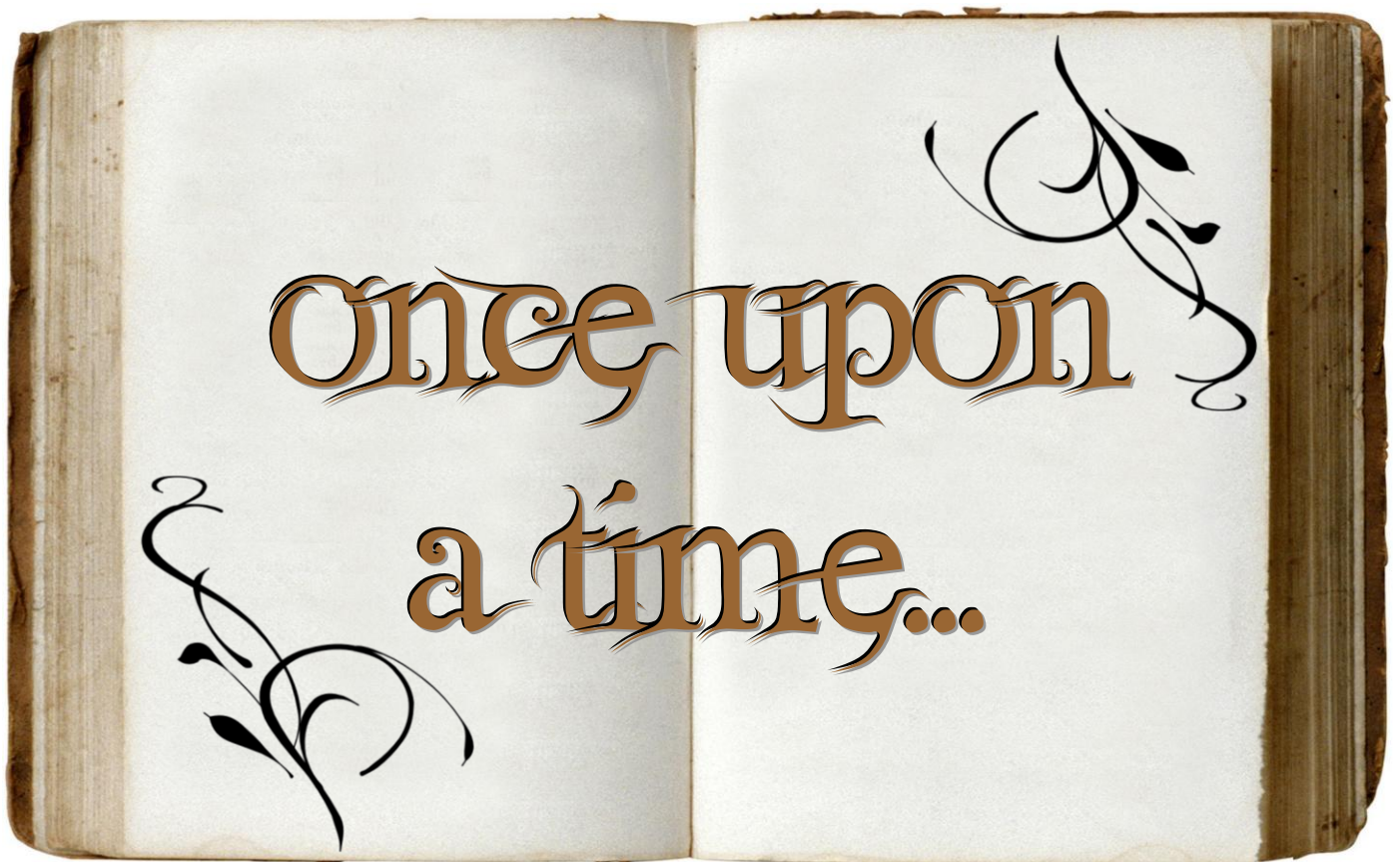




Your Exclusive Invitation...

