EcoSponsorship Opportunities EcoHoliday Gift Market NYC

101 Crosby St. in SOHO* New York, NY 10012

December 8th & 9th 2012 9am – 5pm

EcoLuxey.com



EcoLuxey TM Purveyors of EcoLuxury Lifestyle Experiences Proud to be a Veteran Woman Owned Business Enterprise.

EcoGift Market Goals:

- To provide qualifying, upscale EcoBusinesses, EcoChefs, EcoFoodie Businesses, EcoDesigners and EcoEntrepreneurs a targeted, timely and cost effective EcoHoliday Gift Show in SOHO, with the opportunity to promote your Green products and services to traditional media, social media, residents, visitors and affluent LOHAS (Lifestyles of Health and Sustainability) Green Consumers.
- Encourage and empower consumers to buy Green and to Green their Holidays.
- Serve as a platform for Sustainable * Made in America * EcoCouture Fashion Designers and EcoEntrepreneurs.
- To launch green products and sustainable designs that are made in America.
- To connect EcoSponsors and EcoEntrepreneurs with traditional mainstream media and social media.
- To raise money for local charities.
- To empower and assist EcoSponsors in fulfilling Corporate Social Responsibility (CSR) to Planet Earth.

*About SOHO – Located in the Borough of Manhattan, SoHo is a blended word formed from the words "South" and "Houston" (referring to Houston Street). SoHo is south of Houston Street (pronounced How-ston) and is bound by Lafayette Street to the east, by Canal Street to the south and by the Hudson River to the west. SoHo represents one of the most desirable luxury neighborhoods in NYC and is home to a great number of Millionaires, Celebrities and affluent EcoClientele.

According to one livability study:



They graded SOHO an F for its high cost of living because the average housing value there is \$980,000. This is exactly why we at EcoLuxey™, grade it an A+. In addition to the Million Dollar residences, it is also home to a high number of affluent, high-end Clientele. Luxury shoppers from around the world also spend a lot of time shopping in the shops and boutiques in SOHO while in NYC. It is for these reasons that SOHO is the perfect location to reach your ideal target audience, who love living and buying all things Green.

EcoHoliday Gift Market NYC Experience*

Special Guest EcoCouture Men's Designer John Bartlett
Special Guest Made In America EcoCouture Women's Designer David Peck
Special Guest Vegan Pastry Chef Fernanda Capobianco-Payard of Vegan Divas
Saturday – EcoFamily Day

Sunday – EcoHealthy Gluten Free for the Holidays Day
Saturday and Sunday – EcoFashions for the Holidays Fashion Show * Trunk Show
Saturday and Sunday – EcoHealthy for the Holidays Cooking and Baking Demos
Saturday and Sunday - EcoHoliday Gift Market Place

Partial Proceeds Benefiting <u>Tiny Tim Rescue Fund</u> and <u>Covenant House International</u>
*Please note that Special Guest line up and schedule are subject to change without notice.

EcoSponsorship Opportunities Summary

Opportunity knocks! Be a part of NYC's first EcoLuxey EcoHoliday Gift Market Experience in SOHO. SOHO is filled with very affluent EcoConsumers, expecting EcoParents, EcoParents of young children and many moneyed shoppers from around the world, who come there specifically to shop. They are your ideal demographic who are actively seeking ideas and information related to living an EcoFriendly Green lifestyle. Don't miss this tremendous opportunity to engage with the most ideal well educated LOHAS, dedicated and affluent Green Consumers who are committed to creating a better world for future generations. Although all sponsorship levels include a unique set of benefits, we pride ourselves on going above and beyond expectations by customizing each Sponsorship package to maximize results for your EcoBusiness.

EcoHoliday Gift Market NYC Presenting Sponsor - \$12,000/2 Available

- "EcoHoliday Gift Market NYC Presented by" acknowledgment in all promotional communications.
- Customized EcoSponsor Booth Package which includes Prime Presenting Sponsor location, 12 Sponsor badges, 2 4 foot tables and chairs.
- Hourly marketing (2 minutes maximum) to all EcoHoliday Gift Market attendees for 2 days.
- Three Sponsor provided signs or banners featured in up to three high visibility locations.
- Three product samples or information pieces placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Branding across all official media used to promote EcoHoliday Gift Market.
- Prominent placement of Sponsor logo, video and link on event website homepage for 1 year.
- Sponsor logo featured in all promotional materials.
- Mention in electronic media ads and interviews where permitted.
- Social Media Promotional Acknowledgments before and after the event.
- First right of refusal for the next EcoLuxey Lifestyle NYC Experience Presenting Sponsorship.

