

**“Slay The Runway”**  
**Virginia’s Prom & Bridal Expo**

**March 10, 2019**

12pm-6pm

Sheraton Waterside Hotel Norfolk  
777 Waterside Dr. Norfolk, Virginia

[www.vvmgevents.com](http://www.vvmgevents.com)



# “Slay The Runway” Virginia’s Prom & Bridal Expo



*The* most anticipated night for High School seniors by far, is the senior prom and we are excited to announce the launch of the only Prom Fashion Expo in Hampton Roads and the largest in Virginia! Our Expo has revolutionized the way prom goers shop in the Hampton Roads area. With over 50 exhibitor booths available, this will be the singular forum to bring prom shoppers and unique vendors like you together under one roof. Similar to wedding shows, “Slay the Runway” Prom & Bridal Expo will unite these two worlds into one fabulous day of exhibits, displays, and fashion.

*We* start with a large, centrally located venue and transform it into a vibrant marketplace. We add a spectacular fashion show and exhibits by the area’s leading prom and special event professionals. We create excitement with an extensive multimedia advertising program, unique promotions, and thousands of dollars in gifts and prizes. The result is the area’s premier prom, bridal and special occasion event ... and your business can be a part of it.

**We are currently seeking sponsors and vendors from your area of expertise.**

## When you participate in this event you will:

- Reach your target audience of High School Juniors and Seniors, Brides, grooms and their Parents, siblings, friends, and other business owners all in one day
  - Connect your business to new customers
  - Spend your marketing dollars efficiently

According to recent reports, prom and bridal season is reported to be an over four billion dollar Industry. Everything from formal wear, hair, make-up, limousines, entertainment, and others will benefit from this influx of spending. Won’t you take part in this unique event and join us for the best prom& bridal season ever?

The 2019 “Slay the Runway” Prom & Bridal Expo will be held at Sheraton Waterside, Norfolk on March 10, 2019. Hosted by Former Miss United States and WVEC 13 News Now TV Anchor and International Gospel Recording Artist Slater Joel.

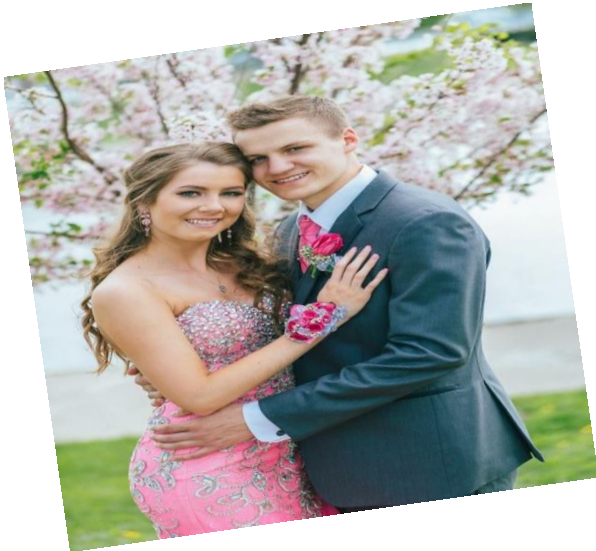
**Ashley Smith**



**Slater Joel**



# “Slay The Runway” Virginia’s Prom & Bridal Expo



## MARKETING

“Slay the Runway” Prom & Bridal Expo will be held at the Sheraton Waterside Hotel on Saturday March 10, 2019 from 12:00-5:00 pm. The day’s events feature an explosive fashion show, informational workshops, and fabulous exhibits.

**This is your way to reach them in one single day.**

The Expo will be advertised throughout 12 cities of Southeastern Virginia from Williamsburg to Virginia Beach. Our marketing strategy includes support from both public and private schools in the area. We will also take full advantage of our growing Social Media presence and our local newspaper, TV, radio and community service boards.

