



Facts – Questions – Information

Just the FACTS

What: The PADRE Foundation Fashion Show is a unique evening involving professional models and our own PADRE kids, who are all living with Type 1 diabetes. First and foremost this is a major psychosocial event and our largest fundraiser, assisting in funding our many educational and social events which support our youth and families. The friendships and support that develop from this event are priceless and such a help to our families throughout the years.

When: Saturday, May 12, 2018

Where: Hyatt Regency Huntington Beach Resort & Spa – 21500 PCH, Huntington Beach, CA 92648

Theme: Our theme “Destination PADRE”

Current Major Sponsors:

- Walker Windows – Premier Sponsor
- Buchannon Children’s Charities – Platinum Sponsor
- Hoag Hospital Department of Community Medicine
- CHOC Children’s Hospital
- Macy’s
- Tandem Diabetes Care
- We are currently soliciting sponsors!

Cost:

- Dinner tickets \$175 per adult
- Child’s plate (12 and under) \$75 per child
- Major sponsors \$2,500 and up – includes sponsorship package
- Family Specials:
 - Parent Table \$1,800 (\$2,000 after April 20th) - \$100 goes towards sponsorship requirements
 - 10 dinner tickets
 - Full page ad in program book

**Sponsorship packages, parent tables can be purchased by calling the PADRE office at 714-509-8330. Individual Dinner Tickets may be purchased online at www.padrefashionshow.org.*

Frequently Asked Questions

What is my child’s responsibility in the show?

- Each child is responsible for raising \$450 to help raise funds for the PADRE Foundation. This amount covers costs associated with all practices, dinner in the green room and a memorable t-shirt worn in the show.
- Secure item(s) with a value of \$25 or more that could be used in the silent auction.

How can I raise this money?

- Send personal letters to friends and families – see sample letter in packet.
- Sell raffle tickets.
- Sell ad space – contact businesses and family members.
- Restaurant/corporation support – a portion of proceeds go to PADRE in your child’s name.
- Company matching donation programs.
- Silent auction items -Note: Value of item given towards sponsorship requirement only, not incentive program. Donated auction items will receive a 50% credit of their value towards your account. (Item may be used for an event other than the Silent Auction portion of the Fashion Show).

New opportunity to earn a seat at the show

- Each participant has the opportunity to sell \$250 in raffle tickets for (1) one seat at the fashion show. The \$250 in raffle tickets is in addition to the \$475 fundraising goal above. This opportunity is for one seat only.
- Please notify the PADRE Office by April 2, 2018 if you are joining this program so we can keep track of the raffle tickets sold.

Does the purchase price of dinner go towards my \$475 sponsorship?

No. Individual dinner tickets do not go towards sponsorship. We make the price as low as possible to cover the cost of the dinner and show expenses.

What is an incentive prize?

These are goals to strive for as a reward and encouragement for your fundraising efforts.

- \$475 in cash sponsorship will receive (1) one Knott’s Berry Farm park ticket for PADRE family day.
- \$600 in cash sponsorship will receive a full page ad in the Fashion Show program (ad design not included).
- \$1,000 or more in cash sponsorship will receive an invitation to a pizza party hosted by Gina’s Pizza in Irvine and a Fashion Show DVD.

** Silent Auction donations do not apply. Incentive program is based on cash donations only.*

In addition to financial support, how else can we help?

We would like each family to work 6-8 hours to support our show.

Below are some ways you can help:

- Sign up to work a committee (contact Mary@padrefoundation.org)
- Set up the day of the show (silent auction, green room, registration area)
- Volunteer in the PADRE office

What is “ad space”?

We have a program book that is professionally designed and distributed the night of the fashion show. We sell ad space for personal family messages and business advertisements.

- Full-page ads are \$500
- Half-page ads are \$275
- Quarter-page ads are \$150
- Business card ads are \$100

Many families choose to purchase this ad space to highlight their child. Refer to the NCR Ad Form for additional information and ad specs.

