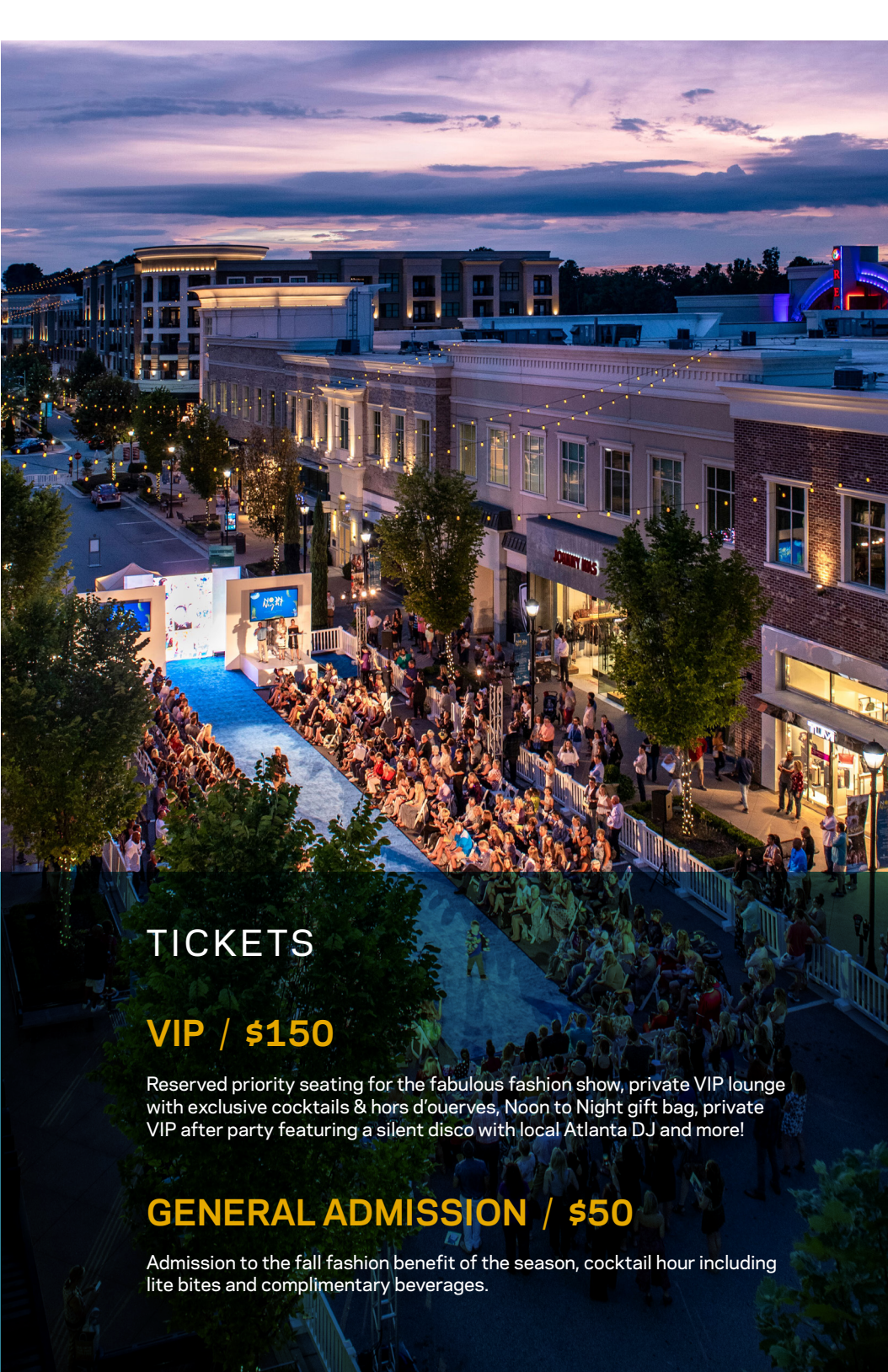


NOON TO Night

FALL FASHION BENEFIT
at AVALON

SPONSORSHIP OPPORTUNITIES

2025



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.

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 eleventh annual Noon to Night: Fall Fashion Benefit at Avalon. Since 2015, we have donated over a half a million dollars to Bert's Big Adventure through Noon to Night - join us as we try to raise another \$100,000 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!



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.





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
Updated: 10:13 AM EDT September 11, 2018



