



FROCK OUT: Independent Designers Challenge

FROCK OUT is back! By popular demand, the Denver Public Library's Fresh City Life program is bringing back the hit fashion competition FROCK OUT in November 2010. The first FROCK OUT, in 2007, was an overwhelming success, changing the face of the library into one of glamour, style and sparkle. The VIP reception that followed the fashion show filled the Library's Vida Ellison Gallery with cutting edge artists, Denver icons and society luminaries. **FROCK OUT 2010 will feature the theme *Side Show* and offer a feast of creative entertainment.** We expect an audience of more than 500.

In August 2010 a panel of experts will review portfolios, conduct interviews and choose twelve designers as finalists. Each finalist will be given a materials budget and two months to choose five outfits from their own collection and create one complementary original design.

One month prior to the runway show, each designer will submit one outfit. **These outfits will be displayed in Schlessman Hall at the Central Library and online at denverlibrary.org/programs/fresh so that the public can vote for an Audience Favorite.**



In addition, Tran Wills of The Fabric Lab will set up a temporary boutique called the Frock Out! Pop-Up Store in the Fresh City Life Lounge at the Central Library. Items by all the participating designers will be on display and for sale for several weeks before the competition.

Final judging will occur at a glamorous fashion show at the Central Library on November 18. The fashion show will be followed by a VIP reception, where sponsors and their guests and Patron-level ticket buyers can mingle with the designers and models.

FROCK OUT 2010 will be a fundraiser hosted in partnership with the Denver Public Library Friends Foundation. **Proceeds from FROCK OUT will be used to help Fresh City Life continue to bring inspiring, innovative and fabulous programming to Denver's adult population.**

Sponsorship Levels and Benefits

Feast of Fools Sponsor.....\$400

- Premium vending location on Broadway between 13th and 14th Avenues in front of the Denver Public Library
 - 12:00 – 7:30pm
- Social Media cross-promotion up to one month before the fashion show
 - Exposure to more than 1,000 Fresh City Life Facebook Fans
- Logo Recognition with link on the Denver Public Library's Fresh City Life webpage (Oct- Dec 2010) and the event-specific Frock Out webpage
- Logo recognition as "*Feast of Fools Sponsor*" on signage at the FROCK OUT fashion show
- Verbal acknowledgement by the emcee during the fashion show
- Opportunity to provide refreshments at the VIP reception
- Opportunity to provide items for FROCK OUT prize packages
- Opportunity to provide promotional item for VIP gift bags
- 4 mezzanine passes to the FROCK OUT fashion show

A'la Mode Sponsor.....\$200

- Vending location on Broadway between 13th and 14th Avenues in front of the Denver Public Library
 - 12:00 – 7:30pm
- Social Media cross-promotion up to one month before the fashion show
 - Exposure to more than 1,000 Fresh City Life Facebook Fans
- Logo Recognition with link on the Denver Public Library's Frock Out webpage
- Listing as "*A'la Mode Sponsor*" on signage at the FROCK OUT fashion show
- Verbal acknowledgement by the emcee during the fashion show
- Opportunity to provide items for FROCK OUT prize packages
- Opportunity to provide promotional item for VIP gift bags
- 2 mezzanine passes to the FROCK OUT fashion show