



FRISCOVANIA

THROUGH THE DECADES

10.27.2018

FRISCO VANIA

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BENEFITING



BOYS & GIRLS CLUBS
OF COLLIN COUNTY

Designated The Mayor's Safe
Trick-Or-Treat Zone by City of Frisco



IN APRIL 2016, our dear friend and member of Model Behaviors, Kelly Whaley, was unexpectedly diagnosed with stage IV breast cancer. By the end of May, this single mother passed away, leaving behind her 4-year-old son, Gunner. Our tremendous loss inspired us to come together and do something bigger than we had ever imagined. We wanted to create a community event that would honor our sweet Kelly and fulfill her last wish of giving Gunner a fair fighting chance for his future.

Friscovania debuted the same year on October 22 at Toyota Stadium in Frisco, Texas. It far exceeded anyone's expectations. Fueled by fashion and music, this Halloween extravaganza embodied Kelly's greatest passions and has become a destination where her love for children and own her creative legacy can live on.

Former Frisco mayor Maher Maso and his wife Cindy have become our trusted advisors for Friscovania. During its first year, they designated the family-friendly event the Mayor's Safe Trick-Or-Treat Zone with the City of Frisco. Friscovania features live music, VR experiences, a haunted carnival for kids, a costume contest, and a wicked runway show with some of the biggest names in fashion.

In 2016, our labor of love raised over \$116,000 and welcomed over 3,000 visitors. Last year, we continued to raise the bar, reaching \$150,000 in proceeds, with more than 4,500 people in attendance. From its conception, Friscovania has donated more than a quarter million dollars to improving the lives of children in transition—children like Kelly's son.

Over
1/4 Million Dollars
raised in under two years

FACT: Our entire production group donates their time.

More than
3,000
visitors in 2016

More than
4,500
visitors in 2017

Projecting
6,000
visitors in 2018

Named the Mayor's Safe Trick-Or-Treat Zone by City of Frisco
In memory of Kelly Whaley, benefiting Boys & Girls Club of Collin County

This year, Model Behaviors, along with FC Dallas and Frisco STYLE Magazine, are dedicated to continuing Kelly's kind and selfless legacy through our partnership with the Boys & Girls Club of Collin County. Friscovania 2018 will be supporting their mission to enable all young people—especially those who need us most—to reach their full potential as productive, caring, and responsible citizens.

In one of the fastest growing areas in the country, the BGCCC assists over 3,020 members in after school and summer programs, bettering the lives of 8,500 young people annually and providing a safe, positive environment during the most vulnerable hours of a child's day. By converting these hours into time that helps children and teenagers reach their full potential, the BGCCC provides more than 126,000 hours of homework time and serves over 191,000 meals.

With school districts in Frisco, McKinney, and Plano projected to have over 142,000 students by the end of this year, BGCCC is needed now more than ever. The greatest, immediate challenge they face is providing dependable transportation for the children to their locations. This is where we need your help! Friscovania is committed to fulfilling BGCCC's goal of ensuring each child can be reliably and safely transported where needed. Help us make this year the best year yet for the children of BGCCC and the young trick-or-treaters of Friscovania!

Friscovania 2018 will be held on Saturday, October 27 from 3:00 p.m. to 8:00 p.m., with access to the highly anticipated National Soccer Hall of Fame, over forty digital & VR experiences, magic shows, art installations, haute new fashions, interactive photo opportunities, food trucks, a haunted carnival, live music and entertainment, and much, much more. This will be the first public event held at the National Soccer Hall of Fame, and is the only family-friendly Halloween event of its kind that raises money entirely for charity. Friscovania is open to the community, and the children that it benefits are invited to attend. Tickets for Friscovania are \$15. Parking is free, and children 2 years old and younger get in free.

Visit www.friscovania.com for the latest updates and information.



