

# 2♥15 Cupidon is Inviting YOU! Fashion Show

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**2015 Sponsorship  
Package**



presented by Lacie &  
Cupani Fashion



## **ECONOMIC DEVELOPMENT**

Little Rock is a center for several major employers in a variety of industries including healthcare, service, government and agriculture. Little Rock is located in the center of the country and in the second fastest-growing region of the United States, with 40% of the nation's population and buying power within a 550-mile radius. Little Rock is where 'America Comes Together' – located at the crossroad of Interstate 30 and the most heavily traveled Interstate in the nation, Interstate 40. Competitive wages and Arkansas' right-to-work environment provide an excellent workforce environment for businesses. Twenty-eight (28) Fortune 500 companies operate within the Little Rock Metropolitan Statistical Area.

The City of Little Rock has seen a steady increase in economic development activities, which is due in large part to an active private sector and the strong leadership of the Little Rock Regional Chamber of Commerce. In addition, manufacturing, transportation and service sector employment are growing at a steady rate. Little Rock is one of the top fifteen (15) aggressive development markets in the nation and has doubled in the past thirty (30) years, with projections indicating it will double again in during the next twenty (20) years.

Government leaders are committed to retaining, creating and expanding job opportunities for the service, retail and industrial sectors of the community. As a result of this commitment, Little Rock is experiencing unprecedented development and expansion in the downtown corridor. Since 1994, projects totaling \$968,579,951 have been completed in the downtown area, with \$175,894,720 worth of projects in progress and an additional \$194 million worth of proposed projects. The River Market has resulted in new businesses throughout the River Market District, including a \$7.5 million renovation and development of the Museum Center Building, which houses the Museum of Discovery, restaurants and commercial information technology enterprises. In addition, the \$165 million William J. Clinton Presidential Center opened its doors in November 2004, and since opening, the Center has hosted over 300,000 visitors.

Source: <http://www.littlerock.org/citymanager/divisions/economicdevelopment/>

## ABOUT US

*Cupidon is inviting YOU!* Fashion Event was founded and produced by Lacie Cupani. Cupidon is the Roman God of Love who assists people to fall in love regardless of the season. Lacie is also Designer and CEO of Cupani Fashion, in Little Rock, AR. Cupani's Line became Little Rock Fashion Week Line of the Year 2014. Cupani designed the crocheted set for the First Lady Susan Hutchinson in 2015. Model Daija Trask who modeled for Cupani Fashion became Oneofakind Baton Rouge Fashion Week Model of the Year 2015. Cupani's collections demonstrated nation and worldwide.

*Cupidon is inviting YOU!* Fashion Show is an eclectic fashion event that fosters the mixture of emerging, established, and celebrity fashion designers from all over the world to build a meaningful fashion trade while nurturing creative opportunities for young designers and models from Arkansas and surrounded states. *Cupidon is inviting YOU!* Fashion Show continues to actively build a fashion bridge from all over the world to Little Rock as a globalization of fashion and all associated business. With the top-notch guest list and national and international media coverage, *Cupidon is inviting YOU!* reaches a multitude of consumers and continues to grow each year.

*Cupidon is inviting YOU!* - an event that helps funnel into businesses and economy. *Cupidon is inviting YOU!* Fashion Show has tremendous annual economic impact on The City of Little Rock and local and surrounded states business. Numbers of fashion shows, fashion boutiques, beauty salons, spas around The City of Little Rock are on increase. The number of people who attend fashion shows are increasing each year. The money spent in restaurants during Fashion Events are increasing.



Photo by K.A. Photography: Arkansan Arneshya' Jackson is opening Fashion Showcase Gala in New York City, April 25, 2015. Design: Cupani Fashion

During Fashion Events, more dollars is funneled into small and developed business including but not limited to hotels, retail stores, restaurants, rental and advertising companies, venue rental and use. *Cupidon is inviting YOU!* is promoting business, brands, designers, artists, performers, entertainers, models, and students. *Cupidon is inviting YOU!* is also stimulating students and models' participation at the high profile fashion events around USA and the world. *Cupidon is inviting YOU!* Fashion Show held annually in February, October, and December.

