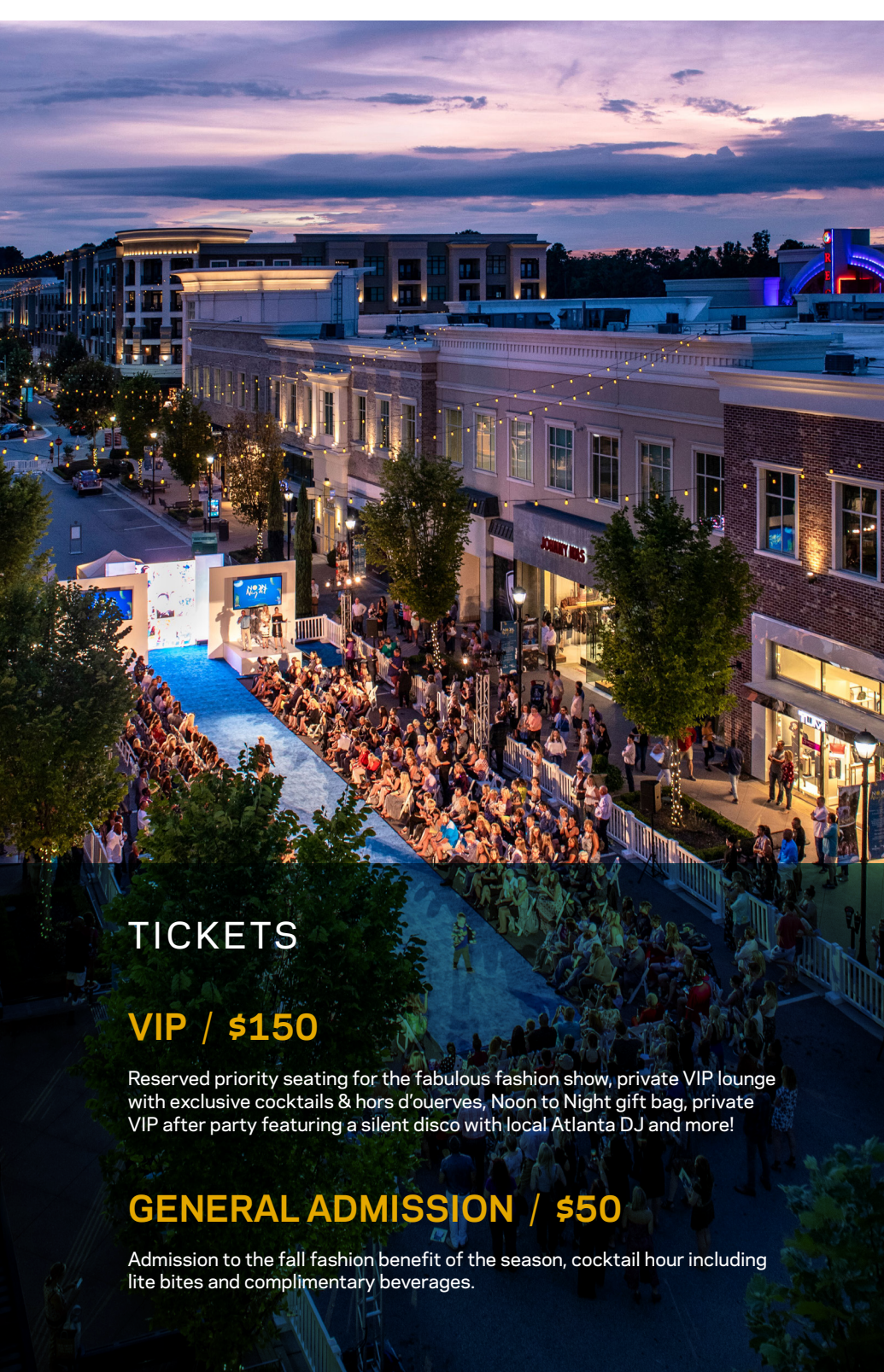


NOON
TO
Night

FALL FASHION BENEFIT
at AVALON

SPONSORSHIP OPPORTUNITIES

2023



NOON TO NIGHT

Calling all fashionistas, friends, and family! "Join us on the adventure this September as we team up with Bert's Big Adventure for the ninth annual Noon to Night: Fall Fashion Benefit at Avalon. Since 2015, we have donated over \$438,000 to Bert's Big Adventure through Noon to Night - join us as we try to raise another \$80,000 for them this year!

We will kick off this magical evening with a cocktail reception including fare from Avalon's famed eateries followed by a fabulous fashion show featuring Bert's Big Adventure kids and Atlanta celebrities. Models will strut down the infamous blue runway styled in brand new fall collections from Avalon's renowned retailers - spanning day to evening wear looks. You won't want to miss it!

TICKETS

VIP / \$150

Reserved priority seating for the fabulous fashion show, private VIP lounge with exclusive cocktails & hors d'ouerves, Noon to Night gift bag, private VIP after party featuring a silent disco with local Atlanta DJ and more!

GENERAL ADMISSION / \$50

Admission to the fall fashion benefit of the season, cocktail hour including lite bites and complimentary beverages.



