

Fashion, Food, and Shopping to Benefit the Entire Community



**SECOND**
RUNWAY
It's Gonna Be a Goodwill Night

2011 RECAP
2012 Sponsorship
Opportunities

About SECOND RUNWAY

In 2011 Goodwill Industries® of the Valleys presented SECOND RUNWAY for the second year. More than just a fashion show, SECOND RUNWAY spotlights the high quality, low cost shopping available in local Goodwill® stores, generates funds to support Goodwill's training and employment programs for individuals with barriers to employment, increases awareness of Goodwill's mission, highlights the contributions of the many sponsors, and is a fun evening for sponsors, models, and all those in attendance.

Held on August 11, 2011 at the beautiful Jefferson Center in Downtown Roanoke, SECOND RUNWAY featured an onsite Goodwill Boutique, a fabulous silent auction, shopping with local vendors, and a high energy runway fashion show.

Goodwill Boutique

Filled with name brand, fashionable apparel, and home decor straight from Goodwill retail stores, the boutique allowed those attending SECOND RUNWAY the opportunity to experience the quality items available in local stores everyday.



Silent Auction

The silent auction featured 60 items from local businesses, as well as fabulous finds from Goodwill stores. The auction, which raised over \$4,000, included a John Hardy ring, Adele concert tickets, artwork, gift certificates, and much more.



Local Vendors

Those attending SECOND RUNWAY enjoyed more shopping opportunities at local vendor booths. Businesses attending were Tupperware, Mary Kay Cosmetics, Miche Bags and Peacock Image, Premier Designs Jewelry, Robertson Girls, lia sophia Jewelry, Thirty-One Gifts, Pixel Optics, Send Out Cards, Silpada Designs, and Tomboy Tools.



High Energy, Runway Fashion Show

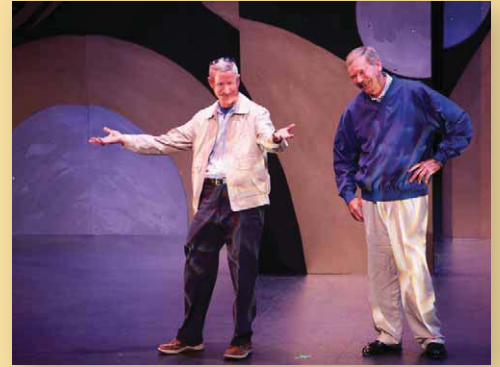
The highlight of SECOND RUNWAY was the high energy, runway fashion show. Featuring 50 models from throughout the community, including Drs. Newman & Blackstock, Artist Eric Fitzpatrick, Carilion CEO Nancy Agee, and former news reporter Joy Sutton, each brought their own personality and style to the show. Over sixty outfits were showcased throughout the show for back to school, weekend wear, an evening out, business fashions, prom and cocktail attire, and even the perfect wedding. During the show video "vignettes" featured the accomplishments of those in Goodwill programs in their own words. To view the videos you may visit <http://www.youtube.com/goodwillvalleys>.



Nancy Agee, President & CEO of Carilion Clinic, looks great during the work segment in a Calvin Klein suit.



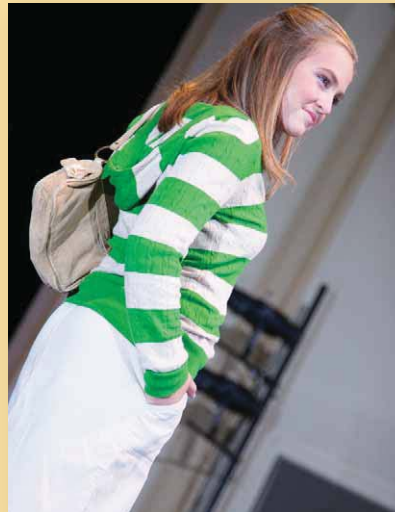
Goodwill Board Member Lisa Ison looks stunning in a brand new bridesmaid's dress.



