

THE FRAGRANCE FOUNDATION
FIFI AWARDS & CELEBRATION

10 JUNE 2010 • NEW YORK CITY

Lounge and Party Seating

For TICKETS & LOUNGES: 212.647.1828 or fifirsvp@dalzell.com

The Deluxe Lounge **\$75,000** **25 GUESTS**

- Custom Designed Lounges tailored to your special, one-of-a-kind needs.
- A meeting with the event creative team to review concepts and design solutions
- Stage Design (Skirt) printed company name as part of skirt design ***NEW**
- All Luxury Lounge benefits

The Luxury Lounge **\$35,000 Members / \$44,000 Non Members**

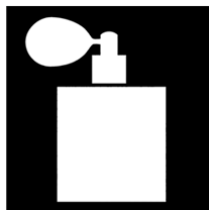
- Reserved, Semi-Private Seating Area for 12 Guests ***NEW**
(after February 15th, Luxury Lounge is for 10 guests)
- Personal Cocktail & Dining Service Within Party
- Premium Champagne & Wine in Lounge
- On Screen *logo* recognition before and during the Award Show
- Company Listed in Program Book as Event Sponsor
- One free b&w program book ad with any lounge purchased before February 15th ***NEW**
(15% discount for any ads purchased after February 15th)

The Leisure Lounge **\$25,000 Members / \$32,000 Non Members**

- Reserved, Semi-Private Seating Area for 12 Guests ***NEW**
(after February 15th, Luxury Lounge is for 10 guests)
- Personal Dining Service
- One free b&w program book ad with any lounge purchased before February 15th ***NEW**
(10% Discount for any ads purchased after February 15th)
- Premium Champagne & Wine in Lounge
- On Screen *company name* recognition before and during the Award Show

***NEW: The Dinner Party** **\$16,500 Members / \$19,500 Non Members**

- A private table for 10
- Table branded with company name or logo
- 5% discount on Program Book Advertising



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Special Offers

For TICKETS & LOUNGES: 212.647.1828 or fifirsvp@dalzell.com

PRIVATE PRE-EVENT COCKTAIL PARTY

\$30,000*

Host a private pre-event cocktail party (5:00pm – 6:45pm) in an exclusive room at the Armory. Only 3 available.

Includes cocktails and appetizers and basic décor. Maximum number of guests: 50

The private event also includes:

- Custom signage with your company name or logo at event entrance
- On-screen recognition during the award show
- Recognition in the program book

This party has the potential to become a signature event for your company.

STEP & REPEAT LOGO PLACEMENT (max 5)

\$30,000*

The FiFi Awards red carpet arrivals and back stage step and repeat are some of the most photographed signage in the business. For the first time ever, The Fragrance Foundation is making S&R positions available to members. Maximum 5 distinct logos, in addition to the FiFi Awards logo. **Special offer only available until May 1, 2010.**

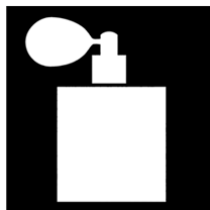
SUPPORTER SPONSORSHIP

\$15,000*

For friends and supporters of the Fragrance Industry who would like to increase their exposure, we have created the supporter package which will include:

- Custom signage with your company name or logo at event entrance
- On-screen recognition during the award show
- Stage Design (Skirt) printed company name as part of skirt design ***NEW**
- 4 Mezzanine Performance Tickets ***NEW**
- Sponsorship recognition in the program book

*These offers do not include a lounge, tickets or access to the main event.



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Lounge Order Form

Thursday 10 June 2010 - THE DOWNTOWN ARMORY, 26th ST. & LEXINGTON AVE

Dress Code: Formal, Black Tie Optional

5:45pm Guest Arrivals

6:45pm – 8pm Award Show

8pm – 11pm Celebration

Guest Information: Fragrance Foundation Member Non-member

Company _____
 Host _____ Title _____
 Point Person _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____

LOUNGES	Qty	Price	Subtotal
Deluxe Lounge		\$75,000	
Luxury Lounge (Member) 12 seats 'til Feb 15 th		\$35,000	
Luxury Lounge (Non-Member)		\$44,000	
Leisure Lounge (Member) 12 seats 'til Feb 15 th		\$25,000	
Leisure Lounge (Non-Member)		\$32,000	
Dinner Party Table (Member) *NEW		\$16,500	
Dinner Party Table (Non-Member) *NEW		\$19,500	

Up to 2 additional tickets available per lounge or table, each at 10% of lounge or table price

SPECIAL OFFERS

Private Pre Event Cocktail Party		\$30,000	
Step & Repeat Logo Placement *NEW		\$30,000	
Supporter Sponsorship		\$15,000	
TOTAL			

SINGLE TICKETS will be available on April 1st, 2010.

