

GET READY FOR THE MOST
**EXPLOSIVE EVENT
OF THE YEAR!**

**SATURDAY
MARCH 23
2024**

Dobson Arena
Vail, Colorado



PROJECT
FUNWAY
2024

PROJECTFUNWAY.ORG

A FUNDRAISING
FASHION EVENT FOR

E·f(ec)

Education
Foundation
of Eagle County

PROJECT FUNWAY

**SATURDAY
MARCH 23
2024**

Dobson Arena
Vail, Colorado

5:30 PM
doors open

6:00-7:00 PM
buffet dining for tables
and runway floor ticket holders

7:00 PM SHARP
the show starts

9:15-9:30 PM
the show ends

PROJECTFUNWAY.ORG



AN ANNUAL SIGNATURE
FUNDRAISING EVENT FOR

E·f(ec) Education
Foundation
of Eagle County

efec.org
1121 Miller Ranch Road
Edwards, CO 81632

info@efec.org
(970) 455-4544

EFEC is a 501(c)(3) tax-exempt organization.
Tax ID# 84-1585417

IMAGINATIVE FUNDRAISING FASHION USING
anything-but-fabric

Why support us?

THE PROBLEM

The Education Foundation of Eagle County exists because Colorado has a big problem adequately funding education.

Our state has a long history of underfunding public schools, ranks toward the bottom in spending on education, and pupil-teacher ratio, and ranks last in the nation in providing teachers a competitive wage.

PART OF THE SOLUTION:

Education Foundation of Eagle County

The Education Foundation of Eagle County, E·f(ec),

is committed to supporting public education and the intellectual and emotional needs of students, especially focusing on in-school programs for enrichment, mental health support, and efforts to attract and retain top teacher talent.

Project Funway is our biggest fundraising event of the year! It's also the best attended, highly publicized, and most creative fashion event in Vail, Colorado! We invite you to learn more and become a sponsor.

E·f(ec) is the #1 Teacher Retention Effort in Eagle County



Wendy Rimel
President of the Education Foundation of Eagle County



Be Part of the *solution*

Join Mikaela Shiffrin in supporting the Education Foundation of Eagle County

Be Part of the excitement

Project Funway astounds and delights audiences of all ages! Imaginative, brilliant, one-of-a-kind fashion designs of "anything but fabric" will parade the runway in Vail, Colorado on March 23rd, 2024. No single runway look is ever the same! The show celebrates creativity, art, and design.

Your participation supports our efforts to increase the adequacy and equity of Colorado's public school funding.

An Investment Like No Other

Exposure to this dynamic audience is an unparalleled opportunity to highlight your business and show your support for teachers, students, and education.

Project Funway's 12 years of sold-out crowds has built a reputation

for FUN! Project Funway is a professional, high quality Fashion Runway Show that receives significant publicity in the Vail Valley and Colorado. We invite you to be part of this significant opportunity.



PROJECT
FUNWAY
2024

MARCH 23
DOBSON ARENA
VAIL COLORADO

Visit ProjectFunway.org



Be Part of PROJECT **FUNWAY**

show highlights...

2023

ATTENDANCE

1,500 Guests, designs, & models

LIVE AUCTION

Have included Vail Resorts, the Denver Broncos, the Four Seasons Vail, the Golden Bear, the 10th Mountain Division Huts, Frost Creek Golf Course, Red Sky Golf Club, Ritz-Carlton Bachelor Gulch, Spa Anjali, and more

FORTY NINE

DESIGNERS

and 55 models strutted Project Funway 2023's runway

TWENTY FOUR

STYLISTS

Project Funway 2023 featured 24 professional hair and makeup stylists



Be Part of the *personalities*

Project Funway features celebrity judges including stars like Mondo Guerra of *Project Runway*, Brittany Bowlen of Denver *Broncos* Football Club, Trista Sutter from the *Bachelorette* & *Dancing with the Stars*, and more!

MONDO GUERRA IS BACK!

Project Funway 2024 is proud to have Mondo Guerra return as a celebrity judge! Guerra is an American fashion designer from Denver, Colorado, who finished as runner-up on *Project Runway* (Season 8) and later won the first season of *Project Runway All Stars*!



JUDGES & SPONSORS HAVE INCLUDED

- BRITNEY BOWLEN
- BETH SLIFER
- TRISTA SUTTER
- AMANDA PRECOURT
- AND MORE

VISIT
PROJECTFUNWAY.ORG/JUDGES

to learn more about our esteemed judges

Be Part of the *hype!*



PROMOTIONAL MEDIA COVERAGE

The 2023 Project Funway media coverage generated over \$35,000 in promotional advertising in 2 months during the highest tourist months in Vail and Beaver Creek. Comcast Xfinity broadcasts Project Funway's TV commercials statewide.

VailDaily

303
MAGAZINE

covered
bridge



COMCAST

VAIL
BEAVER CREEK

VAIL
VALLEY

BeaverCreek

TV8



THE LIFT FM
Today's Best Music!