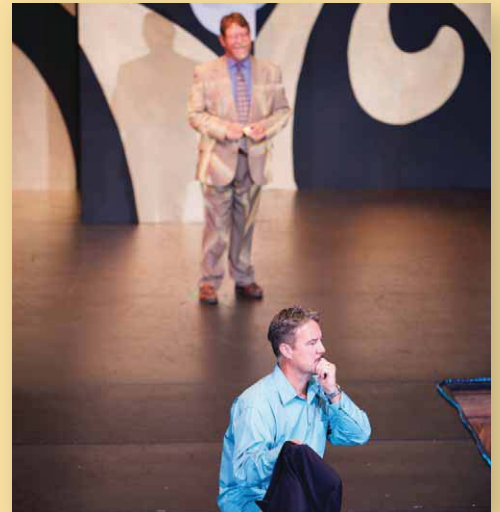
Drs. Miles Newman and Joe Blackstock bring their commercials to life on the runway during the weekend wear segment.



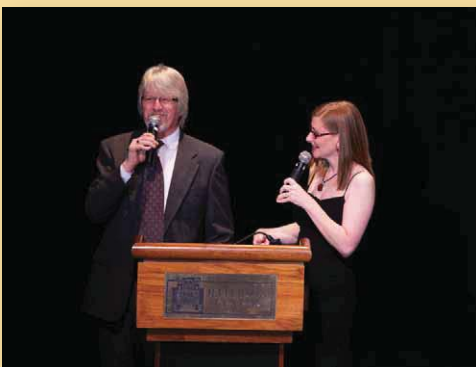
Leonard Jones, a personal trainer at the Roanoke Athletic Club, showed a great business outfit during the work segment.



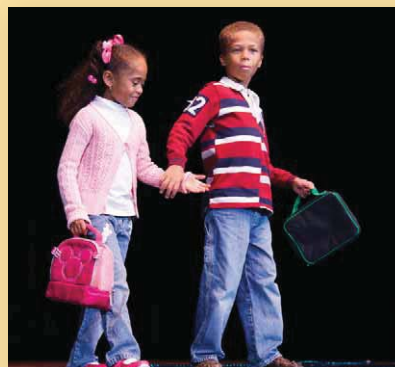
Cady Garst, a local high school student, looks great in this look perfect for the weekend.



Dan Smith and Tom Field from Valley Business FRONT show off great business and business casual looks for work.



The evening was hosted by former radio morning show personalities David Lee Michaels and Melissa Morgan.



Haven and Vincent Brookins are ready for back to school for only \$14 for both looks!



Former Ms. Wheelchair Virginia Pam Cobler looks stunning in a red cocktail dress.



What People Are Saying About SECOND RUNWAY



"Being a sponsor for SECOND RUNWAY, two years in a row, has been a very rewarding experience. We are able to benefit an organization that does so much good in our community. The publicity surrounding the event is terrific and the event itself is so much fun."

~ Lila Dickerson, Broker - Business Solutions, Platinum Sponsor

"Second Runway truly celebrated what Goodwill is all about, giving second chances to not only unused clothing, but second chances in people's lives. Goodwill provides jobs and support that many people aren't aware of that changes peoples lives for the better, Goodwill is truly a 'Good' thing. I look forward to attending Second Runway again next year."

~ Angel's Point of View Blog, August 16, 2011

Angel contributes to The Roanoke Times' *Street Style* feature

"Several of us from Valley Business FRONT took part in Goodwill Industries' Second Runway production last night, one of Goodwill's largest fundraisers of the year. Last year, the event took in more than \$36,000 and my guess is that it earned more than that last night at the Jefferson Center."

"One of the highlights of an evening of sales, auctions and food was the fashion show, in which Goodwill's clothing offerings are modeled for sale to the audience. I bought the shirt and pants I wore and my friend Nancy Agee of Carilion Clinic bought her suit, an elegant beige high-end beauty that was brand new."

