



heartacause
autism

FASHION FUNDRAISER

April 8, 2013 | SONY Wonder Technology Lab

Presented & Produced By:
Marvel US Mgmt & American Apothecary

ABOUT HEART A CAUSE: AUTISM

Heart A Cause: Autism will be a one-of-a-kind fundraiser bringing the worlds of fashion, food, music and do-gooders alike to converge upon one venue for one day to experience, learn and give of one another to a cause close to our hearts.

With 2 Runway Showcases, Designer Trunk Shows, a Silent Auction, an Activity Station for children, an Art Gallery of Autistic Artists work as well as Autism-inspired artwork, Short Films and Videos, with Open Bar and passed hors d'oeuvres... this will be an interactive event. It will be the first Fashion-inspired fundraiser for Autism Awareness.

TRUNK SHOW & RUNWAY SHOWCASES

- ♥ Brand integration and brand experiences integrated into designer fashion shows
- ♥ Dedicated VIP area for sponsors and celebrity guests
- ♥ VIP service and gift bags
- ♥ Product placement, sampling and displays in venue
- ♥ Integration into all event ads, publicity materials and event collateral material

AFTER PARTY

- ♥ Dedicated VIP areas for VIP guests and celebrities
- ♥ Exclusive product integration, branding and display
- ♥ Iconic location: Trump World Bar in United Nations Plaza



5PM MONDAY 04.08.2013

SONY WONDER TECHNOLOGY LAB

heartacause.com

HEART A CAUSE LAUNCHES 2013

Heart A Cause was created as a partnership between boutique business management and marketing company, *Marvel US Mgmt* and emerging socially conscious fashion brand, *American Apothecary*, to raise awareness and support for many of the causes close to our hearts. By collaborating with dynamic groups, we will host annual fundraising events to encourage interaction and resources for special needs groups and focus community efforts towards the charity's goals. Our focus for 2013 is Autism Awareness.

Heart A Cause has partnered with *MyGOAL Autism*, a 501 c(3) non-profit organization, which supports families facing Autism. Through education, marriage counseling and advocacy, *MyGOAL Autism* helps families as they navigate through the complex challenges associated with the journey of autism from diagnoses to recovery or a better quality of life. *MyGOAL Autism* is in their fifth year of service and continues to enliven their vision to restore lives and families affected by Autism through Education and Empowerment. Visit www.mygoalautism.org or call (877) 886-9462 for more information and resources available.

For more information about Heart A Cause, please visit www.heartacause.com. Send all inquiries to heartacause@gmail.com or call (732) 570-9467 or (774) 313-6659.

