

Celebrate Your Fabulous Life North of Boston!

**don't miss this showcase event
that redefines suburban chic.**



Come experience an event that showcases everything that's cosmopolitan in your community – the fashion, food, fitness, beauty, culture & more!

Visit www.InFullForce.com or call 617.840.1965 to become part of this high profile, elegant and fun night out for women and men North of Boston.

Showcase your business – space is extremely limited this year!

See you at Fabulous
In Full Force 2010!



Thursday, June 10, 2010
6 p.m. – 10 p.m.
Newburyport Harbor Marina
Newburyport, MA



Fabulous
IN FULL FORCE

Fabulous North of Boston ... because it's only in the suburbs!





The Fabulous Event:

Fabulous In Full Force North of Boston
Thursday, June 10, 2010 from 6 to 10 p.m.
Newburyport Harbor Marina in Newburyport, MA

What the Fabulous in Full Force Event Is All About!

◇ The 2010 Fabulous In Full Force North of Boston event is being held overlooking the stunning Newburyport Harbor Marina at the start of the summer season. In Full Force will transform the space into a sophisticated soiree that will welcome 500+ men and women for a night of networking, shopping, socializing and fun.

◇ Businesses North of Boston and beyond are invited to participate in the event via various sponsorship levels detailed in this marketing kit. The key to success with a Fabulous In Full Force event is to position your brand in an innovative way; a way that engages consumers and motivates them to come back to you after the event. You can get involved in a big way by becoming a headline sponsor or participate on a minimal level by putting a creative gift into the 500+ Gift Bags. But whatever role you decide to play, we will work with you to ensure that involvement hits a homerun for your business.

◇ Northshore Magazine is the print media sponsor and will promote the event via a fullpage color ad in their May/June 2010 issue and via a dedicated e-blast to the Northshore Magazine database. The event will also receive post event coverage in a special photo montage section and become the focus of a featured advertising section in an upcoming Fall issue. Northshore Magazine is the premier upscale lifestyle magazine for the North Shore. Celebrating the good life found throughout Essex County, Northshore's method of combining targeted distribution to homes with a minimum value of \$500,000 coupled with a minimum household income of \$120,000 assures advertising partners sound penetration into the heart of their core customer base.

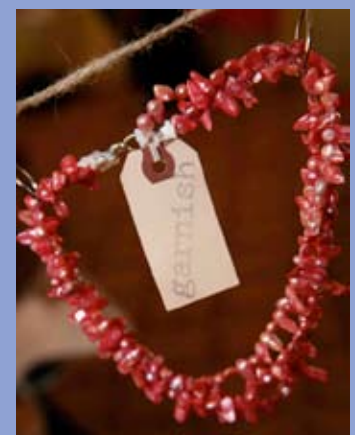
◇ Billy Costa from Kiss 108 FM and New England Cable News' TV Diner will be the celebrity emcee.

◇ NESN's Dirty Water TV will broadcast from the event to enhance the entertaining spotlight presentation on celebrating a fabulous life and informal fashion show.

◇ Stolichnaya Vodka, Hendricks's Gin, and Sailor Jerry Spiced Rum will be serving complimentary cocktails.

◇ The general admission ticket price is \$25 and includes event admission, three complimentary drink tickets, gourmet treats to sample, and a gift bag.

◇ A Silent Auction will benefit a charity TBD.



Previous Fabulous In Full Force Events Sold Out With 600+ women & 70 businesses in attendance.

Here's what past attendees had to say:

We were totally impressed by the venue, the attendance, and the elegance. It was an enlightening evening full of Fabulous things. I didn't know what to expect, but this far exceeded my expectations." - Elaine Hannula

"It was everything that it was advertised to be and more! It showed me so many vendors and retailers in my area. I work in the city, and the last thing I want to do on a day off is go all the way into Boston! Now I know more about what is in my area. It also was a great excuse to have a night out with some friends and family!" - Megan Cahoon

"I loved the energy of all the 'Fabulous' women. I came with a group of 10; we all had a ball! We enjoyed the food and drink, and boy we shopped! This will be a regular event for all of us." - Bobbi Kadlick

"I didn't go because my Mom said I was too young. But it looked like it was so much fun. I liked the gift bag, especially the bag of gum balls." - Fabulous Wannabe Becky, age 13

"The energy and enthusiasm and feeling of community was fabulous. People kept seeing friends and associates they didn't expect to see." - Missy Padoll

"I just have to tell you I had a ball at Fabulous In Full Force. I felt like it was truly a 'me night'. I got all kinds of treatments - paraffin, make up and a peel and had an absolute ball!" - Judi Cocotas

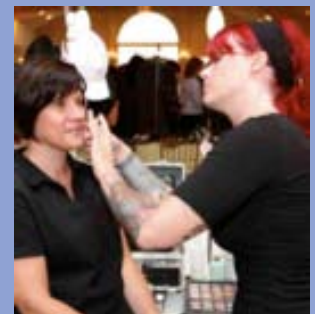
"Your event was a wonderful way to gather with friends, sip martinis and shop for unique gifts." - Lisa Hubbard

"I loved how much fun it was. Everything a woman loves all packed into one night of fun!" - Carolyn Gorman

"How does one improve on perfection!" - Corrine Kirmelewicz

"I was able to sip on a variety of martinis, shop 'till I dropped, learn make-up tips, spend time with my friends and eat really fantastic food! I even had a foot massage! It truly was a fabulous night!" -Michelle Finks

"I listen to Matty and Billy every morning, so it was fun to come and meet them in person and have them party of my night out." - Mary Almquist.





