

Making Women *More Fabulous*  
Than They Already Are!

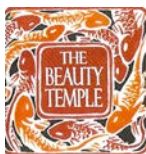
FRIDAY & SATURDAY  
**JULY 12 - 13, 2013**

MIAMI BEACH, FL

I am  
**Femme**  
**Fabulous**  
WEEKEND

Presented by

**D** DEAUVILLE  
BEACH RESORT



BUY TICKETS:

[www.iamfemmefabulous.com/rsvp](http://www.iamfemmefabulous.com/rsvp)

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

For More Information, Contact:

[info@iamfemmefabulous.com](mailto:info@iamfemmefabulous.com)



ROUGE  
AGENCY

**D** DEAUVILLE  
BEACH RESORT

Event  Visions  
Special Events Public Relations

[e]DZIN

BRONZE  
MAGAZINE

stilo



 Ticketbud®



Proceeds Support:



WOMEN IN DISTRESS  
OF BROWARD COUNTY, INC.

JIM & JAN MORAN FAMILY CENTER

I am  
Femme  
Fabulous

I am  
Femme  
Fabulous

We are proud to present to you, “Femme Fabulous Empowerment Weekend 2013”, where we celebrate and encourage the many accomplishments achieved by women of all ethnic diversities. Based in Miami, we have created a great get-away or stay-cation weekend for both women, and the men that honor them, from across the globe filled with fashion, entertainment, shopping, delicious food and, of course, lots of empowerment.

# I am Femme Fabulous

Friday	Fashionably Fabulous	Tafari Awards Luncheon	I am Femme Fabulous Expo	Runway Shows	
9 AM - 11 AM	Registration & Continental Breakfast				
11 AM - 11:45AM	Workshop A				
12 PM - 12:45 PM	Workshop B		Showroom Hours 12PM - 8PM		
1 PM - 2 PM	Networking Luncheon				
2 PM - 2:45 PM	Workshop C				
3PM - 3:45PM	Workshop D				
4PM - 4:45PM	Networking Mixer				
5PM - 6PM					Runway Shows
<b>Saturday</b>					
9AM - 11AM					
12PM - 1PM		Tafari Awards Luncheon 12PM - 2PM	Showroom Hours 12PM - 8PM		
1PM - 2PM					
2PM - 3PM					
3PM - 4PM					Runway Shows
4PM - 5PM					
5PM - 6PM					
6PM - 7PM					

I am  
**Femme**  
Fabulous

## MARKETING PLAN

Key Sponsors will be branded along with Femme Fabulous in Media Coverage and Advertising Placements in a wide variety Local, Regional and National Media Outlets.

### Marketing & Promotions

#### **Local, Regional & National Newspapers**

1,480,000 Impressions

#### **Fashion, Beauty Entertainment & Lifestyle Magazines**

280,000 Impressions

#### **Radio & TV Broadcast**

350,000

#### **Websites, Blogs & Online Media**

325,000 Impressions

#### **Print, Email and other Marketing Activities**

75,000

---

Total: **2,410,000 Media Impressions**

I am  
**Femme**  
Fabulous

I am  
**Femme**  
Fabulous

## BECOME A SPONSOR

Are you Media and would like to ad space or company that would like to trade a product or service as apart of your sponsorship? Well we are interested. Call us today !

### **MEDIA SPONSOR**

Recognition as Gold Level Sponsor  
Exclusive Admission to Special VIP Event  
Name on Step & Repeat  
Premium Size (100 sq. Foot) Vendor Booth at Femme Fabulous Expo Logos and information printed on invites, Program and all other event materials  
Logo on Event T-Shirt  
Limited Signage and stage mention of your company  
Special mention on all marketing and press materials  
Promotional Product Placement in Gift Bags  
10 VIP Tickets Femme Fabulous Expo  
4 VIP Tickets at Tafari Awards Luncheon  
Web Banner (Premium Placement) on iamFemmeFabulous.com  
Media Sponsorship Package Can be Upgraded

I am  
**Femme**  
Fabulous

I am  
**Femme**  
Fabulous

## BECOME A SPONSOR

### **LIQUOR & INKIND SPONSOR**

Recognition as Silver Level Sponsor

Exclusive Admission to Special VIP Event

Name on Step & Repeat

(100 sq. Foot) Vendor Booth at Femme Fabulous Expo

Logos and information printed on invites, Program and  
all other event materials

Logo on Event T-Shirt

Limited Signage & Display

Product Sampling

Special mention on all marketing and press materials

Promotional Product Placement in Gift Bags

4 VIP Tickets Femme Fabulous Expo

4 VIP Tickets at Tafari Awards Luncheon

Web Banner on [iamFemmeFabulous.com](http://iamFemmeFabulous.com)

I am  
**Femme**  
Fabulous

## BECOME A SPONSOR

Become a Sponsor Today! "Femme Fabulous Empowerment Weekend" is the perfect platform to brand your company's products or services. You will also participate in the mission to support highly recognized not for profit organizations.