EcoFashion Show Sponsor - \$8,000/2 Available

- "EcoFashion Show Presented by" acknowledgment in all promotional communications.
- EcoSponsor Booth Package which includes Sponsor location, 8 Sponsor badges, 4 foot table and chair in EcoMarket Place.
- One Sponsor provided sign or banner featured in one high visibility location.
- 2 minutes (maximum) speaking opportunity to address EcoFashion Show attendees at the start of each Fashion Show.
- Two product samples or information piece placements in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Branding across all official media used to promote the EcoFashion Show.
- Sponsor logo, video and link on event website for 1 year.
- Sponsor logo featured in all major promotional materials.
- Social Media Promotional Acknowledgments before the event.
- First right of refusal for the next EcoLuxey Lifestyle NYC EcoFashion Show Sponsorship.

EcoCulinary Kitchen Sponsor - \$8,000/Exclusive

- EcoCulinary Kitchen naming rights.
- One EcoSponsor Booth Package which includes Sponsor location, 8 Sponsor badges, 4 foot table and chair.
- One Sponsor provided sign or banner featured in one high visibility location in the EcoCulinary Kitchen.
- 2 minute (maximum) speaking opportunity to address EcoCooking and EcoBaking Demo attendees at the start of each demo.
- Branding across all official media used to promote the EcoCooking and EcoBaking Demos.
- Sponsor logo, video and link on event website for 1 year.
- Two product samples or information piece placements in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Sponsor logo featured in all major promotional materials.
- Social Media Promotional Acknowledgments before the event.
- First right of refusal for the next EcoLuxey Lifestyle NYC EcoCulinary Kitchen Sponsorship.

EcoHoliday Speaker Lounge Sponsor - \$7,000/Exclusive

- EcoHoliday Speaker Lounge naming rights.
- EcoSponsor Booth Package which includes Sponsor location, 7 Sponsor badges, 4 foot table and chair.
- One Sponsor provided sign or banner featured in one high visibility location in the EcoSpeaker Lounge.
- 2 minute (maximum) speaking opportunity to address EcoSpeaker's seminar and demo attendees at the start of each seminar.
- Branding across all official media used to promote EcoSpeakers demos.
- Sponsor logo, video and link on event website for 1 year.
- Two product samples or information piece placements in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Sponsor logo featured in all major promotional materials.
- Social Media Promotional Acknowledgments before the event.
- First right of refusal for the next EcoLuxey Lifestyle NYC EcoSpeaker Lounge Sponsorship.

EcoChef Sponsor - \$6,500/2 Available

- One Sponsor provided sign or banner featured in one high visibility location in the EcoCulinary Kitchen.
- 2 minute (maximum) speaking opportunity to address EcoCooking and Baking Demo attendees at the start of each cooking and baking demo.
- EcoSponsor Booth Package which includes Sponsor location, 6 Sponsor badges, 4 foot table and chair.
- Branding across all official media used to promote the EcoCulinary Cooking and Baking demos.
- Sponsor logo, video and link on event website for 1 year.
- One product sample or information piece placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Sponsor logo featured in all major promotional materials.
- Social Media Promotional Acknowledgments before the event.
- First right of refusal for the next EcoLuxey Lifestyle NYC EcoChef Sponsorship.

EcoHoliday Speaker Sponsor - \$6,000/2 Available

- EcoSponsor Booth Package which includes Sponsor location, 6 Sponsor badges, 4 foot table and chair.
- One Sponsor provided sign or banner featured in one high visibility location in the EcoHoliday Speaker Lounge area.
- One product sample or information piece placement that will be given to each EcoHoliday Demo attendees and in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- 2 minute (maximum) speaking opportunity to address EcoHoliday Seminar attendees at the start of each EcoHoliday Seminar.
- Branding across all official media used to promote the demos given by the EcoSpeakers.
- Sponsor logo, video and link on event website for 1 year.
- Sponsor logo featured in all major promotional materials.
- Social Media Promotional Acknowledgments before the event.

