

E·f(ec) Education
Foundation
of Eagle County

be part of the solution

The Education Foundation of Eagle County's work is dedicated to preschool to 12th-grade students' intellectual and emotional growth through equitable access to in-school enrichment programs, mental health supports, and efforts to recognize and retain top teacher talent.

THE FACT

Research shows that teacher quality is the single most important factor in a children's learning achievement.

THE CHALLENGE

Colorado ranks last in the nation on providing teachers a competitive wage.

THE APPROACH

Support Project Funway!



PROJECTFUNWAY.ORG | EFEC.ORG
#PROJECTFUNWAYIMPACT

PROJECT
FUNWAY
2023

SATURDAY, APRIL 1
VAIL, COLORADO
DOBSON ARENA
6PM - 10PM

Project Funway astounds and delights audiences of all ages! Imaginative, brilliant, one-of-a-kind fashion designs of "anything but fabric" parade the runway in Vail, Colorado, Saturday, April 1, 2023. 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.



E·f(ec) be part of the solution

SHOW HIGHLIGHTS

- Lead Judge is celebrity Mondo Guerra, *Project Runway & Project Runway All Star* Fashion Design Winner
 - Local volunteer judges include philanthropists and education lovers Amanda Precourt, Elaine Kelton, Gina Browning and Joe Illick.
 - 2022 live attendance = 900 Guests, Designers, & Models
 - 2021 virtual attendance = over 1,600 guests from around the world
 - 22 professional hair & makeup stylists
 - 65 local designers ages 5-70
 - Live Auction donations have included *Vail Resorts*, the *Denver Broncos*, the *Four Seasons Vail*, the *Golden Bear*, the *10th Mountain Division Huts*, and more
- VAIL Magazine* features over the years

EAGLE COUNTY & TOURIST STATS

- Population 54,750
- Over 270,000 expected visitors in April 2023
- Male 53% | Female 47%
- Homeowners 63.52%
- Median household income \$91,757

BECOME A SPONSOR

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 11 years of sold-out crowds have built a reputation for FUN! Project Funway is a

professional, highquality Fashion Runway Show that receives significant publicity in the Vail Valley.

The 2022 media coverage generated over \$35,000 in promotional advertising.

Comcast Xfinity broadcasts Project Funway's TV commercial statewide.

HERE'S HOW...

TO SPONSOR, CONTACT:

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ProjectFunway.org

SPONSORSHIP LEVELS		TITLE	PRESENTING	VELVET	CASHMERE	SILK	LINEN	COTTON
SPONSORSHIP		\$25,000	\$10,000	\$8,000	\$5,000	\$3,000	\$1,500	\$500
SHOW PERKS	Admission Tickets	16	12	10	8	6	4	2
	Seating	Exclusively Placed Seating	Front Row Dining Table	Runway-Side Dining Table	2nd Row Dining Table	3rd Row Dining Table	4th Row Dining Table	2 Table Seats (Assigned Event Night)
	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	Table Seats for 2 Guests
	Drink Ticket	Tablesides Drink Service (Premium Drinks)	Tablesides Drink Service (Premium Drinks)	Tablesides Drink Service	Tablesides Drink Service	3 Per Person	3 Per Person	3 Per Person
	Buffet Dining	✓	✓	✓	✓	✓	✓	✓
MARKETING PERKS	Logo/Name Representation on ProjectFunway.org + Efec.org	✓	✓	✓	✓	✓	✓	
	Social Media Posts	✓	✓	✓	✓	✓		
	Logo/Name Representation in Event Slideshow	Title Logo Placement	Priority Logo Placement	✓	✓	✓		
	Representation on Posters throughout Eagle County (deadline 2/13)	✓	✓	✓	✓			
	Vail Daily Ads (Name/Logo) - Digital & Printed	✓	✓	✓				
	Representation in Email Marketing	✓	✓	✓				
	Recognition by Emcee Through Show	✓	✓	✓				
Design Entries (with Your Logo Placement on Slideshow)	2	1						

GENERAL ADMISSION TICKET INFO

GENERAL ADMISSION \$150
Due to high demand this ticket now includes buffet dining + 2 drink tickets!

BLEACHER SEATING \$45
Seating in Dobson bleacher area + 1 drink ticket. Does NOT include buffet dining.

CELEBRITY JUDGE
MONDO GUERRA

PROJECT
FUNWAY 2023
IS EXCITED TO
HAVE MONDO
GUERRA 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!

A fifth-generation Denver local, Guerra was the first "Project Runway" contestant to come out of the state of Colorado. Guerra said that in both of his competitive seasons on "Project Runway," he was challenged to make a no-fabric outfit - first, using only materials from a party store, and the second time using only materials from a dollar store.

Having participated in this type of competition at the highest level, Guerra knows what he is looking for when he awards the grand prize.

"I think it's really important for contestants to manipulate the material to a point where it doesn't look like it used to be," Guerra said.

"I also give credit for creativity. I definitely am a stickler on execution, always look for that, but if it's a really good idea I kind of let the execution go because the creativity is very strong."

CELEBRITY JUDGES



Amanda Precourt

Amanda Precourt is a local real estate developer, interior designer and contemporary art collector. In past Project Funways, she could be found on the runway modeling creations by local architect Karl Krueger. When asked to be a judge in 2022 she didn't hesitate.

"I accepted knowing that my involvement would not only be creatively engaging, but most importantly will help EFEC to raise important funds needed to serve our community," Precourt said.

"Nothing compares to a solid education in terms of providing lifelong opportunities for children to become smart, motivated, and contributing adult members of their community."

An artist and fashion enthusiast herself, Precourt will be looking for outfits that resonate with her fondness for bold, cutting-edge styles.



Elaine Kelton

Elaine Kelton has been a member of the Vail community since before the town was incorporated. Kelton moved to the valley in 1964, and she has been a positive force in the valley's growth at every step along the way.

Her list of philanthropic contributions in our community is extensive, and include her positions as a founding member of Jack's Place, the cancer caring house in Edwards, member of the Colorado Mountain College Foundation Board, director emeritus of the Vail Valley Foundation, and more.

Kelton said the Project Funway event is always one of her favorites, and she looks forward to seeing the creativity that emerges from everyday members of our community.



Gina Browning

Married couple Browning and Illick have spent the last three Project Funways crafting and modeling their own outfits, but in 2022 they swapped out duct tape and superglue for a seat at the judge's table.

The two had their very first win at the virtual 2021 event, taking home third place for an elaborate duct tape creation.

"I mean, that you can take Dobson Ice Arena, kit it out so that it looks like LA or NY or wherever, with a runway show of clothing that you would buy, and it's made from bottle tops or rubber tires or Kleenex, is



Joe Illick

"There are lots of people who enter Project Funway who are very skilled, and they bring that high level of expertise making clothing - we obviously represent the other end of the spectrum," Illick said with a laugh.

"It's just a sheerly creative, exuberant effort for the two of us."

absolutely amazing to me," Kelton said. "And the creativity that it has brought to the fore in this valley, whether you're 11 years old or 80 years old, it's thunderstruckingly fun."

LEARN MORE AT PROJECTFUNWAY.ORG