

Attitude



Carry the day.

Attitude

"Proud to be American"

Margot B. Urbanowicz
300 Armitage Street
Lincoln Park, IL 60614

773 255 5555

Carry the day with **Attitude's** signature **Purple Label**

Attitude – Proud to be American

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Letter to the Editor

Attitude presents the signature Purple Label
in the new store.

Attitude presents the signature Purple Label in the new store.

Attitude is an American company that prides itself on creating the highest quality and assortment of laptop bags at affordable prices. Our designs are manufactured in limited quantities, and from concept design through production to delivery, each process communicates Attitude's core belief: "Proud to be an American!".

With a help of good friends and supporters of the campaign "Proud to be American", Attitudes presents the signature Purple Label in the New Store. The merchandise is fashionable, functional, trendy and classic, and fits the current economy and lifestyle of the potential owner, who is looking for something that stands out, but is practical. Purple label laptop bags make a statement, are unique, but affordable. They serve the needs and wants of the consumer. These products will help the owner to feel like she owns something luxurious without spending the monthly mortgage upon purchasing it.

As a special guest, we invited a Chicagoan Ms Jennifer Hudson, to perform for us. She is famous for her support for women and the city of Chicago. All profits from the evening will benefit the Evanston Crisis Nursery. "The goal of The Evanston Crisis Nursery is to provide a supportive partnership with parents/legal guardians to help them through a time of crisis. Some families need stabilization, support and resources and/or other critical support services.

The nursery provides voluntary, parent/legal guardian initiated, short term care for children, newborn through age 10, in a safe and nurturing environment.

The Evanston Crisis Nursery will nourish and support your child's needs: physical, social, emotional and intellectual."



Attitude – Proud to be American

Together with J. Crew company, who will provided the wardrobe and jewelry, the event producers Rokit Ranch Production with owners Billy Deck and David Schwimmer, the financial supporter - American Express –Small Business/ Women Business Initiative branch, Chicago Tribune corporation (including WGN News), Walter E. Smith Company and more, and more friends and supporters I would like to invite you to spend the Wednesday afternoon of May 1st 2009 together with us.

We all need to be proud of our products. We all need to be proud of being American. It is time for US.

Carry the day with Attitude's signature Purple Label.

“Proud to be American”



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Attitude - Proud to be American

Attitude

Store



Attitude is an American company that prides itself on to creating the highest quality and assortment of laptop bags, at affordable prices. Our designs are manufactured in limited quantities, and from concept design through production to delivery, each process communicates Attitude's core belief: "Proud to be an American!"

The merchandise is fashionable, functional, trendy and classic, and fits the current economy and lifestyle of the potential owner, who is looking for something that stands out, but is practical. Something what makes a statement, is unique, but affordable. It serves the needs and wants of the consumer. These products will help the owner to feel like she owns something luxurious without spending the monthly mortgage on purchasing it.

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Attitude – Proud to be American

After a big success as a wholesaler, and increased demand for our product, Attitude has decided to open its own retail store. We will be located in the Lincoln Park neighborhood, one of the best parts of Chicago. It is a very beautifully designed single floor open space, full of light and air.



Our Mission statement

1. The fair and honest treatment of the consumer and employees.
2. Providing all the agreed-upon services in timely and cost- efficient manner.
3. Providing honest information about the products, including recalls and promotions.
4. Providing proper fees for the service.
5. Providing written information for the client.

I would like to invite you to come and spend some time with us.

We all need to be proud of our products. We all need to be proud of being American. It is time for US.

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Attitude - Proud to be American

Business Card



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Attitude – Proud to be American

Overview

This is a small scale event planned for approximately 300 people to promote the Signature Purple Label and to introduce a new store. It is by invitation only. There are no tickets, only donations. The event involves pre tea marketplace, where the all guests interested in purchasing accessories from the company Attitude will have the opportunity to purchase Attitude's full range of products .The fashion show will involve presentations of the signature Purple Label. Professional models will wear the wardrobe and jewelry chosen among the best from J. Crew. Laptop bags included in this collection are of the highest quality and assortment, at affordable prices. The designs are manufactured in limited quantities, and from concept design through production to delivery, each process communicates Attitude's core belief: "Proud to be an American!". After the presentation and a fashion show, to celebrate, the afternoon will continue with a few songs sung by the famous Chicagoan Ms Jennifer Hudson, a well known for support of women enterprise and Chicago.