## WHAT WE DO

*Cupidon is inviting YOU!* Fashion Show continues to provide a platform for a plethora of designers to wow its audience with a high impact fashion presentation. Never a dull moment, each designer presents ten (10) their best pieces giving fashion forward viewers an orientation to what the designer or his/her brand is introducing to the masses. Each designer encourage to demonstrate their creative talent by producing six- eight (6 -8) cocktail attire with Cupidon's Wings! Why wings? *Wings* symbolize ascension "Help Arkansas and the U.S. rise higher in math, reading, and science". Irresistible bodybuilders and fashion models will be Cupidon-Models at the event. Spectators/buyers/boutiques' owners may order high fashionable garments during the event using "*Cupidon's Hot Fashion Sale*" online boutique.



Photo by Brian Brimley Photography, Design Ms Smitty, Model Mekala Fuqua

## OUR CHARITY

In conjunction with the event's fashion purpose, *Cupidon is inviting YOU!* Fashion Show also chooses to highlight social issues that affect our events and promote awareness and benefit of education. 10% of ticket sales will go to IQEdu-Scientific USA Foundation <http://iq-edu.weebly.com/>. IQEdu-Scientific USA is an Exclusive Scientific Learning Foundation facilitating learning and benefiting Scholars (12-16 years old and beyond). IQEdu-Scientific USA allows Scholars to study Languages, Art, Music, Fashion, Literature, Math, and Scientific Disciplines. IQEdu-USA is the interactive campaign that allows Scholars to learn science, do projects, and be better prepare for science fairs, national and international competitions, and prospective college and career.



Photos by Brian Brimley Photography, Designs: MEROCKI by Model Jennifer Pitts (left) and iME by Model Reina Sanchez (right).

## OPPORTUNITIES FOR SPONSORS

*Cupidon is inviting YOU!* Fashion Show presents a unique opportunity to reach an affluent, trendsetting and Fashion-conscious audience via a one-of-a-kind branding and marketing platform. We strive to provide our sponsors with mutually benefitting opportunities to create brand awareness and reach our expansive audience. We do this, not only through our own marketing channels, but also through specific partnerships with media outlets in the area.

# 1

### BRANDING

- Align your brand with some of the top local and regional brands.
- Expand your brand's reach through our expansive marketing.
- Benefit from press coverage's and product placement.

# 2

### LEAD GENERATION

- Cultivate profitable relationships through direct interaction with customers
- Solicitation opportunities to potential customers through vendor booths and VIP events

Photos by This Shoot Photography, Designs: 22<sup>nd</sup> Element  
by Model Christopher Henderson



## WE OFFER PRESS & MEDIA



<http://meredithcorning.com/2015/02/17/valentines-day-fashion-show-by-cupani-fashion/>

[Meredith Corning Consulting](#)

Finding, Creating and Sharing Beauty

### Valentine's Day fashion show by Cupani Fashion

Written by: Meredith Corning



#### Cupani Cupidon is Inviting You! Valentine's Day Party

Submitted by Compassion Fashion Events, By Meredith Corning  
Wednesday, February 11th, 2015, 12:30pm



Topics: Events



Image used with permission: Cupani Fashion



## WE OFFER IMPRESSIONS

- Website
  - Unique web visits
- Social Media
  - Twitter & Facebook & Instagram Impressions
- E-Blast Database
  - Access to unique emails
- Visual invitations including company info/ videoclips 1-2 minutes
- Special Requests from our Guests:

## SPONSORSHIP OPPORTUNITIES

What's in there for your company or business? Co-sponsoring the event will allow your business to advertise your company, services and exhibit your products to a community and across social media nation and worldwide

