Annual Fashion Show, Gala and Awards Ceremony
Saturday, April 28, 2012

SPONSORSHIP OPPORTUNITIES

Philadelphia University Evening of INNOVATION

THE VERIZON

Annual Fashion Show, Gala and Awards Ceremony
Saturday, April 28, 2012

SPONSORSHIP OPPORTUNITIES
The Verizon Philadelphia University Evening of Innovation is an amazing platform for advancing the importance of higher education and innovation, and the impact they have on the global economy. This special evening pays tribute to students, faculty, alumni and friends who contribute their talent, creativity and determination to meeting current and emerging social needs through innovation.

The Evening of Innovation also generates support for deserving students who require financial assistance to complete their studies and become future leaders of innovation.

The Avenue of the Arts (Broad Street) in Center City Philadelphia will come alive on Saturday, April 28, 2012 as Philadelphia University hosts a special, third annual Evening of Innovation with proceeds providing scholarship support for our deserving students. This celebration includes our Annual Fashion Show at the majestic Academy of Music, immediately followed by our Spirit of Innovation Gala and Awards Ceremony in the Grand Ballroom of the Hyatt at The Bellevue Hotel.

The Fashion Show
Philadelphia University’s Annual Fashion Show is the largest fashion show of its kind in Philadelphia. Each year, more than 2,300 industry professionals, students, parents, faculty, alumni, friends of the University, media and members of the public are dazzled by the creativity of our design students as their work lights up the runway. The impressive Fashion Show is produced fully by design and merchandising students in collaboration with our interior design and graphic design students and is a shining example of our Nexus Learning — active, collaborative, connected to the real world and infused with the liberal arts.

Spirit of Innovation Gala and Awards Ceremony
At the conclusion of the show, we move across the street to the Hyatt at The Bellevue’s Grand Ballroom for cocktails, dinner and a very special awards ceremony, where we recognize a select group of outstanding innovators from the worlds of fashion, academia, engineering and business with the Leader of Innovation Medal, and our Spirit of Design Award recipient. In addition, the Grand Ballroom will be filled with a variety of ingenious student-produced work — some of the best examples of innovative thinking in design, engineering, commerce, and other areas of achievement at Philadelphia University.

We are thrilled to stage the Evening of Innovation at such magnificent and historic venues as the Academy of Music and the Hyatt at The Bellevue. The Evening of Innovation is truly an unforgettable event and helps us, along with our partners, provide our students with an opportunity to showcase their designs, enrich and broaden their educational experiences, nurture the growth of young talent and strengthen the overall support of the University. Through this event, we are able to highlight the importance of achieving innovation and the impact of design on our society, as well as to raise money for scholarship support for our students.
**Leader of Innovation Medal and Spirit of Design Award**

The *Leader of Innovation Medal* is presented to innovative entrepreneurs who have made significant contributions to education, industry or the professions that better society and exemplify the University’s mission and innovative spirit. These esteemed recipients are individuals whose creativity and business acumen shine a bright light on the importance of innovation to all of us. The Philadelphia University *Spirit of Design Award* is presented to an outstanding designer or supporter of design for their significant contributions to the fashion industry, design and design education.

### The 2012 Leader of Innovation Medal will be presented to:

- **D. Walter Cohen, D.D.S.**, Chancellor Emeritus, Drexel University College of Medicine
- **William L. “Bill” Jasper**, Chairman and CEO, Unifi Inc.
- **George Y.V. King ’69, H’11**, Managing Partner, Wearbest Garment Manufacturing Co., Ltd.
- **Eileen Martinson ’86**, CEO, Sparta Systems, Inc.
- **Francis J. “Fran” Shammo ’83**, Executive Vice President and CFO, Verizon Communications

### The 2012 Spirit of Design Medal will be presented to:

- **John Varvatos**, Acclaimed menswear designer

### Past Recipients of the Leader of Innovation Medal:

- **José Maria Alapont**  
  Federal-Mogul Corporation
- **Robert A. Cordaro ’76**  
  John Varvatos Enterprises, Inc.
- **John D. Couch H’10**  
  Apple
- **Alvin P. Gutman**  
  Pressman-Gutman, Inc.
- **Maurice Kanbar ’52, H’03**  
  Entrepreneur, Inventor and Film Producer
- **Liong-Keng Kwee ’68**  
  Pontiac Land Private, Ltd.
- **James E. McCullough ’73**  
  Case New Holland
- **Mo Meidar ’70, H’09**  
  MAG IAS
- **Robert J. Reichlin ’47 (posthumously)**  
  Zuckerman Hanickman, Inc.
- **Dorothy Roberts**  
  The Echo Design Group, Inc.
- **Allen E. Sirkin ’64, H’10**  
  Phillips-Van Heusen Corporation
- **John L. Steen ’59**  
  Steen Sales, Inc.
- **Tomio Taki H’11**  
  Takihyo LLC
- **Andrew J. Vecchione ’72**  
  Polartec, LLC
- **Vincent M. Wolanin ’69**  
  PrivateSky Aviation Services, Inc.