### **Our extensive marketing includes:**

- Unique promotions, and thousands of dollars in gifts and prize giveaways
  - Newspaper advertisements in major and regional periodicals
    - Extensive Radio advertisement
- Promotion through e-blasts, Facebook®, Twitter, the event site, and the media
  - Invitations mailed to unique addresses
    - Unique web views

# “Slay The Runway” Virginia’s Prom & Bridal Expo



## “Slay the Prom” The Ultimate Party Magazine

### MAGAZINE MARKETING

**The 2019 Edition of “Slay the Prom” The Ultimate Party Magazine,  
After-Prom and Career Planning Guide !**

**The Youth Audience is the**

**Hottest Market in our Economy !**

**FREE** distribution to area public and

private high schools and libraries in Williamsburg, Yorktown, Newport News, Hampton, Gloucester, Isle of Wight, Suffolk, Smithfield, Chesapeake, Norfolk, Portsmouth, Virginia Beach and other selected locations, reach over 5,000 Juniors, Seniors, school personnel, planning committee members and parents.

**Tired of high-cost advertising?**

**The Prom Guide is your low-cost solution.**

**Published annually in January and distributed twice per year.**

**Call NOW for the best ad placement!**

### **The Guide Everyone’s Talking About!**

- Informative content encourages purchases of event-related goods and services.
  - Visually exciting content and user-friendly format encourages continual use, ensuring **maximum exposure for your Ad.**
- Associate your business with sponsorship of an important **FREE** community resource and a strong anti-alcohol/anti-drug message.
  - Gain access to college and trade-school-bound students, as well as those entering the military and work force.
- Sponsored, endorsed and distributed by local Substance Abuse and Prevention Coordinators and Safe and Drug Free Schools’ contacts.

**Schools, Parents and Students spend millions of \$\$\$ on Prom,**



# “Slay The Runway”

## Virginia’s Prom & Bridal Expo

**After-Prom, School Dances, and Graduation Celebrations.  
Hundreds of millions more are spent on College and Trade School!**

### SPONSORSHIP OPPORTUNITIES

The Expo will feature up to 50 available booths of exhibits in a world-class event space. Contact us to find out how you can be a part of this exciting opportunity.

**We are currently seeking exhibitors and supporters in the following categories:**

- |                                    |                       |
|------------------------------------|-----------------------|
| *Prom Gowns                        | *Photographers        |
| *Tuxedos                           | *Limousines           |
| * Florists                         | *Hair Stylist         |
| * DJ’s                             | *Cosmetics            |
| *Décor Companies                   | *Accessories          |
| Props, Balloons, etc               | Purses, Undergarments |
| * Favors                           | * Jewelry             |
| * Fitness                          | *Spa                  |
| * Community Groups                 | *Shoes                |
| * Massage, Facials, Tanning        | *Florists             |
| * Secondary Education and Training | *Bakers               |

### BENEFITS

Find everything for Prom, Bridal and any Special Occasion event under one roof, bringing every aspect of event planning and education into one amazing show.

This event brings together a fabulous collection of products and services to help create the perfect event.

50 unique Exhibitor spaces available to draw a crowd and give you the perfect opportunity to promote your services and products directly to your targeted audience.

- Every school within a 12 city region will have tickets available to give to their students
- Full exhibition space with carpet and signage
- PR and advertising through Twitter, Facebook, and local media
- Large distribution area from Williamsburg to Virginia Beach, VA

**Your 2019 Prom Customers are going to be at “Slay the Runway” Prom & Bridal Expo.  
So should YOU!**

# “Slay The Runway” Virginia’s Prom & Bridal Expo

## SPONSORSHIP FORM

Please select your level of Sponsorship:

### Title Sponsor - \$5,000

- Have this year’s event listed with your company name/logo as the presenting Sponsor
  - Title Sponsorship listing for all print and radio advertisement
  - Title Sponsorship placement on website
  - Contact list of all registered attendees
    - Company logo and link on website
    - Recognition throughout the event
    - Prime Exhibit Space at the Expo
  - Full page ad in Prom’s Plus Magazine
  - Placement of Corporate Item in Gift Bag
    - Optional Door Prize Participation
    - 10 VIP All Access Tickets