As a sponsor you will be included in our press releases and media advertisements, as well as specific branding opportunities specially designed for sponsors before, during and after the event.



# BENEFITS

I am **Femme Fabulous**

! “Femme Fabulous Empowerment Platform to brand your company’s products. Also participate in the mission to support not for profit organizations.

Included in our press releases and media specific branding opportunities speaks before, during and after the event.

## SPONSOR BENEFITS

	Title Sponsor	Diamond Sponsor (Presenting)	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Logo/Branding on LED Screen on Main Stage	•	•				
Logo/Branding on LED Screen by Showroom Area	•	•	•	•	•	
Logo on Step & Repeat	•	•	•	•		
Special Mention on Press Release	•	•	•			
On Stage Mention	•	•	•	•		
Logo on Marketing Collateral	•	•	•	•	•	
Promotional Items Placed in Gift Bag	•	•	•	•	•	•
Logo on Gift Bag and/or Event Promo items	•	•	•			
Logo on Event Website	•	•	•	•	•	•
Web Banner on Website	•	•	•	•		
Vendor/Exhibit Space	•	•	•	•		
1 Full Page Preferred Placed Ad & 1 Regular Full Page Ad in Program Magazine	•					
1 Regular Full Page Ad In Program Magazine		•	•	•		
1/2 Page Ad in Program Magazine					•	
Logo in Program Magazine	•					
All Access VIP Tickets	6	2	2			
IFF/Tafari Awards/EVC VIP Tickets	15	8	4	4	4	2
General/ Press Admission (2Day Pass)	15	8	6	4	4	2



I am  
**Femme**  
 Fabulous

## Runway Show Package

**State of the Art Venue**  
**Professional Lighting**  
**Professional Surround Sound**  
**Models from credible Miami & NY Agencies**  
**Professional Hair & Make Up Team**  
**Professional Pictures & Video of your show.**  
**Professional Staff on Site: (Fashion Show Producer, Lighting & Sound Directors and Staff, Front of House Director, Ushers, Registration & Guest Relations.)**

**Super Fabulous Showcase**  
**(Value \$7,500)**  
**for \$2,500**

- Exclusive Individual Showcase Featuring up from 35 - 40 Looks
- Two Full Page Ads in Program Magazine
- 10 VIP Tickets I am Femme Fabulous Expo-Marketing
- Logo Projected on Stage
- Name Mentioned in PR Campaign
- 20' X 10' Vendor Space at Expo
- Promotional Product Placement in Gift Bags
- Logo & Banner on iam-FemmeFabulous.com

**Very Fabulous Showcase**  
**(Value \$5,500)**  
**for \$1,500**

- Main Show Featuring up from 25 - 30 Looks
- One Full Page Ad in Program Magazine
- 6 VIP Tickets I am Femme Fabulous Expo-Marketing
- Logo Projected on Stage
- Logo on Step & Repeat
- 10' X 10' Vendor Space at Expo
- Special mention on all marketing and press materials
- Promotional Product Placement in Gift Bags
- Logo on iamFemme-Fabulous.com

**Fabulously Collective Showcase**  
**(Value \$1,500)**  
**for \$1,000**

- Shared Runway Show Featuring 10 - 15 Looks
- 1/2 Page Ad in Program Magazine
- 4 VIP Tickets to the I am Femme Fabulous Expo Marketing
- Logo Projected on Stage
- 10 X 10' Vendor Space at Expo
- Special mention on all marketing and press materials
- Promotional Product Placement in Gift Bags
- Femme Fabulous Expo
- Logo on iamFemme-Fabulous.com

I am  
**Femme Fabulous**

**PROGRAM MAGAZINE AD RATES**

**BOOK SIZE 8.5" X 5.5"**

**VENDOR SPACE**

**FULL PAGE**

\$250

**HALF PAGE**

\$175

**QUARTER PAGE**

\$100

**ONE - EIGHTH PAGE**

\$75

**1 TABLE, 2 CHAIRS**

**TABLE LINEN**

\$250 (2 DAYS)

