



Sponsorship Proposal

C.U.R.V.V., An Exhibit
Curated by ChaCha N'Kole

www.mycurv.vv.com

In collaboration with
DesignPhiladelphia

CLDW CURVV

Creations.Ultimately.Redefining.Views.of.Voluptuous
women

The first museum exhibit to highlight full-figured high-fashion

Curated by *ChaCha N'Kole*

University of Penn Museum 10.13.13

www.mycurvv.com

DESIGN
PHILAD
ELPHIA

About C.U.R.V.V.

C.U.R.V.V. : Creations Ultimately Redefining Views of Voluptuous women

C.U.R.V.V. is an initiative to bring plus size high-fashion to the forefront. ChaCha N'Kole and DesignPhiladelphia has joined together to bring to you the first ever museum exhibition to focus solely on full-figured high-fashion as well as an original short film produced jointly by ChaCha N'Kole and TsiTsi P. Productions. This exhibit will consist of 12 handmade gowns inspired by the art work currently on display at the University of Penn Museum. The collection will focus mainly on the Egyptian sector of the museum which was assembled through nearly a century of archaeological research. Students and seasoned designers will have the opportunity to display one garment that best represents an assigned section of the exhibits surrounding the Upper Egyptian Gallery.

Location: The University of Penn Museum of Archaeology and Anthropology

Date: Sunday October 13, 2013

Time: 6pm-10pm



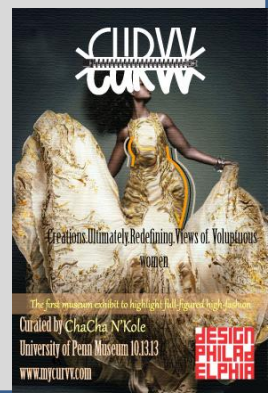
About

The Short Film “C.U.R.V.V.”

The short film, also entitled “C.U.R.V.V.”, is an independent film written and directed by ChaCha N’Kole and TsiTsi P. Productions. This fictional story takes place in the city and shows an aspiring plus-size model’s struggle to suppress insecurities while pursuing her lifelong dream to slay the runway.

She constantly studies her craft, but is too afraid of what people may think to pursue it. That all changes once she finds a mentor that shows her that she has more than enough beauty and talent to make it in this industry.

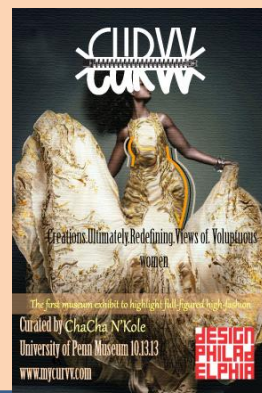
It’s a very moving, witty and entertaining piece sure to evoke emotion in all viewers.



“C.U.R.V.V.”

The Experience

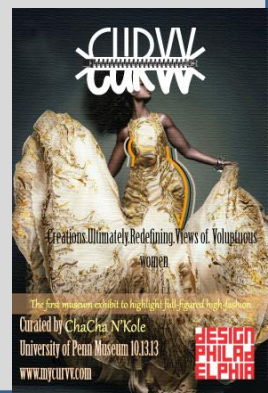
The night will begin when guests are guided through the lit Warden Garden and up the imperial staircase that leads to the featured exhibit. The historic and architectural beauty of the interior is sure to captivate the hearts of all those who attend. After guests browse each piece from the collection with their own personal tour guide they will be escorted to the theater for the first ever viewing of the independent short film “C.U.R.V.V.”.



Sponsorship Packages and Benefits- Platinum

C.U.R.V.V. Platinum: \$10,000 +

- Gown in exhibit named after sponsor
- Sponsor name under contributors in short film credits and/or product placement in movie
- V.I.P. seating for 6 guests at the film screening
- Sponsor business name or logo prominently displayed in advertisements including:
 - C.U.R.V.V. official website (www.mycurv.com) with company info and link to your website
 - Full page color ad in exhibit pamphlet
 - V.I.P. invitations for exhibit
 - Emailing Blasts
 - Step and repeat backdrop for event pictures
 - Public acknowledgement by host
 - Printed promotional materials
 - Promotional t-shirts
 - Interview on C.U.R.V.V. TV



Sponsorship Packages and Benefits- Gold

C.U.R.V.V. Gold: \$5,000-\$9,999

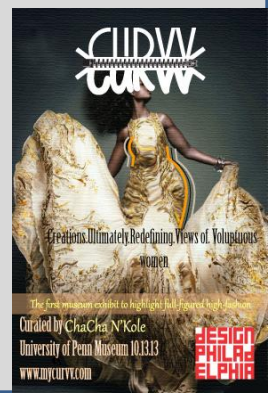
- Sponsor name under contributors in short film credits and/or product placement in movie
- V.I.P. seating for 4 guests at the film screening
- Sponsor business name or logo prominently displayed in advertisements including:
 - C.U.R.V.V. official website (www.mycurv.com) with company info and link to your website
 - Full page color ad in exhibit pamphlet
 - V.I.P. invitations for exhibit
 - Emailing Blasts
 - Step and repeat backdrop for event pictures
 - Public acknowledgement by host
 - Printed promotional materials
 - Promotional t-shirts
 - Interview on C.U.R.V.V. TV



Sponsorship Packages and Benefits- Silver

C.U.R.V.V. Silver: \$1,000-\$4,999

- Sponsor name under contributors in short film credits
- V.I.P. seating for 2 guests at the film screening
- Sponsor business name or logo prominently displayed in advertisements including:
 - C.U.R.V.V. official website (www.mycurv.com) with company info and link to your website
 - Half page color ad in exhibit pamphlet
 - V.I.P. invitations for exhibit
 - Emailing Blasts
 - Step and repeat backdrop for event pictures
 - Public acknowledgement by host
 - Printed promotional materials
 - Promotional t-shirts
 - Interview on C.U.R.V.V. TV



Sponsorship Packages and Benefits- Crystal

C.U.R.V.V. Crystal: \$500-\$999

-4 Complimentary tickets to the exhibit and movie screening

-Sponsor business name or logo prominently displayed in advertisements including:

- C.U.R.V.V. official website (www.mycurv.com) with company info and link to your website
- Quarter page color ad in exhibit pamphlet
- Emailing Blasts
- Public acknowledgement by host
- Printed promotional materials
- Promotional t-shirts
- Interview on C.U.R.V.V. TV



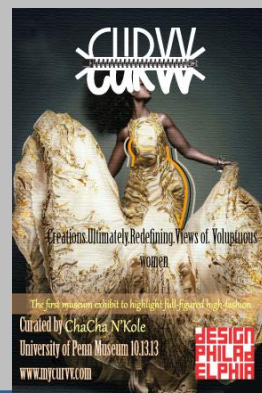
Sponsorship Packages and Benefits- Gem

C.U.R.V.V. Gem: \$100-\$499

-2 Complimentary tickets to the exhibit and movie screening

-Sponsor business name or logo prominently displayed in advertisements including:

- C.U.R.V.V. official website (www.mycurv.com) with company info and link to your website
- Public acknowledgement by host



Thank you from the C.U.R.V.V. Elite

Thank you so much for your interest in sponsoring C.U.R.V.V.

We are so excited about this project and we look forward to collaborating with you to make this a memorable and successful event!

Our goal is to encourage fashion designers to study and utilize historical reference to inspire future collections or works of art. We would like to show the Philadelphia fashion community a different way of displaying and interpreting fashion. With the short film we are promoting positive self-perception, hard work and determination.

We hope you join us for this night of culture, innovation and imagination.

Sponsorship Deadline: September 1, 2013