### Past Spirit of Design Award Recipients:

- **Geoffrey Beene**
- **William Calvert**
- **Calvin Klein’s Francisco Costa**
- **Tommy Hilfiger**, presented by Carson Kressley
- **Jay McCarroll**
- **Mary McFadden**
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TIMELINE
5 p.m.
Pre-show Honoree’s VIP Reception in the Academy of Music Ballroom

6:30 p.m.
Move to VIP seats for Fashion Show
Enjoy pre-show entertainment taking place on the stage of the Academy

7 p.m.
Show begins with the honoring of the 2012 Spirit of Design Award recipient
Leader of Innovation Medal recipients announced

8:30 p.m
Cocktail Reception and Innovation Exhibit in the
Grand Ballroom at the Hyatt at The Bellevue Hotel

9:20 p.m.
Sit-down Dinner and Awards Ceremony – Leader of Innovation Medals presented

10:30 p.m.
Coffee and Dessert Buffet

ATTIRE
Cocktail

LOCATIONS
Academy of Music
1420 Locust Street (Broad and Locust Streets)
Philadelphia, PA 19102

Hyatt at The Bellevue Hotel
200 S. Broad Street
Philadelphia, PA 19102
Advertising Impressions
Two insertions in the Philadelphia Inquirer (weekday), Philadelphia Business Journal, Women’s Wear Daily and Chronicle of Higher Education. Impressions (based on print readership data multiplied by number of insertions): 1,675,970

Fashion Show Audience
Each year, more than 2,300 industry professionals, media, celebrities, faculty, staff, students, family members and the general public attend the show.

Spirit of Innovation Gala Audience
More than 500 alumni, students, faculty, staff and industry professionals attend the Spirit of Innovation Gala and Awards Show each year at the Hyatt at The Bellevue.

Past Sponsors
In past years, some of our generous sponsors have included Macy’s, Verizon, Polartec, Independence Blue Cross, Jones Apparel Group, Federal-Mogul Corporation, Destination Maternity, Ann Taylor, TD Bank, Apple, Phillips-Van Heusen, Spiegel, Lane Bryant, Lilly Pulitzer, Banana Republic, Neiman Marcus, Lord and Taylor, Unifi, VF Corporation, Charming Shoppes, Wachovia, Cotton Inc., Good Lad, Coates Brothers, and N.A.M.S.B. Foundation Inc.

Media Coverage
Philadelphia University is in the fifth largest media market in the country and its Fashion Show has received rave reviews in outlets such as Women’s Wear Daily, The Philadelphia Inquirer, Philadelphia Style Magazine, Philadelphia Daily News and on NBC10, 6ABC and FOX29.
The Verizon Philadelphia University Evening of Innovation

Sponsorship of The Verizon Philadelphia University Evening of Innovation offers enormous visibility leading up to the event, throughout the day of the event and in all post-event promotion. As a sponsor, you or your company can enjoy numerous benefits at the following levels:

**Title Sponsorship: $100,000**

Reserved by The Verizon Foundation

**Innovation Presenting Sponsorship: $50,000 (§40,584 is tax-deductible)**
- 24 seats with prominent location at Gala Dinner
- 24 VIP tickets with preferred seating to Fashion Show and VIP Reception
- 12 passes for self-parking at Hyatt at The Bellevue garage
- Discounted accommodations at Hyatt at The Bellevue (based on availability)
- Prominent placement of company logo on all collateral, including Academy of Music Poster Display
- Prominent two-page ad (live area 15”x10” or two 7.5”x10”)
- Prominent recognition from Gala Dinner and Fashion Show podium, and invitation for company CEO or representative to appear on Fashion Show stage
- Company profile in all press materials
- Prominent recognition with company profile and link on PhilaU website

**Fashion Show Presenting Sponsorship: $35,000 (§29,056 is tax-deductible)**
- 16 seats with prominent location at Gala Dinner
- 16 VIP tickets with preferred seating to Fashion Show and VIP Reception
- 8 passes for self-parking at Hyatt at The Bellevue garage
- Discounted accommodations at Hyatt at The Bellevue (based on availability)
- VIP Reception Presenting Sponsor prominent placement
- Prominent placement of company logo on all collateral, including Academy of Music Poster Display
- Full-page ad (live area 7.5”x10”) and a 250-word company profile in Program Book
- Prominent recognition from Gala Dinner and Fashion Show podium
- Company profile in all press materials
- Prominent recognition with company profile and link on PhilaU website

