



PRESENTS

Fashion Inc. 2008

HOSTED BY

FOX 6 SPORTS ANCHOR, *Jeh Jeh Pruit*
&
MISS FORMER ALABAMA USA, *Doree Walker*

Sunday, June 29, 2008
BIRMINGHAM JEFFERSON CIVIC CENTER
EAST EXHIBITION HALL 3
Time: 6:00PM

*Vendor/Sponsorship
Information Packet*

Off The Chain Management
P.O. Box 19603
Birmingham, AL 35219
www.smodelsinc.com/otcm.htm
Phone: 205.305.8912



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Off The Chain Management, LLC

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Fashion Inc. 2008

Sunday, June 29, 2008

Birmingham Jefferson Civic Center East Exhibition Hall 3

2101 Richard Arrington JR BLVD N

Birmingham, AL 35203

RED CARPET ARRIVALS 5:00 PM

FASHION SHOW STARTS 6:00 PM

General Admission, \$15.00

Day Of Admission, \$20.00

VIP Admission, \$25.00

(VIP INCLUDES: Front Row Show Seating & Free Admission to After Party MIXER)

Off The Chain Management requests your presence at Fashion Inc. 2008. This is a special invitation to an evening of fashion that will showcase some exceptionally talented and innovative designers and clothing vendors from all over the Southeast. Our confirmed designers so far are:

BRAMER LEON STEVENS (*Bramer Leon Couture*) - Atlanta, Georgia

SCHAEFFER EYE CENTER (*Star Frames*) – Hoover, Alabama

NICOLE HOUSTON (*NICCI HOU*) - Atlanta, Georgia

DOREE-Homewood, Al

SHERLENE MERRIT (*Forshe Inc.*)-Durham, North Carolina

COLEMAN'S BRIDAL - Birmingham, Alabama

RECO CHAPPLE (*House of Chapple Inc*) – Atlanta, Georgia

NICOLE YOUNG (*Nicole's Kreation's*)-Birmingham, AL

LISA PORTER (*L'Adeen Swimwear*) – Chicago, IL

WILLIE SHANK (*Willie Shank Designs*)- Birmingham, AL

THE PERFECT FIT FINE FOOTWEAR-Birmingham, Alabama

DESIGNER SPOTLOT-UPCOMING DESIGNER SHOWCASE

Fashion Inc. 2008 is an evening of elegance that will premiere some of the industry's top designers from the *Southeast* showcasing their upcoming Collections to an audience of over 1000+ guests. Fashion Inc. 2008 will cater to a fashion forward audience including special invited celebrity guest, top models ripping the runway, representatives from the modeling and hair industry, photographers, various charities, & national & local television networks, newspapers, and mainstream magazines.

A portion of the event proceeds from this event will be donated to the following community organizations: BREAST CANCER RESEARCH FOUNDATION OF ALABAMA & THE RHODES FOUNDATION.

. *In addition, on Saturday, June 28, 2008 our staff, models, & select celebrities will host a free Bar B Que/Cookout in the Alabama Historic Civil Rights District for various homeless shelters in the Birmingham Area.

Thank you for your support of what promises to be a spectacular event!
Sincerely, Patricia Pickett, Fashion Show Producer/Director

For more information, please call:
Patricia Pickett-205.305.8912
Email: fashioninc@smodelsinc.com
CC: pdpickett@gmail.com

CURRENT SPONSORS

SPRINT
BIRMINGHAM DREAM CARS
MAC COSMETICS
UNITED NEGRO COLLEGE FUND
AVON
URBANHAM.COM
JAE AGENCY, LLC
FIRST IMPRESSION MARKETING
BRIANEE CHERIE
2 EXCLUSIVE ENTERTAINEMENT
REE'L ENTERTAINMENT
CRAIG RACKLEY STUDIOS
MIKE DISKO PHOTOGRAPHY
IMAGES BY ROME

SEE YOUR OPPORTUNITY TO SPONSOR BELOW

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Off The Chain Management, LLC would love to make your company apart of Fashion Inc. 2008. Please see our below sponsorship opportunities for your chance to market and promote you business at what promises to be an event you will not forget.
CORPORATE SPONSORSHIPS & MEDIA CREDENTIALS AVAILABLE UPON REQUEST

VENDOR BOOTHS

\$200.00

Vendor Booth comes with the following

- Skirted table with table cloth and & 2 chairs
- 1/4 page AD in the Souvenir Program Booklet
- Company will be listed as a sponsor on print/email/press promotions
- Company will be announced as a sponsor throughout event
- Company will be allowed to give away door prizes (optional)

Opportunities & Benefits

- Exposure to the projected 1000+ guests attending the event
- Local & national media exposure via television networks, newspapers, and magazines
- Intermission during fashion show and a “Meet and Greet” after the show for guests to visit your booth

SOUVENIR PROGRAM

- Full Page Advertisement-\$100.00
- 1/2 Page Advertisement-\$75.00
- 1/4 Page Advertisement-\$50.00
- Business Card Advertisement-\$25.00

** An additional option for your company’s logo placement is the Red Carpet Arrival Backdrop. Please see the attached information on the Red Carpet Arrival Backdrop.

