



June 2, 2011

Dear Sir/Madam,

In August, Tiana Vega in collaboration with Jennifer Richards, will join forces to produce their second annual Designing Dreams fashion show, benefiting the Sweet Dreams Foundation. This first class event will be held in Downtown Sacramento at the Memorial Auditorium.

Designing Dreams has been the second fashion show since the 1950'S. held at the Memorial Auditorium, where the last collection seen was that of Coco Chanel. We were very proud to have local designers send their collections down that very same runway over 60 years later and we aim to do it again this year.

We will begin this year's marketing campaign with a series of events that we have planned such as Design Competitions, Golf Tournaments, Ticket Drives and a Golden Ticket Search. Now with Sac Opera taking care of our opening performance, we project doubling our success for 2011.

The name Designing Dreams was born by local clothing designer Tiana Vega and inspired by interior designer and CEO of the Sweet Dreams Foundation, Jennifer Richards. After meeting, the designers decided to team up and combine their talent to raise funds for Richards' organization.

**"Our mission is to change the quality of life for children who have been diagnosed with a life threatening disease through the creation of their dream bedroom. These children cannot live a normal life so we take the time to get to know the child's needs and wants to create an atmosphere for them that eases the pain and aids their healing process. "**

Jennifer Richards, CEO of Sweet Dreams

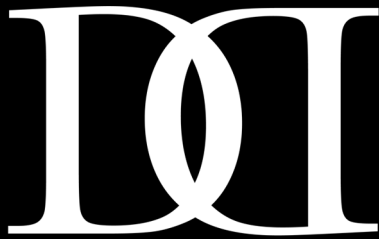
You can read more about the Sweet Dreams Foundation by visiting [www.sweet-dreams.org](http://www.sweet-dreams.org). For more information about the events headline designer Tiana Vega, please visit [www.tianavega.com](http://www.tianavega.com).

We respectfully request that your company considers sponsoring this event. We have four sponsorship packages available, which can be viewed on the attached page. Thank you in advance for your time and your consideration. To schedule a meeting to discuss our VIP packages further, please contact VP of Tiana Vega Collection, **Dave: (213) 590-9633** or **dave@tianavega.com**.

Sincerely,

Dave Icarangal  
VP of Tiana Vega Collection  
Dave@TianaVega.com  
[www.tianavega.com](http://www.tianavega.com)

Designing Dreams



*Designing Dreams*

## SPONSORSHIP OPPORTUNITIES

### **THE FASHION ELITE • \$10,000 (Valued at \$25,000)**

- 8 VIP Tickets (Premier Seating)
- 4 Backstage Passes
- 4 General Tickets
- Logo On Website And All Email Blasts, Flyers, & Posters
- Logo On Step And Repeat Board
- Full Page Ad In Program
- Opportunity To Provide Products For "Swag" Bag
- Company Info At All Designing Dreams Events
- 6 Foot Table Top And 2 Chairs
- Logo Placement As "Grand Sponsor"
- Brand Exclusivity
- TV & Radio - On every ad

### **THE COUTURIERS • \$5,000 (Valued at \$25,000)**

- 8 VIP Tickets (Premier Seating)
- 4 Backstage Passes
- 4 General Tickets
- Logo On Website And All Email Blasts, Flyers, & Posters
- Logo On Step And Repeat Board
- Full Page Ad In Program
- Opportunity To Provide Products For "Swag" Bag
- Company Info At All Designing Dreams Events
- 6 Foot Table Top And 2 Chairs
- Logo Placement As "Grand Sponsor"
- Brand Exclusivity
- TV & Radio - Rotations

### **THE FASHIONISTAS • \$2,500 (Valued at \$10,000)**

- 4 VIP Tickets (Premier Seating)
- 4 General Tickets
- Logo On Website And All Email Blasts, Flyers, & Posters
- 6 Foot Table Top And 2 Chairs
- Full Page Ad In Program
- Opportunity To Provide Products For "Swag" Bag
- Company Info At All Designing Dreams Events
- Brand Exclusivity

### **THE TRENDSETTERS • \$1,500 (Valued at \$5,000)**

- 2 VIP Tickets (Premier Seating)
- 2 General Tickets
- Logo On Website And Email Blasts, Flyers, & Posters
- 6 Foot Table Top And 2 Chairs
- Half Page Ad In Program
- Opportunity To Provide Products For "Swag" Bag

### **THE FASHION CONSCIOUS • \$500 (Valued at \$2,500)**

- 2 VIP Tickets
- Quarter Page Ad in Program
- Logo On Website And All Email Blasts, Flyers, & Posters