Global multi award winning Gina Conway Aveda Salon and Spas and successful media magnate Fashion Tv would like to invite you to become a sponsor company of the 2010 Gina Conway Aveda Charity Fashion Show, held on the evening of Thurs, 30th September.



About the Show...

The Gina Conway Aveda Salon and Spas Charity Fashion Show offers you a great opportunity to promote your company on Fashion Tv, showcasing your product to millions of viewers worldwide. Not only will you be associating your business with high profile fashion and likeminded eco individuals, you are also supporting 2 worthwhile charities: Earthwatch Institute & GOSH (Great Ormond's Street Hospital Charity). All profits raised from the 2010 show including ticket sales, gala auction and raffle prizes will be donated directly to the Earthwatch Institute and GOSH (Great Ormond's Street Hospital Charity).

Fashion Tv offers an elite and true look into the fashion industry reaching 323 million households around the world and 10 million in the UK alone. More than 12 million people view FTV in Europe monthly, and it is the only channel to show continuous footage from fashion events globally. Gina Conway & Fashion Tv work together on projects throughout the year.

About the Show...

After a brief hiatus in 2009 the show is back! From 2006-2008 our charity event created a valuable impact on each group we supported. The sold out event showcases environmentally responsible collections from a number of high profile designers, alongside bespoke hair and makeup design from the award winning Gina Conway team. Small teams work towards a common goal of producing collections aimed at a 'fantasy' theme linked to current fashion, film and tv trends.



All the Important Information

Date:	8pm - Thursday 30 September, 2010
Venue:	Jalouse London
Theme:	<i>Fantasy</i>
Guest Profile:	200 guests from hair and fashion related industries, press, VIP's and eco-minded individuals.
Show Extras:	Welcome beverages and canapés, entertainment and auction.

About Gina Conway Aveda Salon and Spas...

Gina Conway relocated from San Francisco to London in 2001 with an aim of setting new standards of excellence in the hair and beauty industry. Gina and her partner Nick now run three highly successful salon and spas (Notting Hill, Fulham and Wimbledon) in partnership with Aveda, renowned for outstanding service and trendsetting styles.

Gina Conway has over 20 years of experience in cutting and colouring in salons. Gina Conway has extensive editorial and fashion experience, working at London and Paris Fashion Weeks and for photo shoots for Vogue Japan and Italian Vogue. Gina was also invited to style contestants in the 'Supermodel of the World' and 'Miss Great Britain' competitions. Her salons have featured on covers of trade magazines, and in consumer magazines, as well as being highly recommended by the 'Times Online' for her spas. Visitors in the locations include Harpers Bazaar, Elle UK, Glamour, OK! and A list celebrities.

Gina Conway Aveda Salons and Spas have won and been granted as finalists in many awards. **2010:** Winner of Professional Beauty 'Best New Salon of the Year' award, finalist for Professional Beauty 'Employer of the Year' award. **2009:** Winner of the Silver ADDY Award, finalist in the British Hairdressing Business Awards in 'Marketing' and 'Website of the Year', finalist in the 2009 British Beauty and Spa Awards in 'Marketing'. **2008:** Winner of the Global Salon Business 'Entrepreneur of the Year' award, finalist in the British Hairdressing Business Awards in 'Salon Team of the Year'. **2007:** Finalist for Hair Magazine Awards 'London Salon of the Year', finalist in 'Customer Service Awards'. **2006:** Finalist in British Hairdressing Business Awards for 'Independent Salon - Business Newcomer'.

Award Winning Gina Conway Aveda Salon and Spas locations & GC Yoga/Pilates Studios Wimbledon



About the Charities...

Earthwatch, founded in 1971, is an international environmental charity that engages people worldwide in scientific field research and education to promote the understanding and action necessary for a sustainable environment. Earthwatch is committed to conserving the diversity and integrity of life on earth to meet the needs of current and future generations. This bridging between scientific research and the general public has helped increase the public's understanding of science, and their knowledge of environmental issues, transforming values, attitudes and behaviour. Increased commitment to conservation has ensued, creating a growing network of people who are passionate about the world they live in and want to do something about it.

