



# RAW COUTURE

## RAPID CITY

Evergreen Media is pleased to announce the second annual event of Raw Couture Rapid City, the high-energy, abstract fashion show with edgy design and thrilling intensity supporting local nonprofit organizations. The 2018 installment of Raw Couture will rock the Rapid City runway on Friday, Oct. 12, at Rapid City Performing Arts Center's Historic Theater. Join us for an evening of partying, fun and philanthropy as supporting businesses test their luck with this year's theme Royal Kingdom - A Night of Enchantment.

2017 Raw Couture was a tremendous success, raising more than \$2,000 for the Performing Arts Center of Rapid City, with nearly 300 people in attendance. This year, we look forward to continuing and growing our success and are looking for support from movers and shakers in the Rapid City metro area, from college students to business owners. Rapid City area businesses are invited to participate in the philanthropic event by sponsoring a dress and model.

Costumes will consist of raw elements relevant to the model sponsoring business. For instance, costumes for last year's event consisted of everything from printed material to wedding décor, all of which were also centered on the 2017 theme – Superstition.

The event is based off of the extremely popular Raw Fusion Mankato. For the past seven years, the Mankato team has been hosting the fashion show with a twist, and the local businesses and residents love it! Mankato's first Raw Fusion Fashion Show drew 500 people; the 2017 show drew over 2,000 people and raised \$28,000 for a local nonprofit. The event is so popular that a platinum sponsorship is sold on Ebay each year to allow for fairness is who gets to participate.

Five legacy sponsorships are available for \$3,000 each. If you are interested in this level of sponsorship, see the attached agreement. Legacy sponsors will be able to connect with other local businesses and introduce themselves to a large, local audience in a fun and creative atmosphere, in addition to making a huge impact on a local nonprofit.

Join us for the second annual Raw Couture Rapid City and support the event by sponsoring a costume and seeing Raw Couture Rapid City firsthand. **Sponsorships must be reserved by Sept. 4, 2018.**

Rick DenHerder

Owner, Evergreen Media



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## RAPID CITY

## 2018 Sponsor Contract

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

On behalf of my company, I, the below signed, submit my Contract to serve as a Sponsor for Evergreen Media's 2018 Raw Couture Rapid City to be held **Friday, October 12, 2018**.

**KING (Legacy Sponsor): \$3,000** | 4 Available

**QUEEN: \$2,000** | 5 Available

**KNIGHT: \$1,000** | 7 Available

**Other** | Limited Available

*Invoices will be sent for Sponsorships*

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Evergreen Media Contact:

Rick DenHerder, Owner | 605.343.7684

Please sign, make a copy for your business and return this original copy to:  
329 Main St., Ste. 1 Rapid City, SD 57701 | info@rawcouturerc.com

**Sponsor Contract Deadline: September 4, 2018**



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## 2018 Sponsor Benefits



### **KING Sponsor** (Legacy)

**\$3,000** | 4 available

**INCLUDES:**

- 20 Tickets to the event
- VIP center stage seating including compensated beverages
- Access to pre-show lounge
- Recognition on all pre-event advertising and media including but not limited to print, TV, radio, digital, and social. (Includes name and logo)
- Recognition during the event including name and logo on all day of event materials plus digital recognition prior to start of the event
- One model entry in the event (Available but not required)
- First right of refusal to be a sponsor for all future events.
- Special VIP Lanyard



### **QUEEN Sponsor**

**\$2,000** | 5 available

**INCLUDES:**

- 10 Tickets to the event
- Access to pre-show lounge including compensated beverages
- Recognition on all pre-event advertising and media including but not limited to print, TV, radio, digital, and social. (Includes name and logo)
- Recognition during the event including name on all day of event materials
- One model entry in the event (Available but not required)



### **KNIGHT Sponsor**

**\$1,000** | 7 available

**INCLUDES:**

- 10 Tickets to the event including compensated beverages
- Recognition on all pre-event advertising and media including but not limited to print, TV, radio, digital, and social. (Includes business name)
- Recognition during the event including name on all day of event materials
- One model entry in the event (Available but not required)