~ Dan Smith, Editor Valley Business FRONT (from his fromtheeditr blog post titled "Backstage at Goodwill's Second Runway", posted August 12, 2011.)



SECOND RUNWAY Facts and Stats



Number of people in attendance:	233
Number of volunteers, including models:	68
Total Dollars Raised:	\$39,016
Pre-Event Advertising for SECOND RUNWAY, including sponsor recognition for Platinum Sponsors:	
Number of spots on Comcast (networks included HGTV, TLC, FOOD, CNN & Fox News)	1181
Number of spots on Fox 21/27	62
Number of spots on WSLs Channel 10	19
Number of spots on CW5	19
Number of spots on K92 FM & WFIR	50
Ticket (2) giveaways on K92 FM	10

Pre-Event Publicity:

WSLS Newschannel 10, Our Blue Ridge ~ July 28, 2011

WDBJ7, NEWS7 Mornin' ~ August 8, 2011

The Roanoke Times, Front page of Extra section ~ Tuesday, August 9, 2011

View the SECOND RUNWAY television commercial at <http://www.youtube.com/goodwillvalleys>



Platinum Sponsors:



Gold Sponsors:



Silver Sponsors: Anthem ~ Aramark Uniform Services ~ Carpenter, Francisco & Associates ~ Cintas ~ Delta Dental ~ Jewell, Inc. ~ SoCrystal ~ Southern Electrical Company ~ Pro, Inc. ~ Blue Ridge Dental Group

Ticket Sponsors: HTF Mechanical ~ Linda Matthews

Hair and Makeup Services for Models provided by Pure Spa ~ www.puresparoanoke.com

SECOND RUNWAY Emcees: David Lee Michaels ~ www.davidleemichaelsphotography.com
Melissa Morgan ~ www.realestatereborn.com

In-Kind Contributors: Musician: Ross Flora ~ Backdrop Artist: LoLo Monae ~ Printing Sponsor: Salem Printing
Event Photography by: Brett Winter Lemon Photography ~ Photography by William Mahone



Behind the Scenes of SECOND RUNWAY

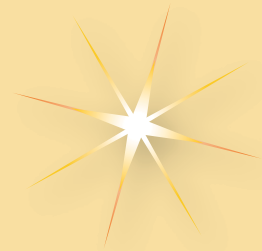
SECOND RUNWAY would not have been possible without the volunteer committee that worked for many months, behind the scenes, on the fundraiser. This dedicated group of individuals worked tirelessly with Goodwill staff to make sure that everyone involved with SECOND RUNWAY enjoyed the experience, learned more about Goodwill, and was proud of the end result.

SECOND RUNWAY Volunteer Committee

Lila Dickerson - Business Solutions
Kathy Lamanca - American Door and Glass, SWVA
Karen King - FOX 21/27
Patti Manning - K92 Radio
Laurie Mrva - Achieve Success
Margie Shaver - Robertson Girls
Kathy Surace - Peacock Image & Miche Bags

Goodwill SECOND RUNWAY Committee

Mindy Boyd
Kelly Sandridge Coleman
Sharon Hodges
Stephanie Hoer
Jim Shaver
Lucie Touchton

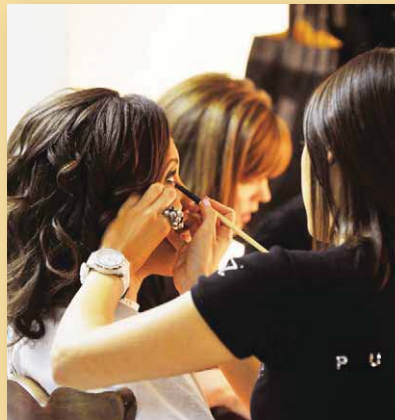


The Life of a Model

SECOND RUNWAY models enjoyed networking and pampering prior to SECOND RUNWAY. Pure Spa Roanoke generously donated their time and talent to make our models look and feel fabulous as they walked the runway.