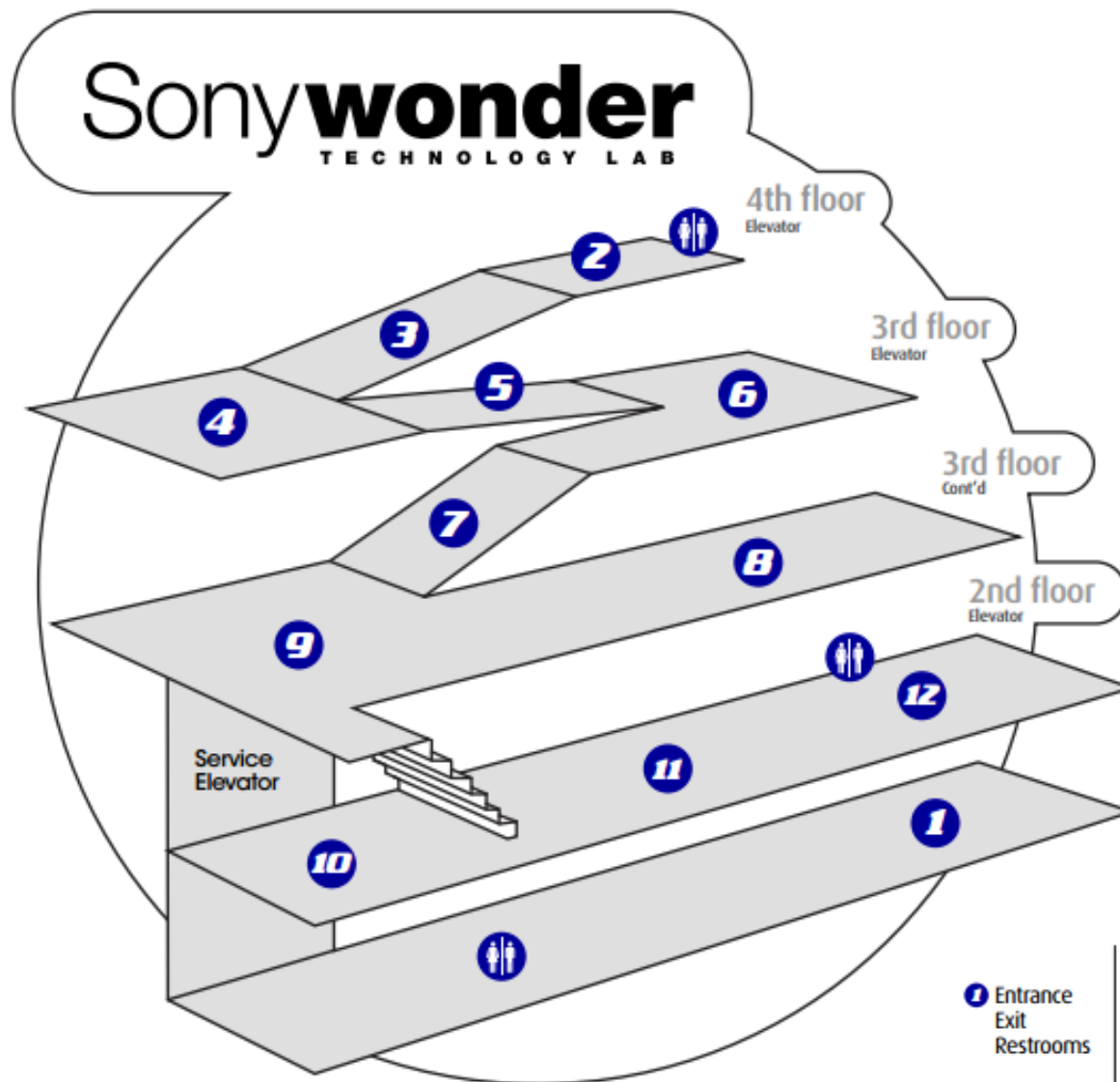
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HEART A CAUSE VENUE



- ♥ 3 floors of Exhibitor Space (Floors 2-3)
- ♥ Designated VIP & Celebrity floor (4th floor)
- ♥ Movie Theater featuring short films and video
- ♥ Bars on 2 floors (Floors 2-3)
- ♥ Runway Show spanning 2 floors (Floors 2-3)
- ♥ Elevator access to all floors
- ♥ Designated Registration, Coat Check & Gifting Area (1st Floor)

4th floor	3rd floor	2nd floor
1 Entrance Exit Restrooms	6 Nanotechnology Virtual Surgery Robot Zone	10 Programs Area
2 Log In Restrooms	7 Animation Ramp	11 In the Game Game Builder Music Mixer Moviemaker
3 SWTL Community Diagram Internet Map	8 Animation Studio WSWL Production Studio Dance Motion Capture Interactive Floor	12 Log Out Restrooms
4 How Devices Work Signal Stations	9 High Definition Theater	
5 Anytime/Anywhere Timeline		