BEST EVENT: PROJECT FUNWAY
BEST NON-PROFIT/CIVIC SUPPORT ORGANIZATION
BEST COMMUNITY OUTREACH PROJECT



YOUR TARGET MARKET VAIL VALLEY, COLORADO

EXPECTED VISITORS IN MARCH 2024

270,000

MEDIAN PROPERTY VALUE

\$1,243,000

2023 PROJECT FUNWAY ATTENDANCE

1,500

MEDIAN AGE

37.8

RESOURCES

Websites: ProjectFunway.org | Efec.org

Videos: vimeo.com/efeccolorado | youtube.com/@efec1162

Photos: efecphotos.smugmug.com

Facebook: [@efecorg](https://www.facebook.com/efecorg)

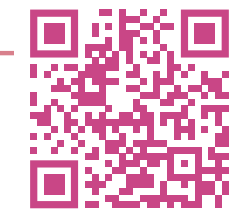
Instagram: [@efec.org](https://www.instagram.com/efec.org)

Join our E-mail List: efec.org/contact

Become a Sponsor!



SPONSORSHIP LEVELS		TITLE	PRESENTING	KEY PARTNER	VELVET	CASHMERE	SILK	LINEN
SPONSORSHIP		\$25,000	\$15,000	\$10,000	\$5,000	\$3,500	\$2,000	\$1,000
SHOW PERKS	Admission Tickets	16	12	10	8	6	4	2
	Seating	Exclusively Placed Seating	Front Row Dining Table	Runway-Side Dining Table	Runway Floor Dining Table	Runway Floor Dining Table	Runway Floor Dining Table	Bar Area
	Tables	2 VIP Tables for 8 Guests Each	1 VIP Table for 12 Guests	1 VIP Table for 10 Guests	1 VIP Table for 8 Guests	1 VIP Table for 6 Guests	1 VIP Table for 4 Guests	2 Seats at 4-Person Hightop Table
	Drink Ticket	Tableside Drink Service (Premium Drinks)	Tableside Drink Service (Premium Drinks)	Tableside Drink Service	Tableside Drink Service	Tableside Drink Service	3 Per Person	3 Per Person
	Buffet Dining	✓	✓	✓	✓	✓	✓	✓
MARKETING PERKS	Logo/Name Representation on ProjectFunway.org + Efec.org	✓	✓	✓	✓	✓	✓	✓
	Digital Event Program	✓	✓	✓	✓	✓	✓	
	Social Media Posts	✓	✓	✓	✓	✓	✓	
	Logo/Name Representation in Event Slideshow	Title Logo Placement	Priority Logo Placement	✓	✓	✓	✓	
	Representation on Posters throughout Eagle County (Deadline 2/23/24)	✓	✓	✓	✓	GENERAL ADMISSION TICKET INFO RUNWAY FLOOR ADMISSION \$200 Includes buffet dining + 2 drink tickets! BLEACHER SEATING \$45 Seating in Dobson bleacher area + 1 drink ticket. Does NOT include buffet dining.		
	Vail Daily Ads (Name/Logo) Digital & Printed (Deadline 2/23/24)	Title Logo Placement	Logo Print Ads	Logo Print Ads	Name Print Ads			
	Representation in Email Marketing	✓	✓	✓				
	Recognition by Emcee	✓	✓	✓				
Table Tent Branding at Sponsor Tables	✓		LEARN MORE AT ProjectFunway.org An Education Foundation of Eagle County Fundraising Event View Seating & Event Map at ProjectFunway.org/event					
Design Entries (with Your Logo Placement on Slideshow)	2	1						



BECOME A VALUED PROJECT FUNWAY 2024 SPONSOR

Contact Us...

TO SPONSOR
 Wendy Rimel
wendyr@efec.org
 970.390.8115 cell

TO DONATE TO OUR SILENT AUCTION
 Shelly Jarnot
shellyj@efec.org
 970.390.4028

UNDERWRITING OPPORTUNITIES ON THE NEXT PAGE

Spark Creativity

E•f(ec)'s Project Funway Underwriting Opportunities



SPONSOR BENEFITS

ALL UNDERWRITER'S RECEIVE

- In Perpetuity: Individual or Brand acknowledgment on ProjectFunway.org and efec.org
- Social Media Posts
- Billing on jumbotron screen slide show
- Digital Event Program

“Creativity is putting your imagination to work, and it's produced the most extraordinary results in human culture.”

- Sir Ken Robinson

CREATIVITY AMBASSADOR

UNLIMITED AVAILABILITY
\$10,000

Studies show that *sparking creativity* has a powerful and positive impact on learning and mental health, including improved motivation; higher cognitive skills (problem-solving, critical thinking, original outside-the-box thinking, and making connections between subjects); improved emotional development (joy and resilience); ignites and reaches hard-to-reach and struggling students; and develops creativity, one of the most essential job skills for the future.