All the profit from a raffle, which will take place after a concert, as well as all monies from the sale of merchandise will go to the Evanston Crisis Nursery to show our support for the families with children in need.

The goal of The Evanston Crisis Nursery is to provide a supportive partnership with parents/legal guardians to help them through a time of crisis. Some families need stabilization, support and resources and/or other critical support services.

The invitees are mostly well known supporters of the project "Proud to be American"; editors, journalists, friends and the noble supporters of charity actions. Some of the invitations will go as well to the sponsors of the afternoon. Rockit Ranch Production, the executive producers of the event, along with The Underground (club owned by the RRProduction) are providing the majority of the essentials, J. Crew which supports the event by providing the clothing and jewelry for the fashion show; American Express – Small Business / Women Initiative Business; NARS, which provides the makeup, Walter E. Smithe , their support helps with décor, Redenvelope , and Chicago media : Chicago Social WGN, Chicago Tribune, CLTV,WGN Radio, Chicago Magazine, Facebook and LinkedIn which helped to advertise and publicized the Attitude business and this event.



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Sponsors:



Attitude – Proud to be American

Shower for Hope

And a presentation of the signature Purple Label

And new store

Attitude

“Proud to be American”

Sponsors bios



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Rockit Ranch Productions



ROCKIT RANCH MISSION

"Rockit Ranch Productions is an Entertainment Development Company specializing in Integrated Marketing, Promotions, and Nightclub/Restaurant Operations & Development. Rockit Ranch is comprised of a select group of specialized individuals who pride themselves in learning from the past, living in the present, and foreseeing the future. Whether creating a venue concept, producing an event, or relating a brand to a desired consumer group, our aptitude leads to success in every aspect of marketing. In short, we see entertainment as a lifestyle that is maintained through experience, balance and relationships."

ROCKIT RANCH SERVICES

"From Event Productions and Promotion to Restaurant and Nightclub Operations, Rockit Ranch Productions is dedicated to creating the perfect experience for both the consumer and the client.

Rockit Ranch Productions offers a myriad of services that enable clients to "one stop shop," in turn creating valuable relationships that bridge the gap between a brand or event and the desired audience.

Restaurant/Nightclub Operations and Development

Concept Development

Celebrity/VIP Relations

Public Relations

Event Planning and Production

Grass Roots Marketing and Promotions

Talent/DJ booking

Brand/Product Awareness

Sampling"



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"Billy Dec is an attorney at law, a student in the owner/president management program at Harvard Business School, and the host of 24/7, Chicago's Emmy Award-nominated entertainment program on NBC. Dec spends most of his time, however, focusing on his role as president of Rockit Ranch Productions, an entertainment development company specializing in integrated marketing, promotions and restaurant/nightclub operations and management, which he started in 2002 with partners Brad Young and Arturo Gomez.

In 2004, Rockit Ranch Productions opened Rockit Bar & Grill, a unique neighborhood restaurant in River North with a delicious and accessible menu featuring eclectic American cuisine. Designed by Dec's good friend Nate Berkus, of the Oprah Winfrey Show, the comfortable yet sophisticated atmosphere blends simple natural elements with a sleek and modern design in a turn-of-the-century warehouse, providing a new edge to casual dining. Giving a nod back to the company's previous nightclub successes, Rockit Ranch Productions then opened The Underground nightclub in December 2006 as the ultimate VIP lounge, where every guest would be given star treatment. With a marketing campaign that kicked off the venue as a top secret military bomb shelter that was inspired by a trip to Israel by Young, the club became the most exclusive nightlife option in town.

Currently Dec is focused on Sunda, a casually stylish New-Asian restaurant the company will open in River North in early 2009. He is also overseeing and expanding the client relations division of Rockit Ranch Productions, which services high profile companies seeking marketing, promotions, public relations and event production consultation.

In addition to his business ventures, Dec is heavily involved in philanthropic organizations and is a highly regarded community leader in Chicago. He is proud to serve on the Board of Directors for The Lookingglass Theatre Company and is the founder of The Lookingglass Junior Board, where he hosts as Inaugural Co-Chair with ensemble members David Schwimmer ("Friends") and Joey Slotnick ("Nip/Tuck") at their yearly fundraising event."

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J. Crew

J. CREW

"J.Crew began in 1983, when the first catalog was launched. Since then, the business has expanded to that of an iconic American brand known worldwide for its sophisticated, fun clothing and accessories to live, work, play and even get married in.

