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Dear Prospective Product Runway VIP Sponsor:

NEWH New York's most coveted annual fundraiser, Product Runway will take the stage Nov 9th from 6-9 pm! Gather your clients and join us for the most fun night of BDNY!

Over the years, NEWH New York has awarded a total of \$928,000 to students in architecture, interior design, hotel management and culinary arts. Thanks to the financial support of companies like yours we hope to award another \$72,000 in scholarships this year to hit a remarkable **\$1,000,000 milestone** to hospitality students in need!

To help us reach our goal, this year we are challenging 10-12 design firms to create a runway worthy dress using material from our industry to showcase and compete at this year's "Metamorphosis" themed Product Runway. This event will be held on Sunday, November 9th, 2025, at NEBULA from 6 PM to 9 PM, during BDNY and will be judged by our wonderful supporters; **Stacy Shoemaker Rauen, Lisa McClung – IHG Hotels and Resorts, Diane Hang Ngyuen – Highgate, and Chris Wheeler – Marriott International – Global Design!**

With over 350 industry insiders, including hotel brands and design firms attending the event, along with our 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 support! We have several great sponsorship opportunities, detailed below, that we hope you will consider.

Please note that all proceeds from the event will go directly to NEWH's mission of education and scholarship. NEWH is a 501c3 nonprofit, 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 BDNY!

For more information, please contact Rob Veluz - fundraising.newhny@gmail.com

Sincerely,
Your NEWH New York Fundraising team

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

Thanking NEWH's 2025 Corporate Partners

Benefactor: DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | MILLIKEN FLOOR COVERING | SIGNATURE | ULSTER
Patron: ARTERIORS CONTRACT | BERNHARDT HOSPITALITY | BRINTONS | ENCORE HOSPITALITY CARPET | HOSPITALITY DESIGN/BOUTIQUE DESIGN | KB CONTRACT | KIMBALL HOSPITALITY | P/KAUFMANN CONTRACT | PTY CUSTOM LIGHTING | VALLEY FORGE FABRICS
Supporting: AMERICAN ATELIER, INC. | AMERICAN LEATHER | ARTLINE GROUP | ASHLEY LIGHTING, INC. | CHAPMAN HOSPITALITY LIGHTING | CROSSLEY AXMINSTER | CRYPTON FABRIC | DELTA FAUCET COMPANY | DOWN ETC. | ELECTRIC MIRROR | FAIRMONT DESIGNS | INSTALLATION SERVICE GROUP | KELLEX | MANDY LI COLLECTION | PORCELANOSA | RICHLOOM CONTRACT | SERTA SIMMONS HOSPITALITY | SHAW HOSPITALITY | SHELBY WILLIAMS | SUMMER CLASSICS/GABBY CONTRACT | TARKETT HOSPITALITY | TLS FURNITURE | TRINITY LIGHTING | TROPITONE FURNITURE COMPANY | W A L T E R S

NEWH New York
2025 PRODUCT RUNWAY
SPONSORSHIP AND PAYMENT FORM

Sponsorships are limited and are on a first come, first served basis. Sponsorship will be confirmed upon receipt of payment – **payment due October 1, 2025**. 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 - You may choose more than one item (**first come first served basis**) – see floor plan at end of this PDF

<input type="checkbox"/>	VIP PRIVATE BAR MEZZANINE Investment: \$2,700 Yellow on floor plan 5 available	<ul style="list-style-type: none"> • 6 Seats in Separate Private Mezzanine Bar • Sky Bar 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 screen and in brochure • Heightened VIP experience with Food platters • Wrist Band for VIP entry starting at 5:30pm
<input type="checkbox"/>	VIP JUDGES EXPERIENCE Investment: \$3,875 Green on floor plan 2 available <i>*Can split between 2 vendors</i>	<ul style="list-style-type: none"> • 8 Seats – Exclusive Judges seating area in front of stage 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 screen • Guaranteed Runway Seating • Wrist Band for VIP entry starting at 5:30pm • Heightened VIP Experience
<input type="checkbox"/>	VIP RUNWAY EXPERIENCE Investment: \$3,800 Blue on floor plan 6 available <i>*Can split between 2 vendors</i>	<ul style="list-style-type: none"> • 8 Seats – Exclusive front row stage seating • 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 screen • Wrist Band for VIP entry starting at 5:30pm • Heightened VIP experience
<input type="checkbox"/>	VIP RAISED BAR PRIVATE AREA Investment: \$3,995 Pink on floor plan 2 available <i>*Can split between 2 vendors</i>	<ul style="list-style-type: none"> • 10 Seats – Exclusive raised private area stage seating • 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 screen • Wrist Band for VIP entry starting at 5:30pm • Heightened VIP experience with food