The hospital for sick children first opened its doors at 49 Great Ormond Street on Valentine's Day, 1852, with ten beds. Dr Charles West was the driving force behind its opening, driven by the shockingly high level of infant mortality in the capital. **GOSH** raises money to enable Great Ormond Street Hospital to provide world-class care for its young patients and their families and to pioneer new treatments and cures for childhood illness by contributing to the rebuilding and refurbishment of the hospital, funding the most up-to-date equipment, supporting research and development of breakthrough treatments and providing accommodation and support services for families. In 2002, the hospital celebrated its 150th anniversary.

Contact Information...

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PR & Marketing Manager:

Telephone:

Address:

Email:

Website:

Alexis Fenton

020 7112 1912 / 07 507 844 979

Gina Conway Aveda Lifestyle Salon and Spa

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pr@ginaconway.co.uk

www.ginaconway.co.uk



Sponsorship Opportunities

Gold Sponsorship - £1000

- 10 VIP reserved seats at the Gina Conway Aveda Salons Charity Fashion Show
- Complimentary Gina Conway Aveda Lifestyle Salon hair or spa service for 5 people. This is to be negotiated with the PR & Marketing Manager at the commencement of the event.
- Acknowledgment at the event opening and closing by the MC
- Company name and logo displayed on all Gina Conway Charity Fashion Show and Fashion Tv marketing collateral (including posters, flyers, event programme, event tickets and on tv)
- Opportunity to position signage (no larger than 1m x 2m) and display promotional material
- Include a gift bag insert for both the VIP's and regular guest list
- Certificate of acknowledgment at the completion of the event
- Become a Gina Conway Corporate Partner: entitles all company team members to receive regular exclusive special offers at Gina Conway Aveda Salons
- Have a selected member of your company be interviewed with Fashion Tv
- A copy of the DVD of the Gina Conway Aveda Salons Charity Fashion Show from Fashion Tv

Silver Sponsorship - £500

- 6 VIP reserved seats at the Gina Conway Charity Fashion Show
- Complimentary Gina Conway Aveda Lifestyle Salon hair or spa service for 3 people. This is to be negotiated with the PR & Marketing Manager at the commencement of the event.
- Acknowledgment at the event opening and closing by the MC
- Company name and logo displayed on all Gina Conway Charity Fashion Show and Fashion Tv marketing collateral (including posters, flyers, event programme, event tickets and on Tv)
- Opportunity to display company promotional materials
- Certificate of acknowledgment at the completion of the event
- Become a Gina Conway Corporate Partner: entitles all company team members to receive regular exclusive special offers at Gina Conway Aveda Salons
- A copy of the DVD of the Gina Conway Aveda Salons Charity Fashion Show from Fashion Tv

Bronze Sponsorship - £250

- 2 VIP reserved seats at the Gina Conway Charity Fashion Show
- Acknowledgment at the event opening and closing by the MC
- Company name and logo displayed on all Gina Conway Charity Fashion Show and Fashion Tv marketing collateral (including posters, flyers, event programme, event tickets and on Tv)
- Certificate of acknowledgment at the completion of the event
- Become a Gina Conway Corporate Partner: entitles all company team members to receive regular exclusive special offers at Gina Conway Aveda Salons
- A copy of the DVD of the Gina Conway Aveda Salons Charity Fashion Show from Fashion Tv

Other Sponsorship Opportunities:

- For inclusion of a particular product or label in the charity event please contact Alexis Fenton (PR & Marketing Manager) to discuss suitability and inclusion possibilities.

Terms and Conditions...

Sponsorship donations are payable according to this schedule: 50% of the sponsorship amount due upon agreement. The remaining 50% is due one week prior to the show. A commitment form must be signed on agreement of sponsorship. All company specific signage, posters, banners and other promotional materials will be paid for and supplied by your company.