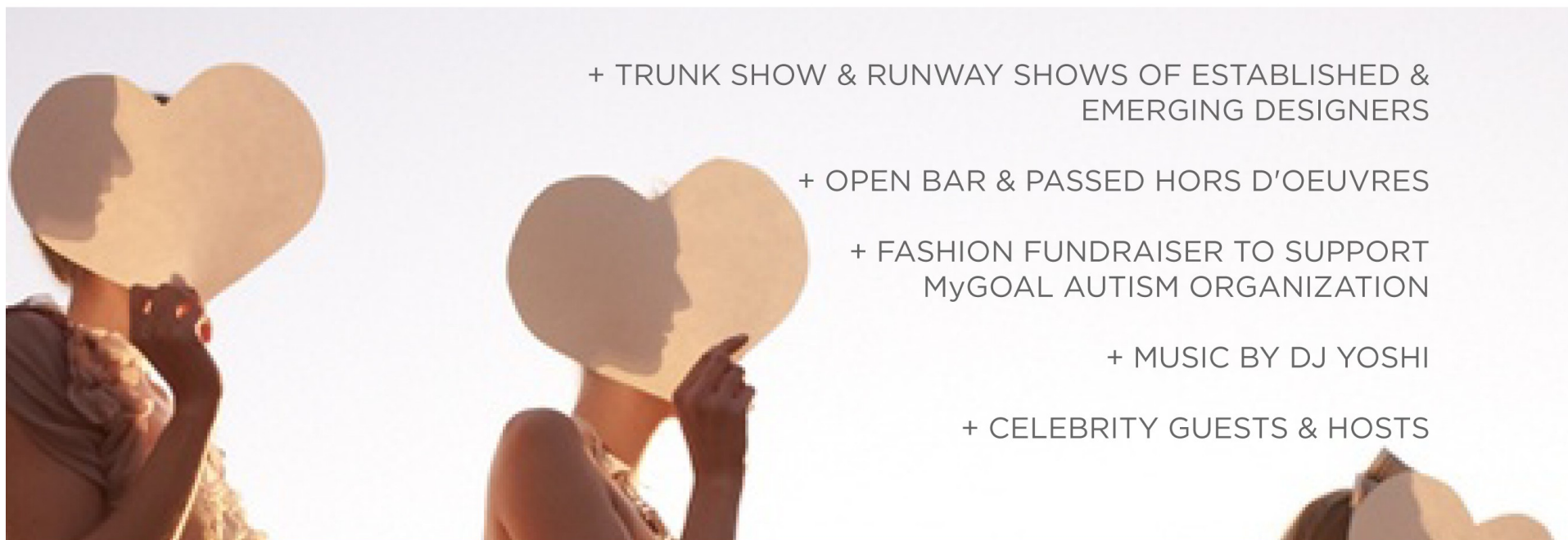
heartacause
autism

YOU ARE INVITED

TO ATTEND 2013 HEART A CAUSE ANNUAL PARTY

MONDAY, APRIL 8TH
5:00PM - 9:00PM

SONY WONDER TECH LAB
550 MADISON AVE., NYC



+ TRUNK SHOW & RUNWAY SHOWS OF ESTABLISHED & EMERGING DESIGNERS

+ OPEN BAR & PASSED HORS D'OEUVRES

+ FASHION FUNDRAISER TO SUPPORT
MyGOAL AUTISM ORGANIZATION

+ MUSIC BY DJ YOSHI

+ CELEBRITY GUESTS & HOSTS

heartacause.com

Tickets start at \$25



Sony**wonder**
TECHNOLOGY LAB

CURRENT SPONSORS



Marvel US Management



American Apothecary



Salon Prodigy



MyGOAL AUTISM



SONY Wonder Tech Lab



Drunken Sushi Catering



Post Road Bistro



Piece of the Puzzle, Inc.



DJ Yoshi Entertainment



Vaughn Mack Enterprises



Bad Boy Entertainment



Why Blue Matters



Serendipity Concierge



Cerebellum h2o



Untapped Movement



Pop Rocks Records



Freehold Boxing & Fitness



The World Bar



1st Klass Entertainment



Hospitality Holdings



HEART A CAUSE: AUTISM SPONSORSHIP OFFER

SPONSORSHIP BENEFITS

- ♥ Sponsor mention in all Heart A Cause: Autism press releases and media alerts
- ♥ Sponsor mention in Heart A Cause: Autism general evites and program announcements
- ♥ Integration of sponsor branded merchandise including promotional items
- ♥ Gift bag placement of promotional items for all designer shows
- ♥ Prominent logo placement on all marketing partner Heart A Cause advertising materials
- ♥ Website and social media inclusion of hyperlinks to websites and all SM outlets
- ♥ Inclusion in all Heart A Cause: Autism marketing materials, online and print
- ♥ VIP tickets for Runway Show viewing with Celebrity Guests (limit 3 representatives)
- ♥ Premium Gift Bags for representatives in attendance
- ♥ Verbal or visual announcement and inclusion in all post-releases

Sponsorship Packages start at \$1,000



CONTACT INFORMATION

For further information on the Heart A Cause Fashion Fundraising Event Series proposal or to suggest other key activation elements, please direct all inquiries to:



heartacause

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Heart A Cause

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