, made payable to NEWH/New York

Mail to: Susan Huntington

NEWH/New York

PO Box 322

Shawano, WI 54166

Charge my credit card \$ _____ AmEx MC Visa

Credit Card No. _____ CVC Code: _____ Exp. Date: _____

Name on Card: _____

Billing Address: _____ Billing Zip: _____

Signature: _____ Email: _____

CANCELLATION POLICY:

All sponsorships are non-refundable.

Event Cancellation by Chapter

NEWH, Inc and its chapters reserve the right to cancel an event due to low enrollment or other circumstances which would make the event non-viable.

If NEWH, Inc or its chapters cancels an event, registrants will be offered a full refund.

Should circumstances arise that result in the postponement of an event, registrants will have the option to either receive a full refund or transfer registration to the same event at the new, future date.

For more information: [Event Photo Release/Refund and Cancellation Policies - NEWH](#)

Please email completed form to Sandra Tobar at fundraising.newhny@gmail.com

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VENUE & EVENT INFORMATION



Sunday November 12th, 2023 from 6 PM - 10PM

SONY HALL

- Theatre District at 235 W. 46th St
- Iconic venue, established in 1938 as the Diamond Horseshoe
- Theatrical lighting and sound system with two large screens on either side of the stage
- VIP seating areas surrounding the central runway area

INDIVIDUAL TICKET PRICES WILL GO ON SALE ON OCTOBER 6th, 2023.

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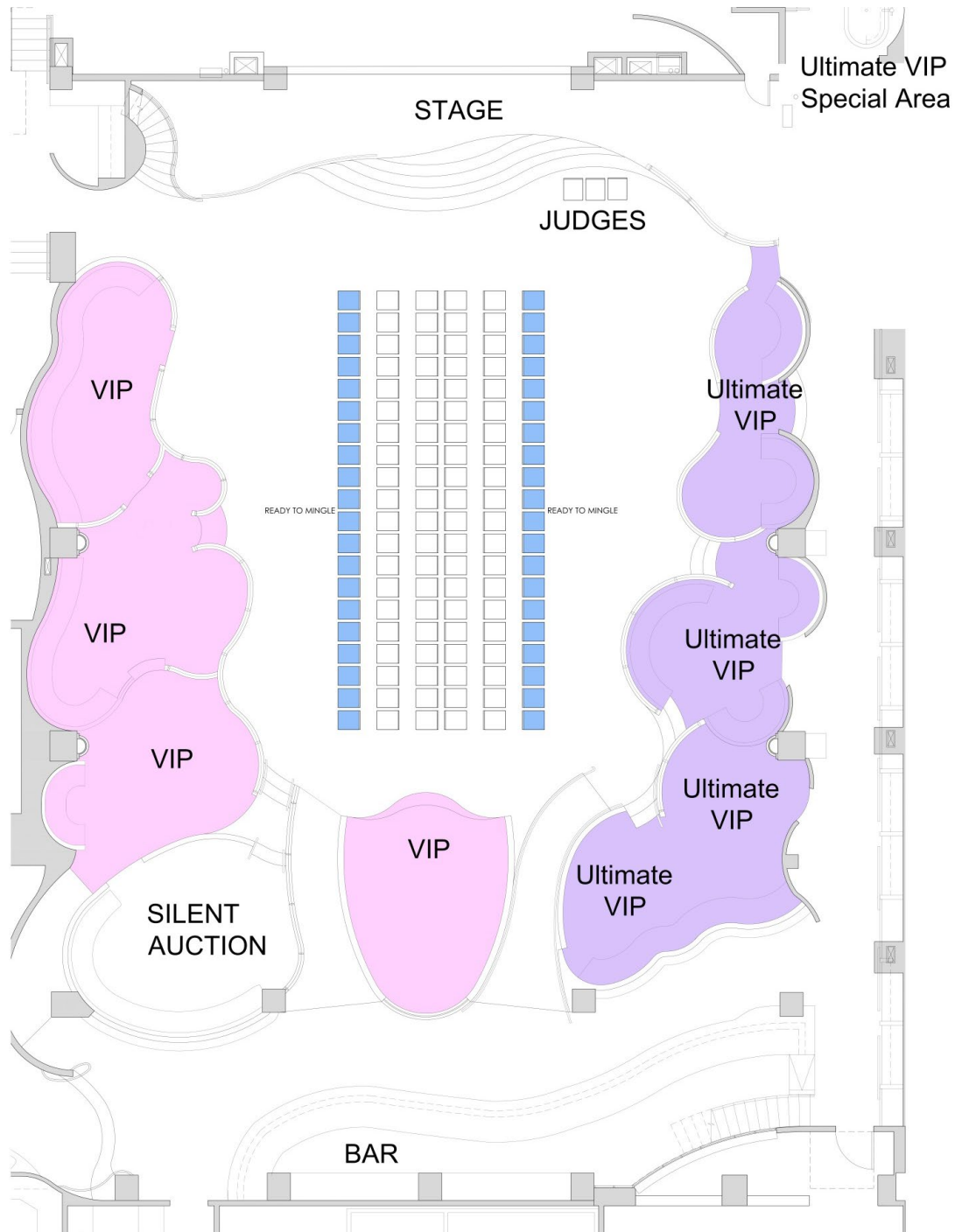
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SONY HALL FLOOR PLAN



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