

Lupus is a disease that affects more people than AIDS, cerebral palsy, sickle cell anemia and multiple sclerosis COMBINED. One out of every 185 Americans has it. It is hard to diagnose, mimics other diseases, and its sufferers usually do not get treatment until they have suffered with the symptoms for many years.

Misdiagnosis is one reason why lupus is so damaging. With early intervention and medication, the secondary illnesses and organ destruction brought on by lupus can be made less devastating.

www.itzarion.com

"Sky's the Limit"TM

2013 Cosmic Pin up Calendar & Exhibition

Project description

Lupus is a chronic auto immune condition with no known cure potentially affecting all cells of the body. This affliction can be very challenging and stressful for those living with the disorder and for their loved ones. This endeavor emphasizes artful inventiveness & elegant creativity, promoting Lupus research and awareness efforts. **Proceed portions from this project will be donated to our partner, SLE Lupus Foundation of New York in the fight for a cure and education.**

Celebrating those whose spirits and innovation thrive despite trials and adversity, this project includes a pictorial series, documentary piece, and an exhibition/ fashion event... Awareness and support of those that are working towards combating the Lupus disease is highlighted.

Shawtieroc Studioz, known for its eccentric visual approach, honest capture, and raw photographic style, along with a talented and skillful professional aesthetic team (comprised of many women- whom Lupus affects most often), have committed to producing imaginative images through this unorthodox venture in development. **With an astrological theme, we give an alluring spin on the classic pin up.**

The models for this project have all been diagnosed with this condition. The finale presentation will include excerpts from interviews with the people who are managing and even excelling in their daily lives in spite of the challenges related to their Lupus diagnosis. Sharing how they cope with these experiences demonstrates to all that we don't have to be held back. There is a realization that the drive, spirit, and determination in all of us - binds us; and through loving support, knowledge, and faith, anything is possible.

We can allow our inner beauty to shine through, accentuating not only the physical, optical beauty of the 'pin up' but also the beauty of hope and strength of character as well. When we inspire, and are inspired- enjoying and expressing ourselves, truly the "Sky's the limit".

Exhibition of this project will be October 2012 in New York City; an original, sensational, artistic event that will honor and revel in the strength and brilliance of the woman. This astrologically themed event will incorporate mounted illustrative works, live music, crazy performance art, unique special acts, wonderful games, and lots of surprises! The calendars/planners will also be available for view.

Partnerships and Sponsors are still essential to ensure this important project is completed timely.

If interested in sponsorship opportunities and or gaining exposure for your company through participating in provisions such as costume, location, etc. Please contact our project manager (at) [Nexlev.ill@gmail](mailto:Nexlev.ill@gmail.com).

Members of the media and Press should also contact our project manager for RSVP, event dates, and further details.

Principal partners include SELF Club Office @ the Fashion Institute of Technology, NYC & the New York Women's Chamber of Commerce

Sponsorship Information

- **Heighten your company's visibility**
- **Capture the attention of potential customers**
- **Affiliate with up-scale consumers**
- **Gain exposure through our special event promotional campaign in media ads, websites, and on-site signage**

Sponsorship of the "Sky's the Limit"TM project will allow for heightened visibility of your company, assist in shaping the attitudes of your customers about the values your company holds, will provide merchandising opportunities, will showcase product/ service attributes, and increase your ability to differentiate your products/ services from competitors- driving sales.

Branding is such an important aspect of reinforcing your company's marketing message and industry awareness. Becoming a Sponsor of the "Sky's the Limit"TM project will put your company's name in front of hundreds of decision-

makers and executives in the creative/ fashion community as well as many women and minority focused businesses, alongside individuals and other companies that support activism.

Different sponsorship levels are available, all designed for different marketing objectives. If there is not one that fits your company's specific needs or objectives, contact us for a customized package just for you.

Getting your company's name in front of our audience will position you as a leader and enterprise interested in just causes and finding solutions. Reinforcing the brand, introducing the company or highlighting a technology or service can be accomplished through a Sponsorship or Partnership with the "Sky's the Limit"™ project.

Sponsor Package Opportunities:

Butterfly Sponsorships-

Traditionally the butterfly represents freedom, transformation and recovery. Also, one of the more common symptoms of Lupus is called butterfly rash. It is a red rash across the nose and cheeks that resembles a butterfly. That is why the butterfly has become the symbol of hope for Lupus patients.

We at "Sky's the Limit"™ also recognize the butterfly as a symbol of Resurrection, Transition, Celebration, and Lightness!

Butterfly (Premier) Sponsor \$1,500+

- Highlighted recognition of Company in media ads (print, radio, online, and or television) promoting 'Sky's the Limit'™ project (July- Oct. 2012)
- Logo featured on media backdrop - supplying additional visibility as photos from the exhibition / project launch event circulate
- Sponsor name / Company Logo featured on promo item(s) distributed at launch event (practical, usable items patrons will take home to serve as a constant reminder of your brand)
- Sponsor Featured in printed version of Calendar project
- Recognized as Premier Butterfly Sponsor on flyers and in pamphlet at exhibition launch event

- Identified as Premier Butterfly Sponsor on projector and on stage at project launch event
- Company Signage Recognition on “Sky’s the Limit”™ promo site (July – Dec. 2012)
- Complimentary photographic services for your company by Shawtieroc.com© (details on promotional courtesy succeeding)

Cocoon (Gold) Sponsor \$750+

- (all the benefits of the “Caterpillar” Sponsor) + Recognition of “Cocoon” Sponsorship in print at exhibition launch event + highlighted on projection at Exhibition launch event

Caterpillar (Silver) Sponsor \$550+

- (all the benefits of our “Egg” Sponsors) + Company Featured in the printed version of the Calendar project

Egg (Bronze) Sponsor \$300+

- Company Signage Recognition on “Sky’s the Limit”™ promo site & affiliate sites (July –Dec. 2012)

*Project site is being promoted by Shawtieroc.com© as well as the “Sky’s the Limit”™ principal partners and mentioned in broadcast & media advertising

Product Sponsor (Goods or Service)

- will be recognized on the same level as our butterfly sponsors appropriate to the value or amount of product/services/time donated

Donator (Everything Counts!)

- Any contribution- monetary, supplies, or otherwise, to this important venture is and will be acknowledged and always appreciated!

Any funds allotted, not used toward this project will be donated to Lupus Research, Awareness, and Outreach via the SLE Lupus Foundation of New York...

Donations to the “Sky’s the Limit”™ project may be eligible for a tax write-off through the SELF Club Office of FIT (eligibility determined at time of donation).

We encourage all our Sponsors and Partners to contribute promotional materials for marketing use at the exhibition event >

Some Expenses supported by Sponsorships and Partnerships:

Photo Shoots, Documentary, Launch Event

Studio, equipment/camera, lighting, props & rentals

Video Capture & editing

Post production work

Creative Production

Promotion/ Press/ Public Relation – celebrity/ speakers...

Prints (mounts, flyers, pamphlets, etc.) / Product (Calendar/ logo...)

Music (DJ/ performers), food, promotional items

Set/ Backdrop/ Visual presentation for event

Product Sponsors

Print:

Backdrop

Mounts

Calendar/ Planner

Posters/ Flyers/ Pamphlet

Aesthetics:

Wigs/ Hair extensions

Wardrobe / Costume

Props

Event:

Sample products for promotional giveaways/ raffle

Service Volunteers - crew stipend (if applicable): models, make up, wardrobe styling, hair (Salon), etc.