

Royalty Runway Fashion Show

October 11, 2025 @ 6:00 P.M.

RUNWAY ROYALTY CAR, BIKE, AND FASHION SHOW

A grand celebration benefiting veterans in our communities

MONICA MCKELVY – RUNWAY ROYALTY FASHION SHOW

Event Organizer in collaboration with Keeping Veterans Fit, Inc.



AGENDA FOR THE RUNWAY ROYALTY CAR, BIKE AND FASHION SHOW



Explore our celebration of style, power, and community spirit.

- Over 100 stunning models
- Showcase of 200 cars and bikes
- Exciting awards and recognitions
- Supporting our local veterans
- Uniting our community in celebration



MEET OUR VISIONARY

Introducing our dedicated event leadership team and partners

Monica McKelvy leads our event, bringing **expertise and passion** to ensure a successful show that honors our veterans.

Collaborating with amazing organizations for collective impact

Our partners, including Keeping Veterans Fit, Inc., MCK Music Management, Elements Studios Atlanta, Secret Society -Daclick, and Pops and Son Conversations Network, Rey Sunshine, The Rob Malloy Brand, are committed to enhancing the event experience and supporting our community's veterans.

VISIBILITY VS COMMITMENT

Exploring the balance between brand exposure and community engagement in sponsorship opportunities.

.....| Sponsoring the Runway Royalty Car, Bike, and Fashion Show provides **unmatched brand visibility** while demonstrating a strong **commitment to veterans**. This dual approach not only enhances your brand's image but also fosters meaningful connections within the community.

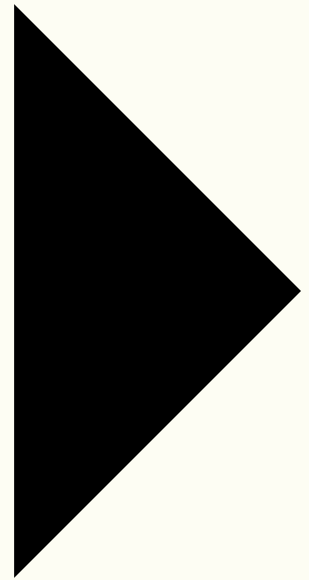


ROYALTY CROWN NAMING SPONSOR BENEFITS

Join us as a **Royalty Crown
Naming Sponsor** and shine in the
spotlight.



Royalty Crown - Naming Sponsorship



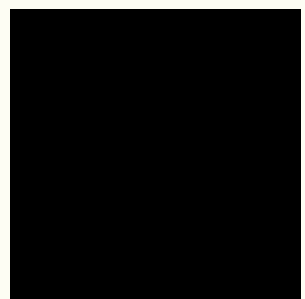
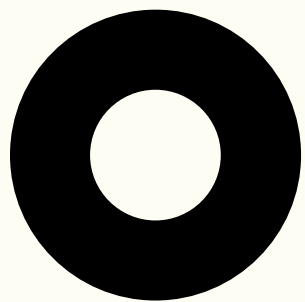
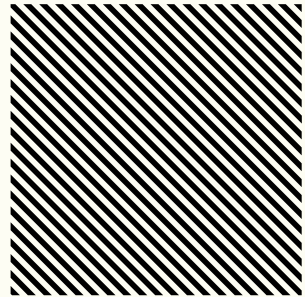
Embrace the opportunity to invest in the illustrious “Royalty Crown” Naming Sponsorship for \$10,000 at the enchanting Runway Royalty event, where your brand will bask in unparalleled exposure and seamless integration. As the exclusive top-tier sponsor, your company shall have the honor of gracing the event with its name, elevating your brand’s stature to new heights. Your logo will be showcased in prime positions across a myriad of event materials, from majestic stage backdrops to dynamic digital platforms, ensuring your visibility shines bright.

Moreover, you will enjoy the fruits of dedicated promotional endeavors, including extensive social media enchantments, targeted email campaigns, and media outreach, all designed to amplify your brand’s resonance. As a sponsor, direct engagement with attendees awaits, featuring numerous acknowledgments during the main stage program, a coveted speaking slot, and access to exclusive VIP realms. The sponsorship also encompasses a premium booth in a vibrant area, offering the chance to distribute your promotional treasures, along with a comprehensive post-event impact report. This sponsorship package is a remarkable gateway to align your brand with a prestigious event and forge connections with a diverse audience.

RUNWAY SPONSOR BENEFITS

Step into the spotlight as a Runway
Sponsor (4 opportunities await)!





A \$5,000 Runway Sponsorship unveils a remarkable opportunity for enterprises to connect with a trendsetting audience and elevate their brand presence. With only four coveted slots available, this exclusive offering guarantees maximum visibility during the spectacular main runway presentations. Each sponsor will bask in the glow of exclusive branding within one of the VIP hospitality tents, ensuring their name resonates with influential guests and attendees. The sponsor's logo will grace all runway-specific branding, select event signage, and digital promotional materials, enhancing brand recognition in the most fashionable circles.