EcoHoliday Market Title Sponsor - \$5,000/4 Available

- "EcoHoliday Market Supported by" acknowledgment in all promotional communications.
- EcoSponsor Booth Package which includes Sponsor location, 5 Sponsor badges, 4 foot table and chairs.
- Branding on all official media used to promote EcoHoliday Gift Market.
- One Sponsor provided sign or banner featured in one high visibility location.
- One product sample or information piece placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Sponsor logo featured in all major promotional materials.
- Logo, video and link on event website for 1 year.
- Social Media Promotional Acknowledgments before the event.

EcoHealthy Gluten Free for the Holidays Sponsor - \$4,000/3 Available

- EcoSponsor Booth Package which includes Sponsor location, 4 Sponsor badges, 4 foot table and chair.
- Branding across all official media used to promote EcoHealthy Gluten Free for the Holidays Demos.
- One Sponsor provided sign or banner featured in one high visibility location in the EcoCulinary Kitchen.
- 2 minute (maximum) speaking opportunity to address EcoHealthy Gluten Free Cooking Demo attendees at the start of each EcoHoliday Gluten Free for the Holidays seminar.
- One product sample or information piece placement that will be given to each EcoHealthy Gluten Free for the Holidays Cooking Demo attendees and in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Sponsor logo featured in all major promotional materials.
- Social Media Promotional Acknowledgments before the event.
- Logo, video and link on event website for 1 year.

EcoHoliday Market Place Sponsor - \$3,500 /7 Available

- One Sponsor provided sign or banner featured in one high visibility location in the EcoMarket Place.
- One product sample or information piece placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Logo, video and link on event website for 1 year.
- Logo featured in major promotional materials.
- Social Media Promotional Acknowledgments before the event.

EcoHoliday Supporting Sponsor - \$2,000 /10 Available

- One Sponsor provided sign or banner featured in one high visibility location in the EcoMarket Place.
- One product sample or information piece placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Logo, video and link on event website for 1 year.
- Logo featured in major promotional materials, as space allows.
- Social Media Promotional Acknowledgments before the event.

EcoGift Wrapping Bar Sponsor - \$1,500 /2 Available

- One Sponsor provided sign or banner featured in the EcoHoliday Gift Market Place.
- One product sample or information piece placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Logo, video and link on event website for 1 year.
- Logo featured in major promotional materials, as space allows.
- Social Media Promotional Acknowledgments before the event.

EcoCoat Check Concierge Sponsor - \$1,250 / 2 Available

- One Sponsor provided sign or banner featured in the EcoMarket Place.
- One product sample or information piece placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Logo, video and link on event website for 1 year.
- Logo featured in major promotional materials, as space allows.
- Social Media Promotional Acknowledgments before the event.

EcoStroller Concierge Sponsor - \$1,250 / 2 Available

- One Sponsor provided sign or banner featured in the EcoMarket Place.
- One product sample or information piece placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Logo, video and link on event website for 1 year.
- Logo featured in major promotional materials, as space allows.
- Social Media Promotional Acknowledgments before the event.

EcoHoliday Market Gift Bag Sponsor - \$1,000 Unlimited

- One product sample or information piece placement in EcoPlatinum VIP Gift Bag.
- One product sample or information piece placement in EcoVIP Gift Bag.
- One product sample or information piece placement in EcoGift Bag.
- Logo, video and link on event website for 1 year.

EcoPlatinum VIP Gift Bag Sponsor - \$800 Unlimited

- One product sample or information piece placement in EcoPlatinum VIP Gift Bag.
- One product sample or information piece placement in EcoVIP Gift Bag.
- Logo, video and link on event website for 1 year.

EcoVIP Gift Bag Sponsor - \$500 Unlimited

- One product sample or information piece placement in EcoVIP Gift Bag.
- One product sample or information piece placement in EcoGift Bag.
- Logo, video and link on event website for 1 year.

EcoGift Bag Sponsor - \$300 Unlimited

- One product sample or information piece placement in EcoGift Bag.
- · Logo, video and link on event website for 1 year.

EcoMedia Sponsor - \$500 Unlimited

Benefits tailored accordingly. Please contact us directly for a customized EcoMedia Sponsor Package.

- One Media Info/Magazine/Newspaper piece placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- One Sponsor provided sign or banner featured in one high visibility location in the EcoHoliday Gift Market Place.
- First priority interview access to Special Guess and Exhibitors.
- Logo, video and link on event website for 1 year.