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Red Carpet Business Logo Backdrop Proposal

Off The Chain Management, LLC is proud to present Fashion Inc. 2008 in Birmingham, Alabama. We are bringing an evening of fashion from some of the hottest designers in the Southeast. In addition to great fashions, we are setting an award-winning atmosphere. For this event, we are making every guest feel important by providing an elegant Red Carpet for them to walk on. The Red Carpet will start in the hallway and stop shortly before the entrance to the show. At the end of the carpet will stand our 8'x8' business logo backdrop. This backdrop is the same concept used in music and movie award shows. Instead of the events logo, we will feature business logos on our backdrop.

This backdrop will be used for all interviews and every guest's picture will be taken in front of it before they enter the show. ***With a projected attendance of 1000+, your company's logo is sure to get noticed.***

The rate for backdrop placement is \$100.00 per logo. The dimension of each logo is 4"x4" and will be placed on a 2'x2' square that will be duplicated across the total 8'x8' backdrop. This means that your logo will be seen at least 16 times. Because of this, it also means that there are only 36 slots available. Don't miss out, please call and reserve yours today.

Logo placement in the 36 slots is by first come basis.

Note: Attached is a diagram of the layout

For more information, please call:
Patricia Pickett-205.305.8912
Email: fashioninc@smodelsinc.com
CC: pdpickett@gmail.com

Application For Sponsorship
Vendors/Souvenir Program Booklet/Red Carpet Logo Business Backdrop

*** This application is for Fashion Inc. 2008***

Company Name _____

Contact Person's Name _____

Address _____

Phone _____ Fax _____

Email _____

YES! I would like be a vendor at Fashion Inc. 2008 Total- \$200.00
(Vendor Booth comes with 1/4 Page Ad in Souvenir Program)

No, thanks.

YES! I would like to purchase an ad in the Fashion Inc. 2008 Souvenir Program Booklet
 Full Page Ad-\$100.00 1/2 Page Ad-\$75.00, 1/4 Page Ad-\$50.00, Business Card Ad-\$25.00
 No, thanks.

YES! Please include my logo on the Red Carpet Backdrop-Total-\$100.00
**There are a limited number of logo slots available.*

No, thanks.

Enclose logo with this application in one of the following JPEG formats:

CD Diskette or You May email in high resolution

**** Payment must be received before logo will be included on backdrop.****

TOTAL ENCLOSED _____

FEES ARE NON-REFUNDABLE.

Deadline for Registration and Payment:
Logo Backdrop-June 15, 2008, 5pm
Vendor Spaces June 22, 2008,5pm

Payment Options:

Mail Application along with Money Order or Cashier's Check
(Please be mindful of deadline for payment)

Pay Online at www.smodelsinc.com/otcm.htm

Contact Patricia Pickett at 205-305-8912 to set up appointment

(Make payable to: **Off The Chain Management, LLC**)

Signature

Date

Please Mail Application & Payment To:
Off The Chain Management, LLC
P.O. Box 19603
Birmingham, AL 35219
EMAIL: fashioninc@smodelsinc.com
PLEASE CC: pdpickett@gmail.com

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Company History

In October 2002, Orlandez and Patricia Pickett combined their 10 years of experience in dance, modeling and their work within the music/ fashion industry to launch Off The Chain Management, LLC (OTCM). This couple gained notoriety through their programs, services and events which led to the creation of the company's name, Off The Chain Management. "Off the chain" is an urban term meaning the best or greatest.

Off The Chain Management, LLC specializes in event planning, fashion show productions, choreography and the management of talented music artists, comedians, and professional dancers. This management company has established credible working relationships and continues to expand with their every year.

Today, the Pickett's continue to expand their list of services. Orlandez is also a video director and Patricia is CEO of her own modeling agency, South Models, LLC which books models for print, runway, commercials, promotions, guest appearances and much more.