NEWH New York
2025 PRODUCT RUNWAY
SPONSORSHIP AND PAYMENT FORM

<input type="checkbox"/>	SIGNATURE COCKTAIL SPONSOR Investment: \$1,200 3 available	<ul style="list-style-type: none"> • 2 Standing Room general admission tickets • Company logo on Main Bar, East Bar and West Bar with your uniquely Named signature drink! • Includes Logo in brochure • Verbal recognition during the event
<input type="checkbox"/>	STEP AND REPEAT SPONSOR Investment: \$1,500 9 available	<ul style="list-style-type: none"> • 2 Standing Room general admission tickets • Logo on promotional and on-site materials and in event program • Logo on the Step and Repeat and will be in tons of post event photos! • Verbal Recognition at the event and post event social media thank you
<input type="checkbox"/>	DIGITAL PROGRAM SPONSOR Investment: 1,500 4 available	<ul style="list-style-type: none"> • 2 Standing Room general admission tickets • Company logo AND full page ad in Digital Program scanned by every guest! • Verbal Recognition at the event and post event social media thank you
<input type="checkbox"/>	VIP NIGHT OUT 5 PACK Investment: \$1,500 Unlimited	<ul style="list-style-type: none"> • 5 Standing Room general admission tickets • Includes Company Logo in brochure and at event • Verbal Recognition at the event and post event social media thank you

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)

****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***

****All payments are non-refundable. Payment due by October 1, 2025 to guarantee your sponsorship.***

- ☐ **CHECK (MAKE PAYABLE TO NEWH New York)**
Mail to: Susan Huntington, NEWH, Inc., PO Box 322, Shawano, WI 54166
Add tag: NEWH/New York Product Runway
- ☐ **PAY BY ACH/BANK DRAFT – contact newh.finance@newh.org**
- ☐ **PAY ONLINE via CREDIT CARD - Please use this secure payment link to complete your payment**

[Click here to pay \(https://newh.org/product/custom-payment/\)](https://newh.org/product/custom-payment/)

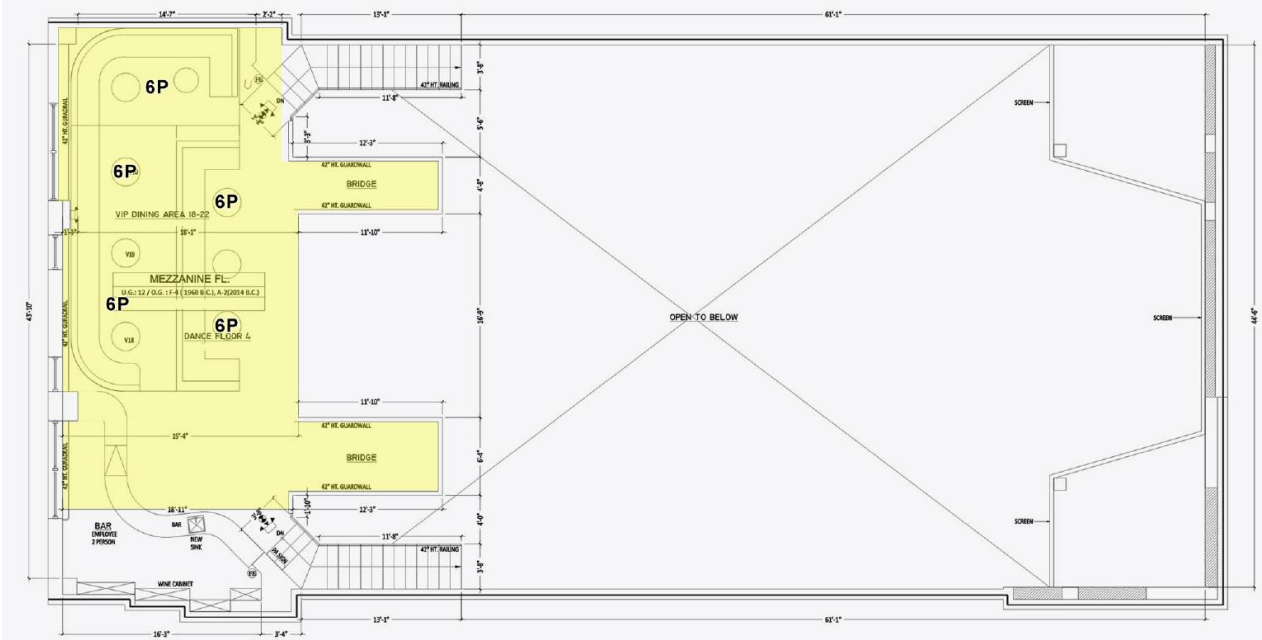
Enter the Amount – \$xxx.xx USD

Enter a Memo – NEWH NY Owners Roundtable 2025 (name of) Sponsorship/ "Company Name"

Please email completed form to fundraising.newhny@gmail.com AND julie.hartmann@newh.org

**Fair market value of this event is \$200 per attendee. Please retain this receipt for tax purposes. Check with your accountant to determine if this can be considered a business expense or charitable contribution.
SUBMISSION OF MATERIALS: All materials will be submitted (prospective – future action) in accordance with specifications of NEWH New York or its representative. Failure to submit in accordance with these specs may result in production charges. Materials provided after October 1, 2025 will not be used. GOVERNING LAW: This agreement will be governed by and construed in accordance with the laws of the State of NY. 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 Form, 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.

MEZZANINE / BALCONY - FLOOR PLAN



MAIN FLOOR

