



Presented By:



NORDSTROM

Introducing Ella Bella

The Ella Bella Fashion Show was created to financially support families who are battling cancer in the Greater Philadelphia Area by benefiting the charity [Bringing Hope Home](#). We are thrilled to announce that the 2014 Runway Partner is **Nordstrom of King of Prussia**. The Fashion Show will be showcasing both male and female looks that will take our guests from the desk straight through to a night out! Models will include BHH families helped, BHH supporters, and even a few special guests.

The Ella Bella Fashion show is a dynamic, high-energy event that brings together people from all over the Delaware Valley for a night of inspiration, shopping and great fashion. Since 2011, Ella Bella has raised over \$50,000 to support local families with cancer.



Join us in celebrating life by getting involved in Ella Bella 2014!

Meet Bringing Hope Home



Bringing Hope Home (BHH) is a fantastic charity that directly pays essential household bills for local families battling cancer in the Greater Philadelphia Area. Since 2008, BHH has paid bills for over 1,800 families with cancer with over \$1.9 million to ensure families are able to stay in their homes, with the utilities on, phones working and food on the table. Bringing Hope Home was recently recognized for their impactful work in the community by the Greater Philadelphia Chamber of Commerce (GPCC) as the 2014 Non-Profit Organization of the Year!

Target Audience

The target audience for this event is philanthropic women and men between the ages of 25-55 from the Greater Philadelphia Area. The goal is to have an attendance of over 250 this year. The event is designed to be fun, inspirational & charitable. You can look at all of the pictures from past Ella Bella events [here](#).

Community Support

The Philadelphia Eagles participated in 2013 Ella Bella, and featured the event on their website in a great video that captures the essence of this amazing event. Check it out [here](#)!



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SPONSORSHIP OPPORTUNITIES

\$5,000: PRESENTING CELEBRITY SPONSOR

- Option to give welcoming remarks
- 15 guest tickets to attend 2014 Ella Bella
- Reserved Presenting Sponsor seating at event with table signage
- Guaranteed reserved front row seating at event
- Full page B/W ad in event program book (7.75"H x 4.75"W)
- Pay essential household bills for 2 BHH Families that are battling cancer and needs assistance. Family stories to follow
- Presenting Sponsor recognition/logo on: Save the Date & Invitation, event signage & slideshow, event website, feature in BHH e-newsletter of, inclusion in event press

\$3,000: FASHIONISTA SPONSOR

- One table of 10 seat to attend 2014 Ella Bella
- Reserved Premium Sponsor seating at event with table signage
- Full page B/W ad in event program book (7.75"H x 4.75"W)
- Pay bills for 2 BHH Families that are battling cancer
- Sponsor recognition & logo on: Event signage & slideshow, website, program book, BHH e-newsletter, and inclusion in event press

\$1,500: CHIC SPONSOR

- Five (5) guest tickets to attend 2014 Ella Bella
- Reserved Premium Sponsor seating at event with table signage
- Half page B/W ad in event program book (3.38"H x 4.75"W)
- Pay a bill for 1 BHH Family that is battling cancer
- Sponsor recognition & logo on: Event signage & slideshow, website, program book, BHH e-newsletter, and inclusion in event press

\$750: STYLISH SPONSOR

- Three (3) guest tickets to attend 2014 Ella Bella
- Reserved Sponsor seating at event
- Half page B/W ad in event program book (3.38"H x 4.75"W)
- Pay the electric bill for 1 BHH Family
- Sponsor recognition & logo on: Event signage & slideshow, website, program book, BHH e-newsletter, and inclusion in event press

\$500: HIP SPONSOR

- Two (2) guest tickets to attend 2013 Ella Bella
- 1/4 page B/W ad in event program book (3.38"H x 2.18"W)
- Provide 1 BHH Family with a grocery gift card for food
- Sponsor name listed on: event slideshow, event website, name listed in program book

VENDOR OPPORTUNITIES

\$250: Vendor 1 table

- Chance to sell your products to the Ella Bella audience during the Cocktail Hour & after the show (and keep all profit)
- Includes one 8 foot table
- 2 total personnel to represent your vendor table & get all of the perks of being a guest at the event
- Name/contact info listed in Program Book

\$350: Vendor 2 tables

- Chance to sell your products to the Ella Bella audience
- Includes TWO 8 foot tables
- 3 total personnel to represent your vendor table
- Name/contact info listed in Program Book

AD BOOK

\$500: Full Page Ad

\$250: 1/2 Page Ad

TICKET INFORMATION

\$100: EARLY BIRD TICKET (through 9/1)

- Access to Cocktail Hour with Open Bar
- Access to shopping, samples, networking and fun!
- Dinner followed by a high-energy Fashion Show Presented by Nordstrom featuring BHH families and supporters as models (male and female looks, too!)
- Continued shopping & entertainment following the fashion show

\$125: REGULAR TICKET (starting 9/2)

REGISTRATION

I am registering as a: Vendor Sponsor Tickets

Name of Company _____

Company Contact _____

Sponsor Amount (if app) _____

Contact Email _____

Phone Number _____

Address _____

Payment Type Check [Online Payment](#)

For more information on this event, please visit www.bringinghopehome.org/ellabella. You can register online or mail your payment via check made payable to Bringing Hope Home memo Ella Bella & mail to 940 West Valley Road, Suite 1602 Wayne, PA 19087. Any questions or inquiries on the event contact Event Chair Michelle Goglia at: mgoglia@uhc.com or Lauren at laurenrubenstein@bringinghopehome.org