	Diamond \$10,000 and above	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,500
VIP Entrance, including VIP Seats and Gift bags	10	8	6	2	1
Logo and Link on our website	X	X	X	X	X
Social Media Mentions	X	X	X	X	X
Option to place material in 200 VIP Gift bags	X	X	X	X	X
Capturing your company with our Cupidon-Models	X	X	X		
Video clip about your company /brand with our with our Cupidon-Models	X	X	X		
Company on Poster/Program/Presentation	Logo	Logo	Logo	Only Name	Only Name
Company Logo & Link in E-Blast Invitations	X	X	X		
Mentions during all three events	X	X	X		
Sponsor / Vendor Table	X	X			
Right to display company banners at entrance of show	2 Banners	1 Banner			
Company's Logo in "Step & Repeat" in all three events	X	X			
Mentions in Press Release	X	X	X	X	X
Meet and greet a invited celebrity	X	X	X		
Give a brief into and greet an audience on stage/runway	X	X	X	X	X



# Statehouse North and East Ballroom Foyer

Cupani's Cupidon is Inviting you  
Saturday, February 14, 2015  
Contact: Lacie Cupani  
EC: Lisa Simmons

## North Foyer

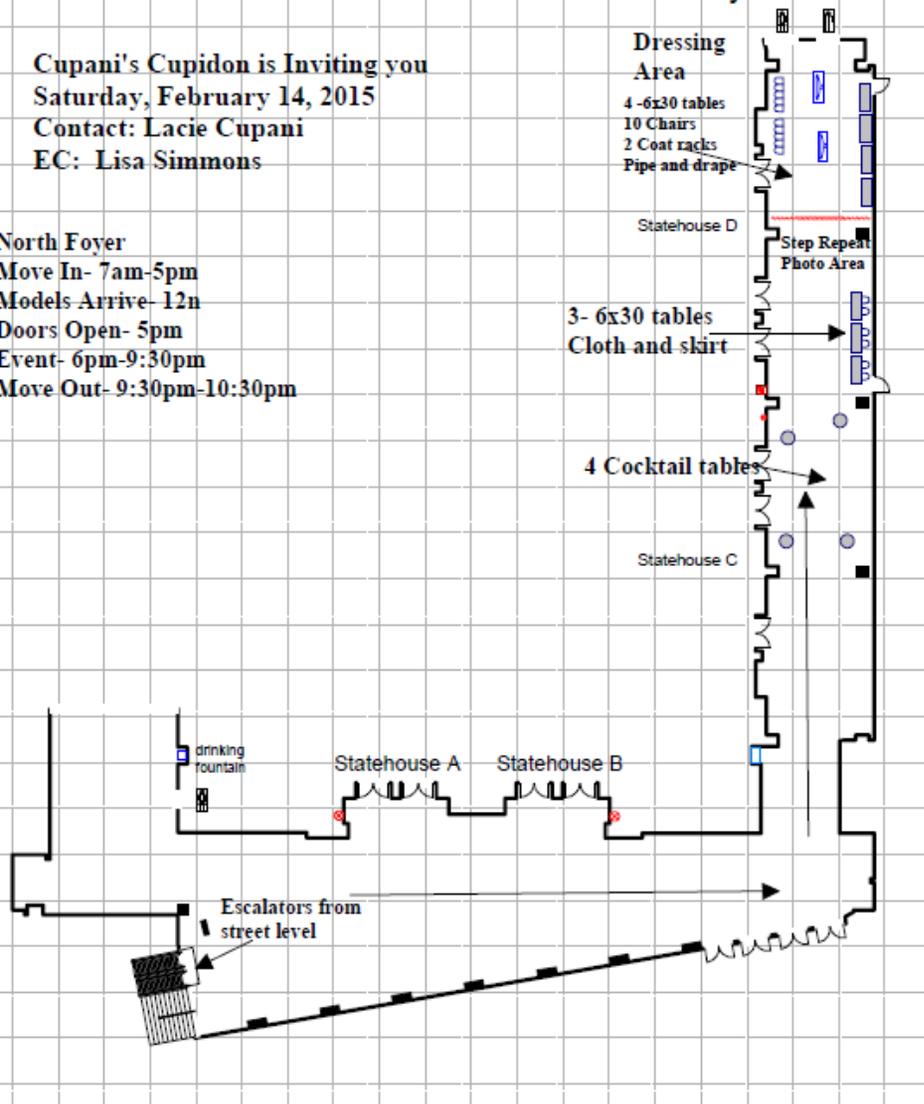
Move In- 7am-5pm

Models Arrive- 12n

Doors Open- 5pm

Event- 6pm-9:30pm

Move Out- 9:30pm-10:30pm



There is plenty space available for vendors on the events day.

If you have any questions or would like to become a sponsor, please contact via email at cupidonising@ gmail.com or cupanifashion@ gmail.com or via phone at 501-749-9479

Facebook of Lacie Cupani, Founder & Promoter	<a href="https://www.facebook.com/profile.php?id=100008143783359">https://www.facebook.com/profile.php?id=100008143783359</a>
Cupidon is Inviting You! (direct link)	<a href="http://www.cupanifashion.com/cupidon-is-inviting-you.html">http://www.cupanifashion.com/cupidon-is-inviting-you.html</a>
Facebook of Cupani Fashion	<a href="https://www.facebook.com/cupanifashion">https://www.facebook.com/cupanifashion</a>