**VIP Reception Presenting Sponsorship: $25,000 (§19,056 is tax-deductible)**
- 16 seats with prominent location at Gala Dinner
- 16 VIP tickets with preferred seating to Fashion Show and VIP Reception
- 8 seats for self-parking at Hyatt at The Bellevue garage
- Discounted accommodations at Hyatt at The Bellevue (based on availability)
- VIP Reception Presenting Sponsor prominent placement
- Prominent placement of company logo on all collateral, including Academy of Music Poster Display
- Full-page ad (live area 7.5”x10”) and a 250-word company profile in Program Book
- Prominent recognition from Gala Dinner and Fashion Show podium
- Company profile in all press materials
- Prominent recognition with company profile and link on PhilaU website
Gold Sponsorship: $15,000  ($11,528 is tax-deductible)
- 8 seats at Gala Dinner
- 8 VIP tickets to Fashion Show and VIP Reception
- 4 passes for self-parking at Hyatt at The Bellevue garage
- Company logo on all collateral, including Academy of Music Poster Display
- Full-page ad (live area 7.5”x10”) and a 250-word company profile in Program Book
- Recognition from Gala Dinner and Fashion Show podium
- Company logo and link on PhilaU website

Silver Sponsorship: $10,000  ($6,528 is tax-deductible)
- 8 seats at Gala Dinner
- 8 VIP tickets to Fashion Show and VIP Reception
- 4 passes for self-parking at Hyatt at The Bellevue garage
- Company logo on all collateral, including Academy of Music Poster Display
- Full-page ad (live area 7.5”x10”) and a 250-word company profile in Program Book
- Recognition from Gala Dinner and Fashion Show podium
- Company logo and link on PhilaU website

Bronze Sponsorship: $5,000  ($1,528 is tax-deductible)
- 8 seats at Gala Dinner
- 8 VIP tickets to Fashion Show and VIP Reception
- 4 passes for self-parking at Hyatt at The Bellevue garage
- Company logo on all collateral, including Academy of Music Poster Display
- Full-page ad (live area 7.5”x10”) and a 250-word company profile in Program Book
- Recognition from Gala Dinner and Fashion Show podium
- Company logo and link on PhilaU website

Other Sponsorship Opportunities
In addition to the sponsorship levels listed above, other sponsorship and attendance opportunities for The Verizon Philadelphia University Evening of Innovation include:

VIP Evening of Innovation Tickets
Individual tickets can be purchased for $500 per person ($200 is tax-deductible)
- One VIP seat for both the Fashion Show and Gala

Sponsor a PhilaU Student
Companies and individuals can sponsor a Philadelphia University student to attend the Evening of Innovation for $500 per student ($500 is tax-deductible)
- One VIP seat for both the Fashion Show and Gala

Program Book Ads
Companies and individuals can support the Evening of Innovation by placing an ad in the Program Book with a contribution of:
- $1,000 one full-page color ad (live area 7.5 x 10)
- $ 500 one half-page color ad (live area 7.5 x 5)
- $ 300 one quarter-page color ad (live area 3.5 x 5)
- $ 100 one business card color ad (live area 3.5 x 2)
For more information regarding sponsorship opportunities, please contact Paula Gaughan in the Office of Development and Alumni Relations by phone at 215.951.2850, or by email at gaughanp@PhilaU.edu.

www.PhilaU.edu/EveningofInnovation

POWERED TO DO WHAT’S NOW, POWERED TO DO WHAT’S NEXT.
Sponsorship of The Verizon Philadelphia University Evening of Innovation offers enormous visibility leading up to the event, throughout the day of the event and in all post-event promotion. As a sponsor, you or your company can enjoy numerous benefits at the following levels:

**Title Sponsorship:** $100,000 *(Reserved by The Verizon Foundation)*

- Innovation Presenting Sponsorship: $50,000
- Fashion Show Presenting Sponsorship: $35,000
- VIP Reception Presenting Sponsorship: $25,000
- Gold Sponsorship: $15,000
- Silver Sponsorship: $10,000
- Bronze Sponsorship: $5,000

**VIP Evening of Innovation Tickets**

*Individual tickets will be available for purchase in March 2012*

- □ Sponsor a PhilaU Student: $500
  *Number of tickets: _____*

**Program Book Ads**

- □ $1,000 one full-page color ad *(live area 7.5 x 10)*
- □ $500 one half-page color ad *(live area 7.5 x 5)*
- □ $300 one quarter-page color ad *(live area 3.5 x 5)*
- □ $100 one business card color ad *(live area 3.5 x 2)*

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We are pleased to support The Verizon Philadelphia University Evening of Innovation as noted above.

Company: ____________________________________________________________

Address: ____________________________________________________________

________________________________________________________________________

Primary Contact: ______________________________________________________

Phone number: __________________________ Fax: ___________________________

Email: ______________________________________________________________

Contact: Paula Gaughan in the Office of Development and Alumni Relations by phone 215.951.2850, or by email at gaughanp@PhilaU.edu.
Please return this form with your check made payable to Philadelphia University by Friday, March 30, 2012.
Mail to: Philadelphia University, Attn: Development and Alumni Relations, 4201 Henry Avenue, Philadelphia, PA 19144

Submit camera-ready artwork to Public Relations at couphosa@PhilaU.edu by March 30, 2012.