For other sponsorship opportunities, please call THE FIFI HOTLINE: 212 647 1828 or email fifirsvp@dalzell.com

MAKE CHECKS PAYABLE TO: THE FRAGRANCE FOUNDATION

MAIL TO: DALZELL PRODUCTIONS, 1115 Broadway, 12th Floor, NY, NY 10010

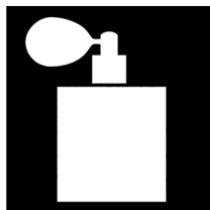
Payment by Credit Card:

Billing Address _____
 City _____ State _____ Zip _____
 VISA MC AMEX (circle one) Card #: _____ Exp: _____ Security Code: _____
 Signature _____

Complete this form with credit card information and fax to: 212.401.4772

For further questions and information call 212.647.1828 or email fifirsvp@dalzell.com.

PLEASE NOTE THAT PAYMENT MUST BE RECEIVED BY FEB 15th TO GUARANTEE PURCHASE



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Program Book Ad Order Form

The 2010 Program Book is a Special Edition 8" x 10" book celebrating the Fragrance Foundation.

Advertising:	Price	Bleed Size	Trim Size
Full Page, 4/Color	\$6,500	8-1/4 x 10-1/4	8 x 10
Full Page, Black & White	\$5,000	8-1/4 x 10-1/4	8 x 10
Half Page, Black & White (horizontal)	\$4,000	8-1/4 x 5-1/4	8 x 5
Centerfold, Two Page Spread, 4/Color	\$10,500	16-1/4 x 10-1/4	16 x 10
Two Page Spread, 4 /Color	\$10,000	16-1/4 x 10-1/4	16 x 10
Inside Front Cover, Two Page Spread, 4/Color	\$13,000	16-1/4 x 10-1/4	16 x 10
Inside Back Cover, 4/Color	\$11,000	8-1/4 x 10-1/4	8 x 10
Back Cover, 4/Color	\$14,500	8-1/4 x 10-1/4	8 x 10

Closing Dates: All advertising orders must be received no later than May 1st. Deadline for artwork is also May 1st.

Acceptable Materials:

All ads must be sent as digital files: High Resolution JPG, Adobe Illustrator 10 (AI or EPS with all fonts saved as outlines and linked files embedded), Adobe Photoshop (PSD), or Adobe Acrobat (PDF). Please include all fonts, printer and screen. No film or PC formatted files will be accepted. All files must be high resolution (at least 300 dpi). Please include a hard copy or PDF of your ad for proofing.

Send digital files with art and fonts included via email to fifirsvp@dalzell.com or mail/messenger disk to:

Dalzell Productions/FIFI® Awards, 1115 Broadway, 12th Floor, New York, NY 10010

Terms & Conditions: All advertising bookings and materials submitted are subject to the acceptance and approval of The Fragrance Foundation.

ALL SALES ARE FINAL. ADVERTISING ORDERS, INCLUDING PAYMENT, MUST BE RECEIVED BY May 1st, 2010. ARTWORK MUST BE RECEIVED BY May 1st, 2010.

AD SIZE	# OF ADS	FULL PRICE	DISCOUNT/SPECIAL OFFER (based on lounge purchase)	TOTAL COST PER AD
TOTAL				

Name _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Payment by Credit Card:

Name on card _____ Signature of Cardholder _____
 VISA MC AMEX Card #: _____ Exp: _____ Security Code: _____

Fax your reservation to 212-401-4772 To pay by check, please make payable to THE FRAGRANCE FOUNDATION and mail to: 2010 FIFI Awards c/o Dalzell Productions, 1115 Broadway, 12th Floor, New York, NY 10010. For further information, please call THE FIFI HOTLINE: 212 647 1828 or email fifirsvp@dalzell.com.

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