\$150 (1 DAY)

**2 TABLE, 4 CHAIRS**

**TABLE LINEN**

\$450 (2 DAYS)

\$250 (1 DAY)



## OUR TEAM



**CAROL MODA - CO-FOUNDER**  
**Public Relations, Marketing & Business Development**

- Masters of Business Administration
- 10+ Years in PR, Marketing & Business
- Principal Publicist for Carol Moda Creative PR
- Editor in Chief of Stilo Magazine, Style Diary



**SHANTE GORDON - CO-FOUNDER**  
**MARKETING & PROMOTIONS SPECIALIST**

- Masters - Arts Management, Arts, Entertainment and Media Management
- Director, Promotions & Airplay and Research at ISLAND DEF JAM
- Director of Marketing at J&R Adventures.



**DURIEL TAYLOR - MARKETING DIRECTOR**  
**PUBLIC RELATIONS, MARKETING, MANAGEMENT**

- Masters of Public Relations.
- A decade in the music industry and entertainment industry.
- Assistant Director of Marketing & Public Relations of Sony-Entertainment



**CHARLENE MAREIDY**  
**FASHION SHOW PRODUCER**

- Owner of Fashion Show Innovations
- 20+ Years in Fashion Show Production
- Special Events Coordinator for Federated Stores
- Assistant Fashion Director for Miami International Merchandise Mart.



**ANAIS & MICHELLINI OF MJA FASHION, INC.**  
**SPONSORSHIP & VENDOR SALES**

- Specializes in Branding, Imaging, Media, Production & Distribution
- MusicJoiningApparel.net & FashionAve.net
- Credentials include MIA Magazine, Coast 2 Coast Magazine, C2C Models, Styling, Product Placement, video production and over 50+ events/Fashion shows in Miami, Atlanta, Las Vegas and NY.

I am  
**Femme**  
Fabulous

I am  
**Femme**  
Fabulous

**About I AM FEMME FABULOUS EXPO**

The ultimate 2 day shopping event in Miami for the Femme Fabulous at Deauville Beach Resort in Miami Beach, FL. Be introduced to a variety of products and services in industries such as Fashion, Beauty, Health, Fitness, Food, Wine, Spa, Art and Music. Featuring over 75 vendors, Gourmet & Ethnic Food Stations, Wine & Liqueur Tastings, Fashion Shows, Raffles, Give-a-ways and so much more. VIP attendees will receive complimentary gift bags filled with products samples, gift certificates and coupons for the Femme Fabulous.

**About the Executive Producers**  
**EVENT VISION CONSULTING**  
[www.eventvisions.com](http://www.eventvisions.com)

A full service company that bridges Public Relations, Event Production & Management and brand marketing through a combination of the latest technology and the creative aptitude needed in today's competitive and rapid changing business environment.

Their mission is to coordinate innovative events that utilize strategic partnerships and integrate sustainable products and services to better our community socially, economically and culturally all while providing clients with top notch service to best promote their brands.



BRIAN Z. GUERTIN



SABRINA D'ECA

# FASHIONABLY FABULOUS

## **About THE FASHIONABLY FABULOUS SEMINAR**

The “I am Femme Fabulous Seminar” is a One-Day workshop blending both Empowerment and Fashion featuring inspiring guest speakers promoting

The Fashionably Fabulous Workshop is a One-Day Seminar blending Empowerment, Business & Fashion. The Seminar, features credible guest speakers promoting, Motivation, Self Confidence, Health & Wellness, Entrepreneurship, Financial Freedom, Fashion & Beauty, Marketing and Much More.

# EVC STYLE RUNWAY

## **About EVC STYLE RUNWAY**

EVC STYLE RUNWAY, the official kick off to Miami Swim Week, features an eclectic mixture of fashion’s most fabulous designer collections. What makes a woman fabulous is exhibited right on the runway in a beautiful ocean view setting in the Richlieu Ballroom at the Deauville Beach Resort. The two day runway showcase will feature, Ready To Wear, Bridal, Resort, Sportswear, Couture and Swim.

I am  
**Femme**  
Fabulous

## Tafari Awards Luncheon

### About the Tafari Awards Brunch

The "Tafari Awards" Brunch is a charity event held to honor successful women, who inspire others through their perseverance, drive and motivation; all of which have led to their achievements.

The charity focus of this event is to raise money to support, Women for Women International and Always Ladylike, both 501(c)3 Not for Profit Organizations focused on the Empowerment of Women and Girls through specific community programs.