EcoHospitality NYC Sponsor - In Kind

In Exchange for Hosting and Lodging for 4 Nights for 4 EcoHoliday Gift Market Special Guest

- EcoSponsor Booth Package which includes Sponsor location, 2 Sponsor badges, 4 foot table and chair.
- One Sponsor provided sign or banner featured in the EcoHoliday Gift Market.
- One product sample or information piece placement in Appreciation Packages/Gift Bags for Media, Retail Buyers, Platinum VIPs, VIPs, partners, general attendees and volunteers.
- Logo, video and link on event website for 1 year.
- Logo featured in major promotional materials, as space allows.
- Social Media Promotional Acknowledgments before the event.

The EcoHoliday Gift Market is produced by EcoLuxey.

Thank you for your participation. Thank you for your support. Thank you for loving Mother Earth.

The EcoHoliday Gift Market Sponsorship Agreement

Compliance with Law: The Sponsor accepts and agrees to comply with all terms stated here within. The Sponsor also accepts and acknowledges this agreement and also agrees to be subject to and takes responsible for all applicable Federal, State and local laws, including health and safety codes, food handlers licensing, disability laws, sales tax and any all other laws and regulations. The Meet at the Apartment Venue, EcoLuxey and the EcoHoliday Gift Market agree to cooperate with each other to ensure compliance with such laws, however are not responsible for Sponsor's compliance with the laws.

Hold Harmless Clause: The Sponsor assumes the entire responsibility and liability for losses, damages and claims arising out of Sponsor's activities on the Meet at the Apartment Venue's premises during the EcoHoliday Gift Market and will indemnify, defend and hold harmless the EcoHoliday Gift Market, EcoLuxey and the Meet at the Apartment Venue, it's agents, servants and employees from any and all such losses, damages and claims. The EcoHoliday Gift Market, EcoLuxey and the Meet at the Apartment Venue will not be responsible or liable for any loss, damage or claims arising out of Sponsor's activities on the Meet at the Apartment Venue's premises.

EcoFood and EcoProducts Waiver: In signing the "EcoHoliday Gift Market Sponsorship Agreement Form," the Sponsor Company agrees to abide by all Health Regulations of the event location, NYC and New York State. EcoLuxey requires that all EcoProducts, EcoFood and EcoDrinks displayed, sampled, sold and or consumed at and during the EcoHoliday Gift Market, must meet the criteria of being a Vegan product and that it also meets the standards of being a Vegan and or Vegan Gluten Free diet as established by the American Dietetic Association (ADA). In signing this waiver, Sponsor Company accepts sole responsibility for making these claims. The EcoHoliday Gift Market, EcoLuxey and the Meet at the Apartment Venue, it's agents, servants and employees will not be responsible or liable for any claims loss or damages arising from food, drinks and or products displayed, sampled, sold or consumed at and or during the EcoHoliday Gift Market. In addition to ADA Standards, all food products displayed, sampled, sold and or consumed at and during the EcoHoliday Gift Market, must meet all current Food Allergen Labeling or Consumer Protection Act Laws and guidelines. Sponsor Company also acknowledges and accepts sole responsibility for acquiring all required NYC and NY State Event Insurance coverage. It is Sponsor's sole responsibility to fill out all required NYC and New York State forms and pay all related Business permit, sales tax and certificate fees prior to the start of the EcoHoliday Gift Market. Click on the following link to get information about applying for a New York Sales Tax Identifier for your business.

Food Samples Policy: All food samples must be handed to an adult and not a child during the event. This will allow adults to determine if a food is "safe" for a child to consume. Sponsor and its employees will be repeatedly asked about the ingredients in your products during the event, since this Experience caters to the Vegan and Gluten Free Communities. It is Sponsor's sole responsibility to know about all the ingredients in your products and about your manufacturing practices. Please keep in mind that some people may have multiple allergies. You are required to bring a list of all ingredients for your products and have it accessible for the Public to view.

Event Travel Arrangements: Kindly keep in mind as you set your travel arrangements, all EcoHoliday Gift Market events and sales will end at 5:00pm on Sunday December 9th 2012. Please do your best to honor this time commitment. Your fellow EcoSponsors and EcoVendors will greatly appreciate your attention to honoring the EcoHoliday Gift Market's time commitment. Thank you for your consideration in this matter.

Sponsorship Fee Policy: All Sponsorship Fees and or Monies are non-refundable and can be applied towards sponsoring a future EcoLuxey Experience event, if and when needed.