Do I have to design my own ad?

You can design your own ad according to the ad specs provided.

If you need assistance, Samantha Lehmann will create a personal ad for the fashion show book for \$25.00. This must be paid directly to her from the model family. PADRE does not accept payment for this, only will refer the family to her. Samantha Lehmann slehmann08@gmail.com 562-900-5501

When I purchase/sell an ad, what do I do now?

All NCR forms together with payment go to the office. All completed ads are to be e-mailed directly to Sheri Reynolds - sheri@splattdesign.com and Mary Mailman – mary@padrefoundation.org.

Artwork Deadline: April 20, 2018

Please be sure the NCR form includes:

- The contact person for the ad & contact phone number and/or email address.
- The name of the model/performer the ad is sponsoring.
- The desired size of the ad.
- Payment option.

What do I expect the day of the show?

Please reserve this entire day, detailed times TBD	Mandatory rehearsal the day of the show (Parents will be notified of specifics at a closer date to the show) Parents to provide lunch, snacks and juice (for low blood sugars)
5:30pm	Check into the Green Room
5:45pm	Group Photo will be taken on stage. (No retakes – Do not be late)
6:00pm	Dinner served in the Green Room for Models and Performers (Your child will not be joining you in the Banquet Room. Models and Performers remain in the Green Room for the duration of the show)
5:00pm – 7:00pm	Guests arrive to registration and bid on Silent Auction items
7:00pm	Doors open for dinner
8:30pm	Model/Performer portion of the show

What is the Green Room?

The Green Room is where your child will stay before and during the show. They are supervised by the volunteers from the National Charity League (NCL) and diabetic counselors to deal with any diabetic concerns. They will be having dinner in the Green Room and enjoy the time playing with friends. We have activities for the younger kids and teens just enjoy hanging out. Your child needs to bring all

diabetic supplies including insulin and needles. Adults will help with testing but it is the parent's responsibility to administer insulin. Snacks, juice and water will be provided. Dinner will be served.

Additional Information

Website Information:

padrefoundation.org has information about PADRE and all our events. There is a fashion show link, www.padrefashionshow.org where you can purchase tickets, print documents, and donations can be taken to sponsor your child. Reminder, all parent special needs to be coordinated through the PADRE office at 714-509-8330.

Hotel Information:

PADRE has discounted room rate of \$230.00/night from the Hyatt Regency Huntington Beach Resort & Spa. For reservations, go to www.padrefashionshow.org. Under the tab marked "more", click on "hotel and directions" and follow the prompts. You can also call the Hyatt directly at 714-698-1234. Be sure to tell them you are with the PADRE Foundation to receive the group rate.

PADRE FOUNDATION TAX ID: 501(c) 3 - #33-0099451

Contact Information:

Name	Email	Phone	Coordinates
Ryan Martz	ryan@padrefoundation.org	714- 509-8330	Oversees the entire event coordination
Marlen Rodriguez	marlen@padrefoundation.org	714- 509-8330	Reservations, ads, payments, forms, models & performers
Mary Mailman	mary@padrefoundation.org	714- 509-8330	Reservations, ads, payments, forms, models & performers
Kelle Carthey	kellestyle@me.com	949- 266-7140	Fashion Show Chair – Event Planning
Martea Bushman	Mrb59@sbcglobal.net	562-896-0903	Fashion Show Chair – Event Planning
Sheri Reynolds	sheri@splattdesign.com	949- 679-1023	Ad design questions
Valerie Kintz	Valerie.kintz@hotmail.com	714-306-9399	Green Room questions
Megan Schoeff	megan@padrefoundation.org	909-721-0167	Green Room questions
Tisha Jenkins	tisha@padrefoundation.org	714- 904-0562	Dance Coordinator
Melanie Gallardo	melanie@padrefoundation.org	310-261-7711	Silent Auction Questions
Shannon Cotton	shannon@padrefoundation.org	949-533-4003	Silent Auction Questions