# RAW COUTURE

## RAPID CITY

## 2018 Model Entry

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Additional Emails to add to Contact List \_\_\_\_\_

**Model Entries WILL BE LIMITED with a maximum of 20 Entries – First Come, First Entered!**

On behalf of my company, I, the below signed, submit my Model Entry in Evergreen Media's 2018 Raw Couture Fashion Show to be held **Friday, October 12, 2018**. Model Meeting **Thursday, September 6, 2018** at noon or 5 p.m. at Evergreen Media's office (which ever time is most convenient for you).  
Reminders will be emailed to the contacts above.

EGM Client: **\$150**     Outside Entrant: **\$250**     Nonprofit/Student: **\$75**

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Check Enclosed** made out to Evergreen Media.

Want to pay by Credit Card? Call the EGM office at (605) 343-7684

Please sign, make a copy for your business and return this original copy to:  
329 Main St. Rapid City, SD 57701 | info@rawcouturerc.com

### 2018 Raw Couture Awards

**Raw Factor:** Best Use of Building Materials | **Show Stopper:** Most Innovative

**Royal Crown:** Best Use of Theme | **People's Choice:** Audience Favorite

**Raw Couture 2018:** Overall Fashion Show Winner

**DESIGN NOTE: Stage is 4 Feet Wide so plan accordingly.  
Models MUST fit through a standard door frame 3' x 7'  
and be able to get up stage stairs unassisted.**



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### MODEL BENEFITS

- Access to pre-show refreshments, hair & makeup services, and design consultation.
- 2 guest tickets to event.
- Recognition on pre-event advertising, including but not limited to web and social marketing efforts.
- Recognition during the event while model walks the runway.

### 2018 ENTRY RULES

- Model agrees to be present at the event in costume by 6 pm, Friday, Oct. 12, 2018. Time and order of appearance on stage will be decided by Raw Fusion Planning Committee and handed out to models at Dress Rehearsal (Thursday, October 11).
- Failure to appear for show will result in an added fee of \$50.
- Model must be 18 years of age and older.
- Model urged to have costume ready one day before event.
- Model must be at 2-hour dress rehearsal scheduled for one day before the show (Thursday, October 11, 2018 @ 5:30 pm). Model will contact Jenna Carda for concept/materials consultation on or before Sept. 6, 2018.

### COSTUME DESIGN DETAILS

- Nudity is not allowed. Nudity of any kind will result in disqualification of model with no refund of entry fee.
- The outfit must be made using at least 3 raw materials used in the business' industry (ie. rubber gloves - medical field; hair foils - salon; paper - printing; etc.)
- Costume idea and concept will be critiqued and reviewed by Jenna Carda to determine eligibility on or before Sept. 6, 2018.
- One assistant per model is allowed to accompany model behind stage (Assistant not required) Assistant will be required to wear identification pass given by staff.
- Costume design is subject to ongoing critique of judges prior to event to ensure costume abides by rules. No paints, over-sprays or flammables are allowed to be brought on the venue premises.

### ROYAL COSTUME THEME IDEAS

- Queens/Princesses, Kings/Princes, Fairies/Pixies/Elves, Godmother/Wizard, Knights/Guards, Centaur/Unicorn, Pegasus/Horse, etc.

**Model agrees to appropriate screening process with Raw Couture Planning Committee to ensure model is abiding by the rules and guidelines of Raw Couture Rapid City Fashion Show 2018 at all times. These rules and guidelines are subject to change at any time at the discretion of Raw Couture Planning Committee. Raw Couture Rapid City/Evergreen Media is not responsible or held liable for any injury that occurs to model, including, but not limited to creation of costume, practice run-through of event or during the event. Raw Couture Rapid City/Evergreen Media is not liable for lost or stolen items.**



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