Violations of EcoHoliday Gift Market Policy: The Sponsor Company acknowledges that any and all violations of any kind of the EcoHoliday Gift Market Policies during the event, shall be cause for immediate termination of Sponsorship Agreement. The violating Sponsor Company shall be told to vacate Event Premises immediately and acknowledges that no Sponsor Fees, Products and or Monies shall be refunded and or returned.

How to Submit EcoSponsorship Forms:

Kindly Fax/Email All Completed (1) EcoHoliday Gift Market EcoSponsor Agreement Form and signed Regulations Governing EcoSponsors Agreement (2) EcoHoliday Gift Market Sponsor Information Form with the selected Sponsorship Category and Total Amount of selected Sponsorship Fees (3) Email Logo (High Resolution in .jpeg file format) (4) To make payment by Credit Card: Complete and sign the Credit Card Authorization Form on page 10. Fax all completed and signed forms to fax number listed below or scan and email as a .pdf or word attachment to the email address listed below. (5) To make payment by Cashier's Check or Postal Money Order: Make Check or Money Order payable to: Multi-Million Dollar Developers LLC. All Checks, Cashiers Checks and or Postal Money Orders must be sent by registered mail, FEDEX or UPS with tracking option to the postal address below. All payments by Check or Money Order must be received within 5 working days of receipt of Sponsor Agreement Forms. (5) Fax or email all Sponsorship Forms, to the following email or Fax Number below:

Fax to: EcoLuxey In Care of Brooke Guthrie Fax: 646.349.1683

Email to: Concierge@EcoLuxey.com

To make Sponsorship Fee Payment by Credit Card, see instruction number (4) above.

Make Check, Cashiers Check or Postal Money Order payable to: Multi-Million Dollar Developers LLC

Postal Address: EcoLuxey Brooke Guthrie 1515 Broadway 11th Floor New York, NY 10036

For more information or questions please contact:

EcoLuxey Brooke Guthrie Phone: 212.520.6636

Fax: 646.349.1683

Concierge@EcoLuxey.com

EcoHoliday Gift Market EcoSponsor Agreement Form

EcoSponsor Company Name:
Type of EcoFriendly Products and or EcoFriendly Food:
Sponsoring Company Mailing Address:
Authorized Company Point of Contact Name (Printed):
Point of Contact Phone Number:
Company Fax Number:
Point of Contact Email Address:
Company Internet Address:
Regulations Governing EcoSponsors Agreement I hereby acknowledge that I, (print name) am an authorized representative of the Sponsoring Company listed above. I also affirm that I have read, acknowledge and agree to adhere to the rules and regulations of the EcoHoliday Gift Market as stated in the EcoHoliday Gift Market Sponsorship Agreement. Printed Name:
Title:
Signature:
Date:

EcoHoliday Gift Market Sponsor Information Form Sponsorship Category Sponsorship Fees

\$12,000 \$8,000 \$8,000 \$7,000 \$6,500
\$8,000 \$8,000 \$7,000
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\$1,250
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\$800
\$500
\$300
\$500
In Kind
\$

To make payment by Credit Card: Complete and sign the Credit Card Authorization Form on page 10. Fax all completed and signed forms to fax number listed below or scan and email as a .pdf or word attachment to the email address listed below. To Pay by Check or Money Order see instruction (5) on page 7.

Fax To: EcoLuxey In Care of Brooke Guthrie Fax: 646.349.1683

Email to: Concierge@EcoLuxey.com

Credit Card Authorization Form Date:_____

Please complete and sign the following:

Sponsor Company Name:
Sponsorship Category Selected:
Authorized Sponsor Representative Name:
Sponsor Representative Email Address:
Sponsor Representative Phone Number:
Business Name or Full Name on Credit Card:
Credit Card Full Billing Address Including Zip Code:
Credit Card Billing Phone Number:
Credit Card Type:
Credit Card Number:
Credit Card Expiration Date:
Three or Four Digit Security Code on Back of Card:
Total Amount of Sponsorship Fees to be charged to Credit Card \$
The undersigned hereby authorizes the charges indicated above and as indicated on the executed EcoHoliday Gift Market EcoSponsor Agreement Form contract for the referenced Sponsorship to be guaranteed for full payment to the above Credit Card.
KINDLY RETURN THIS FORM TO OUR OFFICE BY FAX AT 646.349.1683
OR SCAN AND EMAIL TO CONCIERGE@ECOLUXEY.COM
Signature of Authorized Sponsor Company Credit Card User Date of Signature