Pure Spa Owner and Makeup Artist Christin Burdette made sure models looked and felt their best at SECOND RUNWAY.



Sharisse Brookins has her makeup done for her walk down the runway during the weekend segment.



Anna Filipovic enjoys having her hair done by Pure Spa prior to her appearance in the back to school segment.



Aria Davis receives a light makeup application as she prepares to model in both the back to school and wedding segments of the show.



Haven Brookins plays on her Nintendo DS while getting her hair done by Pure Spa.



Hannah Zeigler looks beautiful as she prepares to model in the back to school segment.

Become a Sponsor of the 3rd Annual SECOND RUNWAY

As you prepare your 2012 budget we urge you to consider a sponsorship of SECOND RUNWAY in 2012.

SECOND RUNWAY is an opportunity to align your company with an organization that is both impacting lives and the community. In 2010 more than 1,750 people were competitively employed in the community thanks to Goodwill and over 60,000 people benefited from the training and employment programs to help them earn a paycheck and gain independence.

This feel good, high-energy event highlights the great gently used fashions available at Goodwill, as well as the second chance that individuals receive through Goodwill programs. Be a part of this exciting event through sponsorship opportunities, including:

Title Sponsorship - \$15,000 (one available)

Your company name will join Goodwill's in the title of this well publicized event. All advertising, including television, print, and radio, created for this event will include your business name as the title sponsor. The Title Sponsor will also receive an ad (must submit digitally prior to production deadline*) on the inside front cover, or the back cover of the evening's program. The show may also start with a two minute video (production is the responsibility of the sponsor), presenting your company and its services to the audience. In addition twelve (12) preferred seating tickets to the event are provided as part of the package. Sponsorship may be spread over three payments within 12 months of signing the contract.



Platinum Sponsorship - \$5,000 (six available)

Platinum sponsors will receive prominent recognition at the event and in pre-show marketing including television, print, and radio. Platinum sponsors will also receive a quarter page ad in the evening's program (must submit digitally prior to production deadline*). Eight (8) preferred seating tickets to the event are provided as part of the package. Sponsorship may be spread over two payments within 12 months of signing the contract.

Gold Sponsorship - \$1,000

Gold sponsors will receive recognition on Goodwill's website and social media efforts prior to the event. At the event, Gold sponsors will receive mention during the show, and will have their logo* in the evening's program. Four (4) preferred seating tickets to the event are provided as part of this package.

Silver Sponsorship - \$250

Silver sponsors will be listed in the event program and on Goodwill's website. Two (2) tickets to the event are provided as part of this package.

Name: _____ Company: _____

Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Commitment for Title and Platinum Sponsorships must be secured by July 1, 2012 to be included in pre-event advertising (must receive commitment by June 15th to be included on event ticket). All sponsorship payments (or first payment of sponsorship if applicable) must be received by August 1, 2012. Make checks payable to Goodwill Industries of the Valleys or call Kelly Sandridge Coleman at (540) 581.0620 ext. 107 to charge by VISA, MasterCard, American Express, or Discover. Please fax completed form to (540) 581.0629 attn. Kelly Sandridge Coleman or mail to Goodwill Industries of the Valleys, Attn: Kelly Sandridge Coleman, P.O. Box 6159, Roanoke, VA 24017 or email to kcoleman@goodwillvalleys.com.

*Ads and logos should be submitted to Kelly Sandridge Coleman by email at kcoleman@goodwillvalleys.com no later than August 1, 2012.
All files must be high resolution .jpeg (300dpi), .eps, or .ai.



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View the 2011 SECOND RUNWAY presentation at:
www.bit.ly/srprezi



Proceeds from SECOND RUNWAY help fund the training and employment programs in our community for individuals with disabilities, disadvantages, and those that have lost their job due to company closing or layoff.

For more information on SECOND RUNWAY visit www.goodwillvalleys.com/secondrunway.html