Moreover, sponsors will revel in the privilege of naming rights for a runway presentation, with their company name celebrated in event announcements. The allure continues, as sponsors enjoy multiple verbal acknowledgments by event hosts throughout the fashion show, solidifying their brand's presence. Included within this splendid package are six VIP passes, granting access to premium networking opportunities, alongside a prime vendor booth space to showcase products or services. Additionally, sponsors will bask in dedicated social media recognition, amplifying their reach across the event's digital realms. This sponsorship package is a strategic investment for brands eager to align themselves with avant-garde fashion and a discerning audience.

RED CARPET SPONSOR BENEFITS

Step into the shimmering limelight
as a Red Carpet Sponsor
(six enchanting opportunities
await)!



Red Carpet Sponsorship

6 Enchanted Slots Awaiting You

Sponsoring the red carpet for \$2,500 offers a unique opportunity to showcase your brand at a high-profile event. With six slots available, this sponsorship ensures your company stands out from the moment guests arrive. Your logo will be prominently displayed on the red carpet backdrop, step-and-repeat banners, and media wall, providing high visibility and prime exposure. Additionally, your brand will receive verbal recognition during live segments and select announcements, enhancing your presence at the event. The package includes four VIP passes, granting exclusive access and networking opportunities. You'll also receive a standard vendor space to engage directly with attendees. To amplify your reach, your brand will be featured in social media mentions related to the red carpet, ensuring your sponsorship resonates both at the event and online.





The Behind-the-Scenes (BTS) Sponsorship package offers an exciting opportunity for brands to immerse themselves in the dynamic world of event preparation and talent interactions. For a \$1,000 investment, sponsors receive exclusive access to designated backstage areas, allowing their representatives to engage in photo opportunities with models and hosts before the event. This package ensures brand visibility through logo inclusion on "Official BTS Sponsor" signage prominently displayed in backstage areas. Additionally, sponsors receive two VIP passes to the event, providing premium access to all the action. To amplify brand exposure, sponsors benefit from specific BTS-themed social media posts and mentions, as well as prominent logo placement on the event website. With only eight slots available, this sponsorship offers a unique blend of engagement and visibility for brands looking to make a memorable impact.

Behold our exclusive Model Sponsorship opportunity, available for a mere \$500, with only 10 coveted spots awaiting your embrace! This splendid chance allows you to uplift our gifted models while basking in the limelight during our exhilarating fashion show. As a cherished Model Sponsor, you will receive a jubilant group shout-out from the event hosts as your sponsored model group graces the stage, ensuring your brand shines brightly before all attendees. Your logo will also take center stage on our event website and be proudly listed as a "Model Sponsor" in our event programs, bestowing your brand with enduring visibility.

Moreover, you shall be granted two general admission passes, allowing you to immerse yourself in the spectacle firsthand. To sweeten the deal, your brand will be celebrated in our social media "Thank You to Our Model Sponsors" posts, reaching an even broader audience. Seize this enchanting opportunity to intertwine your brand with the vibrant world of fashion and creativity!





We are seeking in-kind donations for the Runway Royalty Car, Bike, and Fashion Show, a noble endeavor to uplift veterans in Fulton, Cobb, DeKalb, and Henry Counties.

Your generous contribution will be met with heartfelt acknowledgment, reflecting its true worth. Please reach out to us to explore the possibility of your splendid donation.

- ***Types of In-Kind Donations Needed:***
- ****Event Production & Logistics:**** Venue services, sound equipment, crowd control barriers
- ****Transportation:**** VIP shuttle services, transport vehicles
- ****Security & Safety:**** On-site EMT services, volunteer security personnel
- ****Waste Management:**** Enhanced recycling services
- ****Talent & Model Support:**** Hair and makeup services, wardrobe loans, backstage catering
- ****Guest Experience Enhancements:**** Catering, beverages, promotional services
- ****Decorations & Ambiance:**** Floral arrangements, event signage
- ****Awards & Prizes:**** Gift certificates, products for auctions or raffles
- ****Volunteer Support:**** T-shirts, meals for volunteers

Join our vibrant marketplace and connect directly with thousands of attendees!

Vendor Space Pricing:

- Early Bird Rate: \$75 (Valid until July 17, 2025)
- Standard Rate: \$125 (After July 17, 2025)

Vendor Package Includes:

- One (1) 6-foot table
- Two (2) chairs
- Opportunity to display and sell your products/services to our engaged audience.

Limited spaces available! Secure your spot early to take advantage of discounted rates.





As a distinguished benefit, all sponsors and vendors of the Runway Royalty Car, Bike, and Fashion Show shall receive a donation receipt for the entirety of their sponsorship or vendor fee from Keeping Veterans Fit, Inc. This esteemed organization, a registered 501(c)(3) charitable entity, ensures that your contributions are recognized as charitable donations for tax purposes, granting you a significant advantage while supporting a truly noble cause. Your generous support directly funds essential programs for veterans across Fulton, Cobb, Dekalb, and Henry Counties.

Current Partnerships



THANK YOU FOR SUPPORTING OUR VETERANS!

Your contribution makes a significant impact in our community and helps veterans thrive.