ADDITIONAL SPONSOR BENEFITS

- Emcee Recognition
- Step & Repeat
Logo or poster on red carpet photo backdrop
- Vail Daily Print Ads
- Representation in Email Marketing

YOUR GIFT IMPACTS

Your underwriting gift will:

- In-School classroom Project Funway curriculum
- Arts, Music, and STEM programming in Eagle County Schools
- Students, teachers, and families of any socioeconomic status to attend and participate in Project Funway
- E•f(ec)ive Apple Awards supporting teacher retention through appreciation acknowledgement
- E•f(ec) teacher retention programs including Classroom Grants and Distinguished Teacher Scholarship Awards



Spark Creativity

E•f(ec)'s Project Funway Underwriting Opportunities

HAPPY HOUR SPONSOR

1 AVAILABLE
\$7,500

This sponsorship is a *half-hour branded blitz* that introduces the event with thirty minutes of prominent jumbotron branding. Project Funway's 5:30-6:00 pm cocktail party also includes table top branding, and branded cocktail napkins.

ADDITIONAL SPONSOR BENEFITS

- Prominent billing on jumbotron screens during Happy Hour
- Branding on bar top table tents
- Branding on cocktail napkins

YOUR GIFT IMPACTS

- E•f(ec) teacher retention programs including Classroom Grants and Distinguished Teacher Scholarship Awards



EQUITY UNDERWRITER

5 AVAILABLE
\$6,000

EFEC is proud to host the most inclusive fundraising event in the Vail Valley. This equity underwriting opportunity supports EFEC in ensuring that anyone of any socioeconomic status receives a bleacher seat ticket (\$45). In 2022, EFEC subsidized \$30,000 in entry costs, ensuring our students, teachers, and low-income families could participate or attend.

ADDITIONAL SPONSOR BENEFITS

- Bleacher Seat Branding prominent wall posters
- Bleacher Seat Flyers take home flyer displayed at each seat (120 per underwriter)

YOUR GIFT IMPACTS

- Students, teachers, and families of any socioeconomic status to attend and participate in Project Funway



DRUMLINE SPONSOR

1 AVAILABLE
\$4,000

Your underwriting gift supports high school arts and music by underwriting the Battle Mountain High School students' experience to perform at and attend Project Funway. Additionally, your business has the opportunity to provide branded clothing of your choice for the students to wear while performing, or EFEC will provide co-branded t-shirts on stage and at the show.

ADDITIONAL SPONSOR BENEFITS

- Co-Branded t-shirts (Deadline 2/23/24)

YOUR GIFT IMPACTS

- Arts, Music, and STEM programming in Eagle County Schools



STUDENT DESIGNER AMBASSADOR

UNLIMITED AVAILABILITY
\$3,000

In-School Project Funway is being developed by educators in Eagle County as a middle and high school "creativity" curriculum. Students learn design, planning, construction, and display with the goal of being accepted to model their creations in front of 1,500 attendees at Project Funway, and to win in their age category.

The innovative and exciting In-School Project Funway happens at Vail Ski & Snowboard Academy, Red Canyon High School, Homestake Peak School, Berry Creek Middle School, Eagle Valley Middle School, and Gypsum Creek Middle School.

ADDITIONAL SPONSOR BENEFIT

- In-School classroom Project Funway curriculum

YOUR GIFT IMPACTS

- In-School classroom Project Funway curriculum

Spark Creativity

BECOME A VALUED UNDERWRITER

Contact Wendy Rimel
wendyr@efec.org
970.390.8115 cell



UNDERWRITER LEVELS		CREATIVITY AMBASSADOR	HAPPY HOUR SPONSOR	EQUITY UNDERWRITER	DRUMLINE SPONSOR	STUDENT DESIGNER UNDERWRITER
UNDERWRITING		\$10,000	\$7,500	\$6,000	\$4,000	\$3,000
SHOW PERKS	Emcee Recognition	✓				
	Step & Repeat - Logo or poster on red carpet photo backdrop (Deadline 2/23/24)	✓				
	Branding on Table Tents - located in bar area		✓			
	Branding on Cocktail Napkins - prominent wall posters		✓			
	Bleacher Seat Branding			✓		
	Bleacher Seat Flyers - take home flyer displayed at each seat (120 per underwriter)			✓		
Co-Branded T-Shirts - (Deadline 2/23/24)					✓	
MARKETING PERKS	Logo/Name on ProjectFunway.org + Efec.org	✓	✓	✓	✓	✓
	Social Media Posts	✓	✓	✓	✓	✓
	Logo/Name Representation in Event Slideshow	✓	✓	✓	✓	✓
	Digital Event Program	✓	✓	✓	✓	✓
	Vail Daily Print Ads (Deadline 2/23/24)	✓				
	Representation in Email Marketing	✓				
YOUR GIFT IMPACTS	In-School classroom Project Funway curriculum	✓				✓
	Arts, Music, & STEM programming in Eagle County Schools	✓			✓	
	Students, teachers, & families of any socioeconomic status to attend and participate in Project Funway	✓		✓		
	E•f(ec)ive Apple Awards supporting teacher retention through appreciation acknowledgement	✓		✓		
	E•f(ec) teacher retention programs - Classroom Grants & Distinguished Teacher Scholarship Awards	✓				

ProjectFunway.org

An Education Foundation of Eagle County Fundraising Event





PROJECT
FUNWAY
2024
PROJECTFUNWAY.ORG

Our sincere
thank you
for your
ongoing
support!