AJC.com

NEWS SPORTS RECREATION LIFE THINGS TO DO MORE

Fashion and fundraising: Bert's Big Adventure benefit show at Avalon

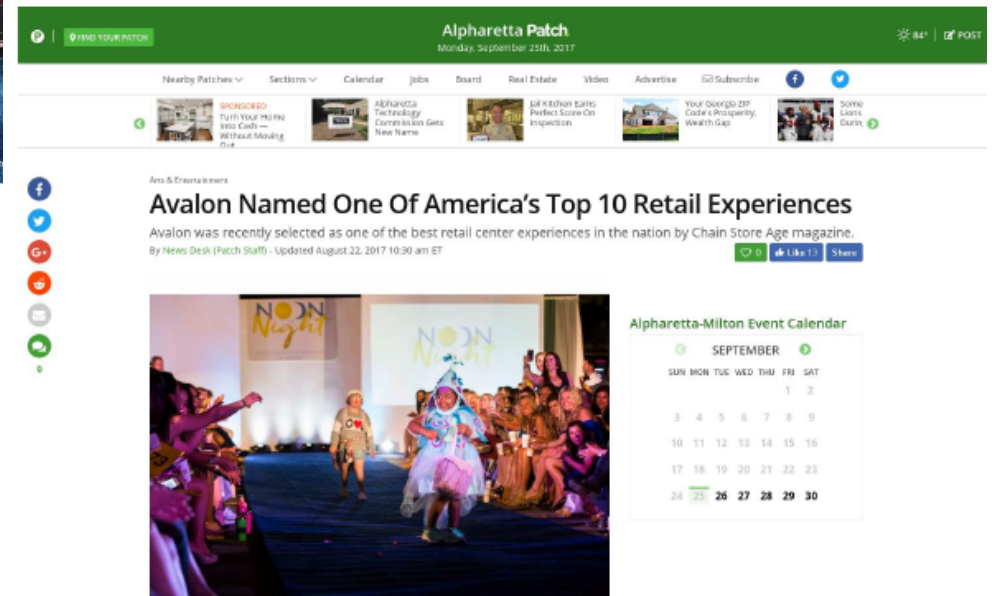
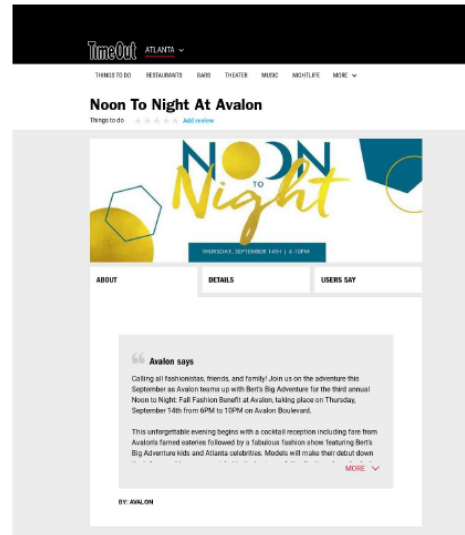
Shelia Pardo
11:00 a.m. Wednesday, Sept. 6, 2017 Filed in Atlanta Life



Jalen Shupe, 15, and his brother Jalen Shupe, 15, walk the runway during the annual 'Noon to Night' fashion show at Avalon.

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. 10 at Avalon in Alpharetta.

Avalon Boulevard will be transformed into a blue-carpeted runway with fashions from local retailers and modeled by celebrities and Bert's Big Adventure children.



SPONSORSHIP LEVEL

MEMORY MAKER

\$5,000

4 VIP

TICKETS FOR FASHION SHOW

\$600 VALUE

PACKAGE INCLUDES

- ✓ Logo on experienceavalon.com
- ✓ Inclusion on Avalon Insider e-blast (18,000 + subscribers)
- ✓ Logo included on day of event signage and Logo inclusion on video screen
- ✓ Branded item included in VIP swag bag - provided by the sponsor
- ✓ (2) Facebook tags in a pre-event post and (1) Instagram story mention on the day of the event from Avalon and Bert's Big Adventure
- ✓ Facebook, Instagram and TikTok tag in event recap by Bert's Big Adventure
- ✓ Inclusion in Bert's Big Adventure blogs pre and post event
- ✓ Pre-event Instagram Collaboration with Bert's Big Adventure
- ✓ LinkedIn mention from 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

ADVENTURE ALLY


\$2,500

2 VIP

TICKETS FOR FASHION SHOW

\$300 VALUE

PACKAGE INCLUDES

- ✓ Logo on experienceavalon.com
 - ✓ Inclusion on Avalon Insider e-blast (18,000 + subscribers)
 - ✓ Logo included on day of event signage and Logo inclusion on video screen
 - ✓ Branded item included in VIP swag bag - provided by the sponsor
 - ✓ (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 eblast (20,000 subscribers)
 - ✓ Giveaway item included in the Silent Auction which goes live online one week prior to the event
- 

SPONSORSHIP LEVEL

WONDER WEAVER

\$1,500

2 GENERAL ADMISSION

TICKETS FOR FASHION SHOW

\$100 VALUE

PACKAGE INCLUDES

- ✓ Logo on experienceavalon.com
- ✓ Inclusion on Avalon Insider e-blast (18,000 + subscribers)
- ✓ Logo included on day of event signage and Logo inclusion on video screen
- ✓ Branded item included in VIP swag bag - provided by the sponsor
- ✓ (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

HOPE GIVER

\$1,000

PACKAGE INCLUDES

- ✓ Logo on experienceavalon.com
- ✓ Inclusion on Avalon Insider e-blast (18,000 + 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

ITEMS VALUED AT \$250+

PACKAGE INCLUDES

- ✓ Logo on experienceavalon.com
- ✓ Inclusion on Avalon Insider e-blast (18,000 + subscribers)
- ✓ 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!

NOON
TO
Night

FALL FASHION BENEFIT
at AVALON