



2016 SPONSORSHIP GUIDE

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact Person: _____ Title: _____

Website: _____ Email: _____

We would like to support the Hairdressers' Disco Ball at the level of Sponsorship marked below:

_____		Gold Title Sponsor (Presenting Sponsor - Limit 1)	\$5,000
_____		Silver Sponsor	\$3,000
_____		Bronze Sponsor	\$2,000
_____		Runway Sponsor	\$1,000
_____		Big Wig Sponsor	\$ 500

Checks and completed forms should be mailed to: HVCS, 40 Saw Mill River Rd., Hawthorne, NY 10532. Make checks payable to HVCS or Hudson Valley Community Services.

Credit Card Type: MC VISA AMEX Card #: _____

Expiration Date: _____ Security Code: _____ Billing Zip Code: _____

Signature: _____

Amount to charge on card: _____ To pay via credit card online, please visit www.hudsonvalleycs.org.

Please return your completed form in the enclosed envelope, or mail it to:
HVCS Public Relations Dept.
40 Saw Mill River Road
Hawthorne, NY 10543

OR Fax your completed form to: 914.785.8331

OR Give us a call at 914.785.8326 and we'll gladly come pick it up from you ourselves!

HDB

HAIRDRESSERS' DISCO BALL & CHARITY HAIR SHOW

SUNDAY, AUGUST 14, 2016

SPONSORSHIP OPPORTUNITIES



Hudson Valley Community Services

WHAT IS THE

HDB

HAIRDRESSERS' DISCO BALL & CHARITY HAIR SHOW



WHEN: Sunday, August 14, 2016
Doors at 4:00 pm
Runway Show at 5:00 pm
After Party at 7:00 pm

WHERE: Ramada Inn Grand Ballroom, Fishkill

SPONSOR BENEFITS:

The Hairdressers' Disco Ball offers significant advertising benefits to its sponsors. Collectively, the marketing campaign, publicity, advertising and promotions reaches over 25,000 contacts.

Sponsors enjoy complimentary vendor tables in the main room, program ads, gift bag flyer or item insertion, and reserved runway-side seating. We welcome fresh, creative ideas on how to maximize your presence at our event. Sponsor logos also appear on HVCS' website. We use social media (Facebook, Twitter, Instagram) to reach out to and keep in touch with our salons, sponsors, and guests.

www.hairdressersdiscoball.com

**It's a spectacle. It's a party.
It's a community with style.**

On Sunday, August 14, 2016, HVCS presents the 6th Annual Hairdressers' Disco Ball & Charity Hair Show to benefit the comprehensive HIV/AIDS programs and services offered by Hudson Valley Community Services. Twenty local hair salons, spas and beauty schools unite in a spectacular runway show featuring outrageous, wildly creative hairstyles and costumes. The Hairdressers' Disco Ball was created by local hairstylist Carla Ramos and has now grown to one of the most talked-about events in the Hudson Valley!

This is a stellar chance to gain great exposure for your business while helping local people living with HIV/AIDS and other chronic diseases.

**Most importantly,
it's a fundraiser for**



hvcs

HVCS is the Hudson Valley's oldest and most comprehensive organization that specializes in HIV/AIDS care, support and prevention. We also provide care management for an array of chronic illnesses for low-income people, plus transportation, housing support, nutritional programs, and community-based health education. Proceeds from this year's HDB will support our emergency food closets, housing, and mobile prevention units, so you can be assured that your donation will help local people and families in real need.

Our mission is to promote prevention and wellness for all people, to encourage life-affirming decisions maximizing their quality of life, and to coordinate care for those living with complex health conditions.

**Facebook.com/HairdressersDiscoBall
Instagram: HairdressersDiscoBall**



2016 SPONSOR OPPORTUNITIES

GOLD TITLE SPONSOR - LIMITED TO 1 \$5,000

YOUR COMPANY presents the 2016 Hairdressers' Disco Ball.
Prominent mention in radio, TV spots, social media, online event videos, posters, postcards, red ribbons (sold in participating salons).
Logo on red carpet step-and-repeat.
8 seats next to runway.
Name and logo branding on After Party.
Special pre-event discount code - your company name becomes the exclusive code!
Prominent mention in all event press releases.
Banner displayed on stage/runway.
Logo and name listed on event DVDs.
Double-size booth in vendor area.
Back cover of event program.
Creative, innovative co-branding opportunities as determined by HVCS and sponsor.
Right of first refusal in 2017.

SILVER SPONSOR - \$3,000

Prominent mention in radio, TV spots, social media, online event videos, posters, postcards.
8 seats next to runway.
Prominent mention in all event press releases.
Banner displayed at prominent location at event entrance.
Inside cover ad in event program.
8' booth in vendor area.
Creative, innovative co-branding opportunities as determined by HVCS and sponsor.

BRONZE SPONSOR - \$2,000

Prominent mention in radio, social media, online event videos, posters, postcards.
6 VIP seats next to runway.
Prominent mention in all event press releases.
Banner displayed at event entrance or runway.
Full page ad in event program.
8' booth in vendor area.
Creative, innovative co-branding opportunities as determined by HVCS and sponsor.

RUNWAY SPONSOR - \$1,000

Logo placement on social media, online event videos, posters, postcards.
4 VIP seats next to runway.
Mention in all event press releases.
Banner displayed on runway.
Half page ad in event program.
8' booth in vendor area.

BIG WIG SPONSOR - \$500

Logo placement on social media, online event videos, posters, postcards.
2 VIP seats next to runway.
Mention in all event press releases.
Banner displayed on runway.
Quarter page ad in event program.
8' booth in vendor area.

We actively welcome in-kind partnerships in addition to the above levels. Your contribution will be recognized at the Bronze, Runway or Big Wig level corresponding to your estimated value of goods and/or services donated.

A copy of our latest annual report may be obtained, upon request, from the Finance or Public Relations Departments, or from the Office of the Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271.