Here's what past Fabulous In Full Force sponsors have had to say:

The event was "fabulous"! We had a great time and met so many potential clients.

- Peter Diozzi, Groove Entertainment

"Congratulations! Great job! Great attendance! Looking forward to the next event."

- Marilyn DaSilva, Ethan Allen

"You Ladies are the BEST, the BEST, the BEST!!!! I cannot adequately express my sincere thanks."

- Julie Nations, The Ellie Fund

"I wanted to thank you all again for throwing such a wonderful event. I received such a great response and talked with so many wonderful vendors. I loved everything you did and thank you so much for allowing me to use my talent to accent the event."

- Karla Cassidy, Owner, Karla Cassidy Designs

"What a wonderful success. It was great working with you all!"

- Claire McCarthy, Editor, Northshore Magazine

"Congratulations on a well attended event. A great time was had by all."

- Marie Longo, Festive Occasions

"This event is great exposure for businesses to show women of the South Shore how cosmopolitan their community really is"

-Ronit Enos, Maxime Salon

"We are a perfect match with In Full Force-we are so happy to be here!"

-Rosee Andrade, Beauty & Main

How to Put the Spotlight on Your Brand at the Fabulous Event:

- ✓ Northshore Magazine Ad & Fabulous IFF Follow Up Section
- ✓ Northshore Magazine E-Blast to entire database
- ✓ Featured Segment on NESN's Dirty Water TV
- ✓ E-blast sent out to the 6,500 people in the In Full Force database
- ✓ Your company logo with a link to your website on the In Full Force website
- ✓ Participation in the Makeover and Fashion Show
- ✓ Marketing materials and promo items in the 500 Gift Bags.



Showcase How Your Company Makes The Suburbs North of Boston Fabulous!

Premier Sponsorship Levels

Presenting Sponsor

\$5,000

This sponsorship is only given to one business who be promoted as an event partner. In Full Force will work with your company to create a customized headline sponsorship package to showcase the very best of your business on a much larger scale than the customized headline sponsor.

- Logo inclusion on full page ad in Northshore Magazine's May/June issue
- Inclusion in the following up advertising section in Northshore Magazine's August/September issue
- Prominent Presenting Sponsor Logo with link on In Full Force Event Website
- Logo on and promotional inclusion in all 500+ Luxurious Gift Bags
- Premier Positioned Skirted Table with Signage/Larger Space
- Premier Positioned Logo in E-Blasts
- Dedicated E-Blast to In Full Force database as it pertains to your company
- Logo on Promotional Materials at all Partner Locations
- Presenting Sponsorship Positioning in All Press Materials Promoting the Event
- Logo on Event Tickets
- Logo on Fabulous In Full Force Event Give-Away
- Logo and 50-word Description on Event Passport
- 10 Complimentary Tickets to Fabulous In Full Force Event

Customized Headline Sponsor

\$2,000

In Full Force will work with your company to create a customized headline sponsorship package to showcase the very best of your business. An example of this would be a clothing boutique dressing one of the celebrity emcees, naming a signature event martini after your business, the negotiation of a corner/bigger space, etc. If you can dream it than we can do it! This package will also include:

- Skirted Table with Signage
- Logo Inclusion in E-Blasts
- Logo with link on Fabulous In Full Force Website
- Inclusion in Luxurious VIP Gift Bags
- Name Mention in All Press Materials Promoting the Event
- Logo and 20-word Description on Event Passport
- Inclusion in the follow up advertising section in Northshore Magazine's August/September issue
- 5 Complimentary Tickets to Fabulous In Full Force Event



Fashion Show \$575

- Participation in the Fashion Show
- Skirted Table with Signage
- Logo Inclusion in E-Blasts
- Logo with link on Fabulous In Full Force Website
- Inclusion in Luxurious VIP Gift Bags
- Name Mention in All Press Materials
- Logo and 20-word Description on Event Passport
- 2 Complimentary Tickets to Event



& Makeover \$575

- Prominent Role Make Over
- Inclusion in Northshore Magazine unveiling article
- Skirted Table with Signage
- Logo Inclusion in E-Blasts
- Logo with link on Fabulous In Full Force Website
- Inclusion in Luxurious VIP Gift Bags
- Name Mention in All Press Materials
- Logo and 20-word Description on Event Passport
- 2 Complimentary Tickets to Event

Fabulous Vendors

\$325

- Skirted Table with Signage
- Event Passport Listing
- Logo with Link on Fabulous In Full Force Website
- Inclusion in Gift Bags (only products & gifts accepted, no paper products please)

Northshore Magazine Featured Partner

\$250

As part of its sponsorship of Fabulous In Full Force, Northshore Magazine is offering participants in the event, a discounted rate to advertise in a featured Fabulous North of Boston section to be published in the August/September issue.

Can't make it to the event?

Gift Bag Opportunities are Available for Companies Interested in Sample or Gift Items for Attendees



To put your company in the Fabulous In Full Force spotlight, contact:

Julie O'Brien Fairweather
Leader of the Force/In Full Force
E-Mail Julie@InFullForce.com or Call 617.840.1965

Hurry! Just Like the Event Tickets, Space Will Sell Out Quickly!