### Platinum Sponsor - \$3,000

- Prominent listing for advertisement
- Prominent placement on website
- Contact list of all registered attendees
- Company logo and link on website
  - Visibility during the event
- 10 x 10 Exhibit Space at the Expo
- Half page ad in Prom’s Plus Magazine
- Placement of Corporate Item in Gift Bag
  - Optional Door Prize Participation
  - 4 VIP All Access Tickets

### Gold Sponsor - \$1,500

- Listing for advertisement
- Featured placement on website
- Contact list of all registered attendees
- Company logo and link on website
- 10 x 10 Exhibit Space at the Expo
- Quarter page ad in Prom’s Plus Magazine
- Placement of Corporate Item in Gift Bag
  - Recognition during the program
  - Optional Door Prize Participation
  - 2 VIP All Access Tickets

### Exhibitor - \$450 Registration

- 8’ Long Table Exhibit Space at the Expo
- Contact list of all registered attendees
  - Door Prize Participation
- Listing on website as an Exhibitor
- Listing as an Exhibitor at the Expo
  - Lunch provided during the show

# “Slay The Runway” Virginia’s Prom & Bridal Expo

## Additional Sponsorship Opportunities

### **Prom Décor Giveaway - \$5500**

The school that has the most registrations in attendance will win a complete prom decoration package valued at \$5,000  
Sponsor receives Platinum Level sponsorship benefits

### **Prom Décor Giveaway - \$3500**

Participating schools enter to win a prom decoration package valued at \$3,000  
Sponsor receives Gold Level Sponsor benefits

### **College Scholarship - \$500 (5 available)**

Sponsor a \$2,500 college scholarship to a deserving student  
Every student who attends is eligible to win  
Sponsor receives Gold Level Sponsorship benefits

### **Tote Bags - \$1,200**

Each guest will receive a tote bag at registration with your logo

### **Care Package Sponsor – valued at \$1,000**

Supply a college bound student with the necessary items needed for life on campus

### **Fairy Godmother Project – valued at \$1,000**

Granting wishes to young girls who may not be able to afford a prom dress.  
Guests will donate gently used gowns that will need to be dry cleaned and delivered.

### **Prom Queen Total Makeover – valued at \$800**

Every student who attends will be entered into the raffle to win a total prom makeover.

We need several vendors to participate.

### **Gift Bag Contributor - \$150**

Placement of Corporate Item in Gift Bag;  
Must supply a minimum of 500 items for bags; Must be received by 12/30/17

**Sponsorship Levels are all due on  
January 15, 2019**

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**SPONSORSHIP/VENDOR FORM**

**Please complete the following. Type of Vendor (check all that apply) :**

Prom Dresses _____	Tuxedos _____
Photographer _____	Limousine _____
Decorations _____	Hair Stylist _____
Favors/Souvenirs _____	Make Up Artist _____
Spa/Fitness _____	Nail Salon _____
After Prom Locations _____	Jewelry _____
Community Organization _____	
College or Vocational School _____	
Driving School _____	
Other _____	
Purses _____	
Shoes _____	
Florist _____	
Accessories _____	

**Company Description:** \_\_\_\_\_

**Reservation and Contact Information:** \_\_\_\_\_

Enclosed is my check for Deposit 50% \_\_\_\_\_ Full Payment \_\_\_\_\_

Sponsor level \_\_\_\_\_

Please charge my Master Card VISA American Express (An Invoice will be sent for Sponsorships over \$1000.00)

PayPal is available for Credit Card Payments for Security (applicable fees will apply)

Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_

NAME: TITLE: \_\_\_\_\_

COMPANY: CONTACT: \_\_\_\_\_

HOW NAME SHOULD BE LISTED IN PROGRAM: \_\_\_\_\_

OFFICE: FAX: EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**Refunds are not available, you may transfer to another event or vendor if you need to cancel**



# “Slay The Runway”

## Virginia’s Prom & Bridal Expo

### Color and Premium Ads - Single Insertion

#### Full Color

#### Covers and Premium Placement

Call us for Prices and Availability.