Facebook: Cupidon is Inviting You! Company	<a href="https://www.facebook.com/pages/Cupidon-is-inviting-You/1472032763087382?ref=hl">https://www.facebook.com/pages/Cupidon-is-inviting-You/1472032763087382?ref=hl</a>
Event page on Facebook	<a href="https://www.facebook.com/events/975164355857650/">https://www.facebook.com/events/975164355857650/</a>
Instagram	<a href="#">@cupanifashion</a>
Pinterest	<a href="http://www.pinterest.com/cupanifashion/">http://www.pinterest.com/cupanifashion/</a>
Twitter	<a href="https://twitter.com/cupanifashion">https://twitter.com/cupanifashion</a>
YouTube Channel	<a href="https://www.youtube.com/channel/UCIWtVeCpextzKHPA0AbOJ9Q">https://www.youtube.com/channel/UCIWtVeCpextzKHPA0AbOJ9Q</a>



presented by  
Cupani Fashion

10% of ticket sales will go to IQEdu Foundation

Sponsors, Fashion Designers, Models,  
Vendors, Hairstylists, Makeup Artists,  
Entertainers, Media, Bloggers, and  
Photographers apply now at  
[www.cupanifashion.com](http://www.cupanifashion.com)



## Cupidon is inviting You ! "You vs. Designers" Halloween Fashion Show

Wear your original Halloween costume and compete with Designers and Artists for the award!

Oct. 23  
2015

Doors open at 5:00 PM  
Show 6:00-9:30

Statehouse Convention Center,  
101 E. Markham St., Little Rock, Arkansas

Tickets: [www.cupanifashion.com](http://www.cupanifashion.com)  
Point of contact: 501-749-9479



présenté par  
Cupani Fashion

10% des ventes de billets iront directement à la Foundation IQ Edu

Aux créateurs de mode, aux modèles,  
aux culturistes, aux coiffeurs et  
coiffeuses, aux maquilleurs et aux  
vendeurs. Inscrivez vous dès  
maintenant à [www.cupanifashion.com](http://www.cupanifashion.com)

**Cupidon vous invite!**



**“Vous contre les Designers”  
Halloween Fashion Show**

C'est votre chance de démontrer votre (vos) costume(s) original (originaux) et artistique(s)!  
Concurrez avec les créateurs de mode locaux. Le costume le plus original gagne le premier prix!

