



## 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 11, 2019

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

**Theme:** “30 YEARS of PADRE FAMILY”

### **Current Major Sponsors:**

- Tandem Diabetes Care
- CHOC Children’s Hospital
- Hoag Hospital Department of Community Medicine
- Macy’s
- Ron E Harris Group
- We are currently soliciting sponsors!

### **Cost:**

- Dinner tickets \$185 per adult
- Child’s plate (12 and under) \$85 per child
- Major sponsors \$2,500 and up ó includes sponsorship package on NCR Form
- Family Special:
  - Parent Table \$1,800 paid in full prior to April 19<sup>th</sup> (\$2,000 after April 19<sup>th</sup>)
  - \$100 goes towards sponsorship requirements
    - 10 dinner tickets and full page ad

*\*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](http://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.
- In addition, secure item(s) with a value of \$25 or more that can be used in the silent auction.

### **How can I raise this money?**

- Send personal letters to friends and family ó see sample letter in packet.
- Sell raffle tickets.
- Sell ad space (*see page 3 for detailed information*) ó contact businesses and family members.
- Restaurant/corporation support ó a portion of proceeds go to PADRE in your child's name.
- Company matching donation programs.
- Silent auction items -Note: A 50% value of item given towards sponsorship requirement only. Item may be used for an event other than the Silent Auction portion of the Fashion Show.

**See Fundraising Opportunities page for detailed information**

### **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 ó 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 ó 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 T1D counselors to deal with any diabetes specific 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 will enjoy hanging out. Your child needs to bring all diabetes supplies including insulin and syringes. 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.

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

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

- If you are not able to afford to attend the show, sign up to work the show. You still must raise the \$450 funds for your child to be in the show and this does not include a seat in the ballroom.
- Sign up to work a committee (contact [Mary@padrefoundation.org](mailto: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 Program for \$25.00. This must be paid directly to her from the model family. PADRE does not accept payment for her services, we only will refer the family to her.

Samantha Lehmann [lehmann08@gmail.com](mailto:lehmann08@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](mailto:sheri@splattdesign.com) and Mary Mailman ó [mary@padrefoundation.org](mailto:mary@padrefoundation.org).

### **Artwork Deadline: April 19, 2019**

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.

## **Additional Information**

### **Website Information:**

[padrefoundation.org](http://padrefoundation.org) has information about PADRE and all our events. There is a fashion show link, [www.padrefashionshow.org](http://www.padrefashionshow.org) where you can purchase tickets, print documents, and donations can be taken to sponsor your child.

### **Hotel Information:**

PADRE has a discounted room rate of \$250.00/night from the Hyatt Regency Huntington Beach Resort & Spa. For reservations, go to [www.padrefashionshow.org](http://www.padrefashionshow.org). Under the tab marked "more", click on "hotel and directions" and follow the prompts. You can also go to <https://www.hyatt.com/en-US/group-booking/HUNRH/G-PAFN>.

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

### **Contact Information:**

<b>Name</b>	<b>Email</b>	<b>Phone</b>	<b>Coordinates</b>
Mary Mailman	<a href="mailto:mary@padrefoundation.org">mary@padrefoundation.org</a>	714- 509-8330	Oversees the entire event coordination
Karla Garcia	<a href="mailto:karla@padrefoundation.org">karla@padrefoundation.org</a>	714- 509-8330	Reservations, ads, payments, forms, models & performers
Kelle Carthey	<a href="mailto:kellestyle@me.com">kellestyle@me.com</a>	949- 266-7140	Fashion Show Chair & Event Planning
Martea Bushman	<a href="mailto:mrb59@sbcglobal.net">mrb59@sbcglobal.net</a>	562-896-0903	Fashion Show Chair & Event Planning
Sheri Reynolds	<a href="mailto:sheri@splattdesign.com">sheri@splattdesign.com</a>	949- 679-1023	Ad design questions
Megan Schoeff	<a href="mailto:megan@padrefoundation.org">megan@padrefoundation.org</a>	714-306-9399	Green Room questions
Valerie Kintz	<a href="mailto:valerie.kintz@hotmail.com">valerie.kintz@hotmail.com</a>		Green Room questions
Kristen Wilson	<a href="mailto:kris10w@me.com">kris10w@me.com</a>	714-448-4487	Dance Coordinator
Laurie Parris	<a href="mailto:laurieparris@hotmail.com">laurieparris@hotmail.com</a>	562-212-6509	Silent Auction Questions
Michelle Bastos	<a href="mailto:michelle@padrefoundation.org">michelle@padrefoundation.org</a>		Model Fitting Coordinator