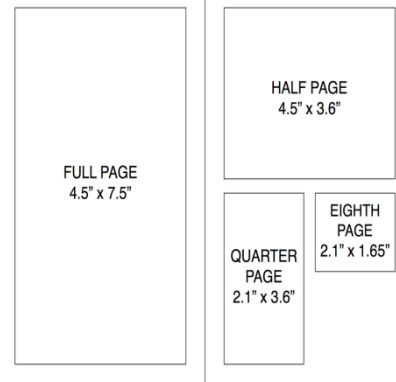
2-page Spread available. Ask us for more info.

**Listing Only** - \$100 Full Page \$400 Half Page \$270 Quarter Page \$200

Business Card listing \$150

**All Listings Include:** Company Name, Address, Phone Number(s), Web

Address and A twenty-five (25) word description of your business products and/or services



#### Submittal Options (SELECT ONE):

**Please have Innovative Twist Printing design my ad** (additional fees may apply).

PLEASE ATTACH WORDING AND/OR ART ON SEPARATE SHEET.

This is a one-time fee unless you change your ad.

**not available**

**Business Card ad is 3.5x2**

**(not pictured)**

#### Electronic File Submittal

(On disk or e-mail, see mechanical specifications)

submit [to lynn.vvmgrp@gmail.com](mailto:lynn.vvmgrp@gmail.com)

#### Enclosed Is My Hard Copy Ad Layout

(Additional fees may apply)

\*PLEASE NOTE: Sometimes quality or sharpness of ad could be compromised if not submitted electronically.

#### USE MY EXISTING AD ON FILE

as last printed with modification(s) (please notate)

### Reminders

**Deadline: Monday, February 18, 2019 5 p.m. EST**

- Submit ads electronically for best quality
- Ads will be printed as submitted, please proof the ad before submitting.
- VVMG reserves the right to refuse publication of any ad that is deemed inappropriate.
- Payment must accompany ads; ads will not be placed without full payment.
- Ads will be printed in color unless black and white is specified.
- Ads must be in CAMERA READY format, minimum 300 dpi resolution, ready to print without the need for additional edits.
- jpeg, gif files;
- faxed ads cannot be accepted.
- For ad assistance, contact [Lynn.vvmgrp@gmail.com](mailto:lynn.vvmgrp@gmail.com)

**1/8<sup>th</sup> Page Ad is**



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**DOOR PRIZE FORM**

**Please complete the following.**  
All items must be received by March 8, 2019.

**Door Prize Information:**

Name of Item: \_\_\_\_\_  
Description: (color, size, etc.) If the item is a certificate, please state the conditions.  
\_\_\_\_\_

**Special Instructions/Restrictions:**

Retail value \$\_\_\_\_\_ Please announce item as donated  
by: \_\_\_\_\_  
OR \_\_\_\_\_ Check here to remain anonymous

**Arrangements:**

\_\_\_\_\_ Item given to VVMG representatives  
\_\_\_\_\_ Certificate will be mailed to Valerie Victoria Management Group by 2/15/19  
\_\_\_\_\_ The Expo will create certificate  
\_\_\_\_\_ Item to be picked up by The Expo representative on **Delivery or pick up**

**Instructions:** \_\_\_\_\_  
\_\_\_\_\_

**Contributor Information:**

Name: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Signature \_\_\_\_\_ Date: \_\_\_\_\_

**FOR STAFF USE ONLY**

Receiving number	TY sent	Catalog number	Category
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Additional comments or notes for our staff regarding  
your set-up and participation.