



JOIN THE **GLITTERATI** AND SHINE AT 'MIDNIGHT AFFAIR' 2004!

glitterati • glĭt'ə-rātē

Plural Noun: A Blend of Glitter and Literati; Highly Fashionable Celebrities; the Smart Set.

midnight affair • mĭd'nĭt' ə-fâr'

Noun: The Preeminent Excellence in Design Awards/ Ceremony for Architects and Design Professionals; Highly Fashionable Event.

Dear Friends,

Today, thousands of businesses all across the United States - businesses just like yours - are struggling. Desperate to make effective use of dwindling marketing budgets - they're going without proper advertising, brochures, direct mail, and dazzling e-mail and internet campaigns. Their lives are difficult; they struggle to survive.

But they have hope.

Some have learned that there's A Way to Gain a Competitive Edge That Won't Quit. They are using one of the most effective tools in marketing – the corporate sponsorship.

As Event Chair for the 2004 Midnight Affair, Design Excellence Awards, I have the opportunity to join together the most powerful sources in the Interior Design Industry - the most powerful leaders in project development - and the most powerful professional publishers, all in one glittering gala night to remember. Dacra, a leading developer and Florida's professional interior design organizations will host the state's second annual Midnight Affair to honor design excellence on February 28, 2004 in the Miami Design District. Masters of Ceremonies for the event will be Mayer Rus, Design Editor of House and Garden, and Linda O'Keefe, Senior Editor, Metropolitan Home.

This is an affair guaranteed to bring out the glitterati of the design profession. And you can be there.

By using one of the best-kept secrets in competitive marketing – the corporate sponsorship - you'll have a proven way to develop and strengthen your relationships with the top leaders and decision-makers in your chosen field. And, of course, it wouldn't be the event it was last year (with over 600 in attendance!) without you there.

You'll be attending the Awards Ceremony, the highlight of the event. As a Corporate Sponsor, your company name will appear prominently featured -- right in front of those organizations and individuals you've spent months or even years trying to reach.

Award Entries will be judged by a panel of industry stars.

Truly a Glitterati crowd! Won't you join us?

Award Entry Judges include: interior designers DD Allen & Michael Pearce, Charles Gandy, Marietta Himes Gomez, Albert Hadley, Dakota Jackson, Hugh Latta, Eva Maddox, Juan Montoya, Margaret McCurry, Benjamin Noriega-Ortiz, Michael Smith, Bunny Williams; architects Orlando Azcuy, Elizabeth Plater-Zyberk; designers Barbara Barry, Larry Lazlo, Kelly Viceroy, Lella and Massimo Vignelli; and Linda O'Keefe of Metropolitan Home.

MIDNIGHT AFFAIR' 2004

Award sponsors include the American Society of Interior Designers (ASID), International Furnishing and Design Association (IFDA), International Interior Design Association (IIDA), Interior Design Guild Foundation (IDGF), Interior Design Associations Foundation (IDAF) and The Bud Merle Foundation.

**Your donations are powerful. Powerful to your organization and ours.
The Benefits of joining us as a corporate partner include:**

- Your company/organization will be featured and linked on the Midnight Affair web site, and linked to participating industry sponsors including, the American Society of Interior Designers (ASID), International Furnishing and Design Association (IFDA), International Interior Design Association (IIDA), Interior Design Guild Foundation (IDGF), Interior Design Associations Foundation (IDAF) and The Bud Merle Foundation.
- Your company/organization will be featured in all promotional media for the gala event.
- Your company name will be prominently noted in the program and displayed with your logo.
- You will receive an impressive array of benefits for your level of sponsorship, Platinum (\$10,000), Gold (\$7,500.00), Silver (\$5,000), Patron (\$3,500.00), Friend (\$1,500.00).

The different opportunities range from \$1,500 to \$10,000. We invite you to find a match for your interest. Please see enclosed Sponsorship Levels, which details benefits by level. Additional sponsorship opportunities are available.

Sponsorship Opportunities

Advertisement in Program
Event Sponsorship (cocktails, awards, invitations, etc.)

For additional information, questions and clarification of the different packages and sponsorship opportunities, contact:

Steven M. Hefner, ASID, Chair 2004 Midnight Affair.

Phone: (561) 272-6855

Email: Steve@designworksltd.com

Lic. IB0000706

www.designworksltd.com

www.designmiami.com

I'd also like you to know that I am available to speak to each and every one of the fine supporters and professionals in the Interior Design and related industries.

I thank you for your interest, and look forward to hearing from you.

Sincerely,

Steven M. Hefner, ASID, AIA Allied
Designworks Creative Partnership Ltd.
Chair Midnight Affair 2004

**The Bud Merle
Foundation**



Midnight Affair is dedicated to the advancement of design excellence through recognition of outstanding and significant design contributions by the professional design community in Florida. The American Society of Interior Designers (ASID), International Furnishing and Design Association (IFDA), International Interior Design Association (IIDA), Interior Design Guild Foundation (IDGF), Interior Design Associations Foundation (IDAF) and the Bud Merle Foundation gets industry related results. Visit our websites to learn more.