This year, the brunch will take place on board a Private Yacht departing at the Dinner Key Marina in Coconut Grove. Brunch will feature a full course brunch, complimentary mimosas, and delicious foods for any preference.

#### Past Recipients

**DHAIMA LINDO**  
Founder of Starlent

**ANGIE B**  
President, Angie B Promotion & Marketing, LLC

**YSSET BOAN**  
Director of Publicity, Scene PR

**ANITA WILSON**

Vocal Coach (Starlent)

**SARAH DIAZ**  
Emmy Award Winning Acting Coach

**KARINE MELISSA**  
(CEO, Fashion Designers Expo)  
**SUNNIE MORRISON**  
Event Producer

**EBONIE MUKASA**  
(CEO, Cloak Inc.)

**ANGELINA PETRAGLIA**  
(CEO, A Dream Models)

**GRETTA ROWE**  
**STACEY-ANN ROWE**  
**PETAGAY ROWE**  
**PETA-ANN ROWE**  
Founders, Face Of Hip Hop Dance Company

**CHRISTINA VILLISANA**  
(Owner, Artz in Motion)

**DANIELL WASHINGTON**  
(President, The Big Blue & You)

**CAROLL-LYNN WILLGREN**  
Publicist (High Intensity Productions)

**NIA BURNETT**  
CEO, Models Inc International

I am  
Femme  
Fabulous

# I am Femme Fabulous

Women are the mothers of the Earth. Regardless of whether or not they have children, most women nurture, care for, inspire, and maintain strength through dire situations. Join us in our efforts celebrate women and give back to the organizations that make it their mission to support women locally, nationally and even internationally. This year, our key charitable organizational beneficiary is: **Women In Distress**. Other organizations recognized in I am Femme Fabulous are Always Ladylike and The She Market.

## SUPPORT THE CAUSE

### **WOMEN IN DISTRESS** [www.womenindistress.org](http://www.womenindistress.org)

#### Mission Statement:

Women In Distress is the only nationally accredited, state-certified, full service domestic violence center serving Broward County, Florida. Their mission is to stop domestic violence abuse for everyone through intervention, education and advocacy.

Women in Distress strives to accomplish this mission through a 24-hour crisis line, emergency shelter program, individual counseling, support groups and professional trainings which are aimed at educating the community on domestic violence. Their confidential services are offered free of charge to victims of domestic violence no matter their race, sex, age, religion, mental or physical disability, sexual orientation, gender identity, veteran or military status, immigration status or language spoken.



**WOMEN IN DISTRESS**  
OF BROWARD COUNTY, INC.™

JIM & JAN MORAN FAMILY CENTER

# I am Femme Fabulous

The expected attendance at the 2013 “Femme Fabulous Empowerment Weekend” is approximately 1,500 guests. These guests represent a multicultural collection of celebrities, socialites, tastemakers, and other upscale, trendy women and men. Buying characteristics of these individuals include: luxury automobiles, smartphones, wine/champagne, and other high end spirits and liquors. They follow the latest trends in fashion and accessories, and they also enjoy fine dining, nightlife, concerts, theater, art, and other social and cultural events.

## DEMOGRAPHICS

AUDIENCE:  
1,500

WOMEN:  
79%

MEN:  
21%

MEDIAN HHI:  
\$75,000

### EDUCATION

GRADUATE  
45%

SOME COLLEGE  
45%

OTHER  
15%



# I am Femme Fabulous

Making Women *More Fabulous*  
Than They Already Are!

FRIDAY & SATURDAY  
**JULY 12 - 13, 2013**

MIAMI BEACH, FL

I am  
**Femme Fabulous**  
WEEKEND

Presented by  
**ID DEAUVILLE**  
BEACH RESORT

BUY TICKETS:  
[www.iamfemme fabulous.com/rsvp](http://www.iamfemme fabulous.com/rsvp)  
[www.iamfemme fabulous.com](http://www.iamfemme fabulous.com)

For More Information, Contact:  
[info@iamfemme fabulous.com](mailto:info@iamfemme fabulous.com)



[WWW.EVENTVISIONS.COM](http://WWW.EVENTVISIONS.COM)

Sponsorships, Media Inquiries, Community Partnerships & Event Logistics.

BRIAN Z. GUERTIN - [brian@eventvisions.com](mailto:brian@eventvisions.com)

SABRINA D'ECA - [sabrina@eventvisions.com](mailto:sabrina@eventvisions.com)

CAROL MODA - [carol@eventvisions.com](mailto:carol@eventvisions.com)