

Lunch Pail Designer's Showhouse

March 20-29, 2009

Advertising Guide for Participating Merchants

Event Overview

The Designer Showcase Home is an excellent opportunity for local designers, restaurateurs, furniture and home improvement companies and other local vendors to promote their services while benefiting a worthy local charity. The showcase will feature several local interior designers displaying their talent by decorating a new upscale home for sale located at 212 Bishop Road in Blacksburg. A VIP reception will be held Friday evening as a special preview prior to the first designer showcase weekend. This VIP event will feature cuisine, wine and musical talent from local merchants. The Designer Showcase Home will be open for public viewing for two consecutive weekends. Other events include a silent auction & sale, appearances by VT football players and Bud Foster, design classes, and of course tour of home. All proceeds from this event will benefit the Lunch Pail Scholarship Fund.

Description of Lunch Pail Scholarship Fund

This Designers' Showhouse is a kick-off event to help bring awareness of and funding for Lunch Pail Scholarships. We hope to begin awarding scholarships for high school graduates of the class of 2010.

The purpose of the Lunch Pail Scholarship Fund is to help give back to the community which has supported Coach Foster throughout his 20+ years in Blacksburg. The creation of a scholarship directly affects the local community by focusing on the development and maturation of our local children, helping those who strive for excellence achieve their goals which will ultimately offer better results in the community in the future.

Target Student: *“The combined school and extra-curricular activities prove this student to be an overall outstanding citizen, usually excels and goes above and beyond the call of duty, and one who otherwise may experience financial difficulties paying for college tuition, texts and board.”*

Marketing

- 1/3 page ad March edition of City Magazine
- 3 Sundays in the Current
- Feature article on the event to be run in Current on Sunday March 15
- WDBJ7 evening news broadcast on March 20
- Signs and flyers posted throughout area
- Event also posted on calendar of events for several web sites.
- Radio coverage still in the works.

For more information visit our website at

www.lunchpailshowhouse.com

Levels of Donations

\$200 donation

- full page (5½ in x 8½ in) in Designers' Showhouse Guide
- placement of your business logo on Current ad
- placement of your business logo with link on top of sponsor page of website
- invite to VIP Reception

\$100 donation

- 1/2 page (5½ in x 4¼ in) in Designers' Showhouse Guide
- placement business logo with link on our website

\$50 donation

- 1/4 page (5½ in x 2⅛ in) in Designers' Showhouse Guide
- placement business logo with link on our website

Donate item or service for silent auction

- placement business logo with link on our website

Submission of Ads

- All ad submissions must be emailed to jenna@daredream.com no later than **Friday, March 6, 2009**
- Will accept files in following formats: **pdf, jpg, doc, pub**
- Size according to following guide:
 - full page (5½ in x 8½ in) with ¼ in. margin
 - 1/2 page (5½ in x 4¼ in) with ¼ in. margin
 - 1/4 page (5½ in x 2⅛ in) with ¼ in. margin