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FRISCOVANIA SPONSORSHIP PACKAGING

PRESENTING PARTNER PACKAGE \$50,000

- Recognition as Presenting Partner on all promotional materials
- 2 prominent opportunities to appear in fashion show production
- 1-2 person opportunity to appear in partner publication cover and spread
- Presenting Partner name on 13' x 18' prominent monitor at concert stage & fashion show area
- Recognition onstage as Presenting Partner prior to evening event
- Prominent logo on step and repeat at photo booth stations
- Presenting Partner name on 54' x 18' field monitors during event
- Presenting Partner name on LED rotation around pitch throughout event
- Presenting Partner name associated with all live on-air videos throughout event
- Prominent logo on T-shirts
- Opportunity for premium item (e.g. branded toothbrush, lip balm, etc.) in swag bags
- 300 general admission tickets to the event
- 50 VIP tickets to the event with complimentary food and cocktails
- 50 VIP swag bags from local vendors
- 50 VIP reserved seats for fashion show

ASSOCIATE PARTNER PACKAGE \$20,000

- Recognition as Platinum Partner on all promotional materials
- Associate Partner name on 13' x 18' prominent monitor at concert stage & fashion show area
- Associate Partner signage in a designated area specifically for partner
- Prominent logo on step and repeat at photo booth stations
- Associate Partner name on 54' x 18' field monitors during event
- Platinum Partner name on LED rotation around pitch throughout event
- Prominent logo on T-shirts
- Opportunity for premium item (e.g. branded toothbrush, lip balm, etc.) in swag bags
- 100 general admission tickets to the event
- 20 VIP tickets to the event with complimentary food and cocktails
- 20 VIP swag bags from local vendors
- 20 VIP reserved seats for fashion show

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FRISCOVANIA SPONSORSHIP PACKAGING

BRANDING PARTNER PACKAGE \$7,500

- Recognition as Branding Partner on all promotional materials
- Customized 13' x 18' banner signage at concert stage & fashion show area
- Prominent logo on step and repeat at photo booth stations
- Branding Partner name on 54' x 18' field monitors during event
- Branding Partner name on LED rotation around pitch throughout event
- Opportunity for premium item (e.g. branded toothbrush, lip balm, etc.) in swag bags
- 30 general admission tickets to the event
- 10 VIP tickets to the event with complimentary food and cocktails
- 10 VIP swag bags from local vendors
- 10 VIP reserved seats for fashion show

COMMUNITY PARTNER PACKAGE \$5,000

- Recognition as Community Partner on all promotional materials
- Community Partner name on 54' x 18' field monitors during event
- Community Partner name on LED rotation around pitch throughout event
- Opportunity for marketing collateral in trick-or-treat bags
- 20 general admission tickets to the event
- 8 VIP tickets to the event with complimentary food and cocktails
- 8 VIP swag bags from local vendors
- 8 VIP reserved seats for fashion show

VIP Tickets Only Available Through Partnership & Host Committee Opportunities

\$15 General Admission Ticket

Children under 24 months old get in free

Free Parking

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FRISCOVANIA SPONSORSHIP PACKAGING

HOST COMMITTEE PACKAGING

PLATINUM LEVEL \$2,500

- Name added to Platinum Level on printed material
- 15 general admission tickets to the event
- 4 VIP tickets to the event with complimentary food and cocktails
- 4 VIP swag bags from local vendors
- 4 VIP reserved seats for fashion show

GOLD LEVEL \$1,500

- Name added to Gold Level on printed material
- 8 general admission tickets to the event
- 2 VIP tickets to the event with complimentary food and cocktails
- 2 VIP swag bags from local vendors
- 2 VIP reserved seats for fashion show

SILVER LEVEL \$750

- Name added to Silver Level on printed material
- 4 general admission tickets to the event
- 2 VIP tickets to the event with complimentary food and cocktails
- 2 VIP swag bags from local vendors
- 2 VIP reserved seats for fashion show

VIP Tickets Only Available Through Partnership & Host Committee Opportunities

\$15 General Admission Ticket
Children under 24 months old get in free

Free Parking

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SPONSORSHIP FORM

Date _____

Please consider being a part of this third annual community event, inspired by the loss of our dear friend, Kelly Whaley. This year's proceeds will aid the Boys & Girls Club of Collin County, supporting their mission to enable all young people—especially those who need us most—to reach their full potential as productive, caring, responsible citizens. Your tax-deductible donation (#75-2213291) in the form of sponsorship, merchandise, or an experience will be recognized at the event and on the Friscovania web page.

All donations, items, and logos need to be received by Friday, September 14th. Please make all checks out to Boys & Girls Club of Collin County. Thank you for your time and commitment to our community.

Contact Information

Individual or Company Name _____

Street Address _____

City _____ State _____ Zip _____

Email _____ Phone (_____) _____ - _____

Raffle Item, Donation or Sponsorship Amount: _____

Signature _____

Please email your logo (Vector or highest resolution JPG) and any questions to toni@modelbehaviors.com

More details regarding this event will follow. www.friscovania.com