BERTS BIG ADVENTURE

Atlanta's most popular radio host, Bert Weiss founded Bert's Big Adventure in 2002. Since its inception Bert's Big Adventure serves more than 270 families year-round.. Bert's Big Adventure offers hope when there is little hope. Bert's Big Adventure eases the burden on families caused by caring for a child with a terminal or chronic illness. Whether through the annual, 5-day, all-expenses-paid trip to Walt Disney World; through their Fairy Godparent Volunteer Program (daily hospital visits); through their Reunion Adventures (family reunions); Bert's Big Adventure aims to improve the lives of the deserving children and families they serve by providing VIP magical moments.

BERT'S
BIG
ADVENTURE®
Magical Moments...VIP Kids



PRESS COVERAGE

Avalon Fashion Show, benefiting Bert's Big Adventure



Noon to Night at Avalon! Join us at this fashion benefit Thursday night, benefiting Bert's Big Adventure

Published: 2:13 PM EDT September 11, 2018
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Fashion and fundraising: Bert's Big Adventure benefit show at Avalon

Shrika Patel
11:00 a.m. Wednesday, Sept. 6, 2017 Filed in Atlanta Life



The annual 'Noon to Night' celebrity fashion show benefiting Bert's Big Adventure will be held from 6 p.m. to 10 p.m. Sept. 14 at Avalon in Alpharetta.

AlphaLifestyle.com website header and main content area. The header includes 'AlphaLifestyle.com' and 'LIFESTYLE'. The main content features a large photo of a man holding a child, with a sidebar for 'WE CAN HELP YOUR MEDICAL' and 'DIFFICULT'.

TimeOut Atlanta website snippet for 'Noon To Night At Avalon'. It features a large graphic for 'NOON TO NIGHT' and a 'DETAILS' tab. The text describes the event as a fashion show for children with chronic and terminal illnesses.

AlphaLifestyle.com website header and navigation bar. It includes a search bar, navigation links for 'Nearby Patches', 'Sections', 'Calendar', 'Jobs', 'Board', 'Real Estate', 'Video', 'Advertise', 'Subscribe', and social media icons.

Article snippet titled 'Avalon Named One Of America's Top 10 Retail Experiences'. It mentions that Avalon was selected as one of the best retail center experiences in the nation by Chain Store Age magazine.

AlphaLifestyle.com website footer and event calendar. It features a large photo of a fashion show and an 'AlphaLifestyle.com Event Calendar' for September, showing dates from Sunday to Saturday.

SPONSORSHIP LEVEL

WISH GRANTER

\$2,500

4 VIP

TICKETS FOR FASHION SHOW

PACKAGE INCLUDES

- ✓ Logo on experienceavalon.com
- ✓ Inclusion on Avalon Insider e-blast (20,000 + subscribers)
- ✓ Logo included on day of event signage and Logo inclusion on video screen
- ✓ Branded item included in VIP swag bag
- ✓ (1) Facebook tag in a pre-event post and (1) Instagram story mention on the day of the event from Avalon and Bert's Big Adventure
- ✓ Brand recognition from the Runway during the Event
- ✓ Inclusion in Bert's Big Adventure e-blast (20,000+ subscribers)
- ✓ Giveaway item included in the Silent Auction which goes live online one week prior to the event

SPONSORSHIP LEVEL


DREAM BUILDER

\$1,500

2 VIP

TICKETS FOR FASHION SHOW

PACKAGE INCLUDES

- ✓ Logo on experienceavalon.com
 - ✓ Inclusion on Avalon Insider e-blast (20,000 + subscribers)
 - ✓ Logo included on day of event signage and Logo inclusion on video screen
 - ✓ Branded item included in VIP swag bag
 - ✓ (1) Facebook tag in a pre-event post and (1) Instagram story mention on the day of the event from Avalon and Bert's Big Adventure
 - ✓ Brand recognition from the Runway during the Event
 - ✓ Giveaway item included in the Silent Auction which goes live online one week prior to the event
- 

SPONSORSHIP LEVEL

HOPE GIVER

\$500

2 GENERAL ADMISSION

TICKETS FOR FASHION SHOW

PACKAGE INCLUDES

- ✓ Logo on experienceavalon.com
- ✓ Inclusion on Avalon Insider e-blast (20,000 + subscribers)
- ✓ Logo included on day of event signage and Logo inclusion on video screen
- ✓ Branded item included in VIP swag bag
- ✓ (1) Facebook tag in a pre-event post and (1) Instagram story mention on the day of the event from Avalon and Bert's Big Adventure
- ✓ Giveaway item included in the Silent Auction which goes live online one week prior to the event



SPONSORSHIP LEVEL

SILENT AUCTION

PACKAGE INCLUDES

- ✓ Logo on experienceavalon.com
- ✓ Inclusion on Avalon Insider e-blast (20,000 + subscribers)
- ✓ Logo included on day of event signage and Logo inclusion on video screen
- ✓ In-kind donation receipt to use for tax needs
- ✓ Giveaway item included in the Silent Auction which goes live online one week prior to the event

CUSTOM OPPORTUNITIES

Contact us for specific brand exposure and custom sponsorship opportunities.





SEE YOU THERE!

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