**Oct. 23**  
2015

Entrée dès **17:00**

Show **18:00-21:30**

Statehouse Centre de Convention,  
101 Rue E. Markham, Little Rock, Arkansas

Billets: [www.cupanifashion.com](http://www.cupanifashion.com)  
Point de contact: 501-749-9479



Cupani Fashion  
にて提供

10%の売り上げはIQ Eduの財団に寄付されます。

ファッションデザイナー、モデル、ボディビル  
ダー、スタイリスト、メイクアップアーティスト、お  
及び販売者の皆さんへ! 下記のウェブサイトで  
お申し込み下さい。

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



## クピドンはあなたを招待します! “あなた対デザイナー” ハロウィーンファッションショー

あなたの芸術衣裳やコスチュームをステートハウスコンベンションセンターで提示し、地元のファッションデザイナーの皆さんと競合することができます。一番オリジナルな衣裳やコスチュームを作成したデザイナーは賞をもらえます!

10月23日  
2015年

ご入場は午後 5:00 から

ショーは午後 6:00 から 9:30 迄

場所:ステートハウスコンベンション  
センター, Little Rock市, Arkansas州

ご切符は [www.cupanifashion.com](http://www.cupanifashion.com)にて  
連絡先: 501-749-9479



Präsentiert von  
CupaniFashion

10% der Einnahmen gehen direkt an die IQEdu Foundation

An alle Designer, Modelle, Fotografen, Bodybuilder, Friseure, Visagisten, Bloggers und Aussteller!  
Bewerben Sie sich gleich über

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

## Cupidon lädt Sie ein! "Sie gegen die Designer" Halloween Fashion Show



Tragen Sie Ihre originale Halloween Verkleidung(-en) und treten Sie gegen andere Designer an.  
Gewinnen Sie den Ersten Preis fuer die originalste Verkleidung!

Okt. 23  
2015

Eintritt bereits ab 17:00 Uhr  
Show von 18:00 bis 21:30

Statehouse Konvention Zentrum,  
101 E. Markham Str., Little Rock, Arkansas

Eintrittskarten: [www.cupanifashion.com](http://www.cupanifashion.com)  
Kontakt: 501-749-9479

## **SPONSOR CONTACT INFORMATION**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Signature \_\_\_\_\_

My signature indicates authorization to make this commitment on behalf of my company.

Check enclosed \$ \_\_\_\_\_ CC# \_\_\_\_\_ Exp. \_\_\_\_\_

VISA \_\_\_\_\_ MC \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

\*\*\*Sponsorship preference is based on a first come, first serve basis. Sponsorships and artwork must be received no later than June 25. Please provide a photo ready copy of your logo (high quality jpeg, eps or pdf file) or a clear description of your sign. Otherwise, only your name or company name will appear on the signage and website. Please e-mail company name and logo to: [cupanifashion@gmail.com](mailto:cupanifashion@gmail.com).

## **SPONSOR'S VIP REGISTRATION**

### **VIP #1**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

**VIP #2**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Billing Address: \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Please email sponsorship agreement and VIPs registration form along with payment by June 25, 2015 to:  
cupanifashion@gmail.com

## IN-KIND DONATIONS

Any item(s) that can be used for gifts (175 of each) items such as: company merchandise, service, jewelry, art, gift certificates, wine, autographed merchandise, roses, teddy bears, or monetary donations.

I wish to support the event in the following way:

### Contact Information:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

### Please accept the item(s) below as service or gifts item(s):

Service (s) \_\_\_\_\_

gifts item(s): \_\_\_\_\_

### Please accept my monetary donation of:

Check enclosed \$ \_\_\_\_\_ CC# \_\_\_\_\_ Exp. \_\_\_\_\_

VISA \_\_\_\_\_ MC \_\_\_\_\_ 3-Digit Security Code

Signature \_\_\_\_\_

My signature indicates authorization to make this commitment on behalf of my company.

**NOTES:**