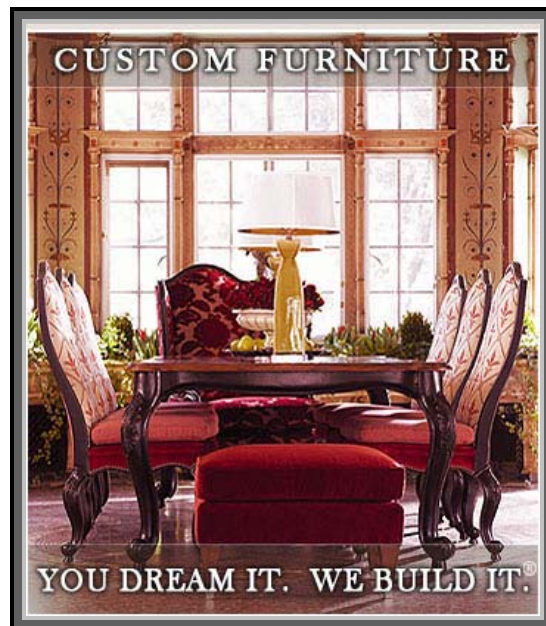
The first J.Crew store opened in 1989 at the South Street Seaport in New York City. Since then, J.Crew has expanded to 206 retail and 69 outlet stores across the country, and more openings are planned in 2008. Jcrew.com, which was launched in 1996, allows customers to shop beyond the stores and catalog, offering deeper assortments, colors and size ranges.

In January 2003, Millard "Mickey" Drexler joined the company as CEO and Chairman, bringing inspiration, creativity and unparalleled expertise to J.Crew. Together with his team, he has set the industry standard for quality, design and style by using the finest fabrics, craftsmen and mills from Europe and the US to create signature pieces like the J.Crew Legacy blazer, fine Italian cashmere sweaters and famous broken-in chinos. Most importantly, J.Crew has renewed its passion for style and exceptional service as it moves toward an exciting future."



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Walter E. Smithe



"Close your eyes and imagine the room of your dreams. Now with Walter E. Smithe, you can build it.

Why invest in furniture that almost fits your needs when you can create furniture inspired from your vision? When working with a Walter E. Smithe designer, you can choose the styles, fabrics and finishes that are uniquely yours. Whatever your budget or taste, we'll make customizing your home easy and fun.

Your beautiful new home furniture will have the comfort and quality you'd expect from Walter E. Smithe. In our 60 years of experience, we have partnered with only the finest craftspeople who build furniture with skill and care."



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"History



The roots of our Company go back to 1945. With World War II coming to a close, my grandfather, Walter E. Smithe, Sr., sensed the potentially great demand for household products. Forming a partnership with Bill Shanahan, Grandpa Smithe started "Tone Appliances and Furniture" on the northwest side of Chicago.

With all the returning veterans, pent up demand and a peacetime economy, business was good. Soon after opening, the two entrepreneurs decided that it made good business sense to put their own names on the front door. It was not long until "Smithe and Shanahan" became a well-known name on Belmont Avenue. Shortly after, Bill Shanahan decided that he did not want to expand the business, and he sold his share of the business to my great uncle, Charles Smithe.

The fifties were a time of growth in our Company's size and the diversity of the products we sold. Household appliances, furniture and a hot new item, television, kept the cash register ringing. The fledgling Company expanded into kitchen cabinets and furniture. During the busy sixties, my father, Walter E. Smithe, Jr., joined the Company after working in the computer industry with the Army, General Electric and IBM. He pioneered the concept of custom order upholstery in Chicagoland. This is a specialty where Walter E. Smithe continues to define the cutting edge. His leadership refocused the Company to an image still recognizable today.

Walter E. Smithe III "

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“NARS



NARS: The Mission

At the heart of NARS is François Nars' mission to empower women to experiment and have fun with makeup by teaching them how to enhance their natural beauty and individual characteristics. An iconoclastic philosophy, Nars believes there are no rules when it comes to beauty; whatever makes you look and feel good is right. NARS has the ability to be many things to many people: a stylish accessory, a guilty pleasure or a makeup wardrobe staple, but it's a certain allure imparted by François Nars that makes NARS a state of mind and a lifestyle brand for the future.

“In the natural pursuit of beauty, women change constantly – great products inspire and guide this process. It's all about finding different ways to express individual beauty and personality.”

- François Nars





NARS Skin: The Skincare

Believing that "great skin is the first step in looking beautiful," François Nars created a skincare regime to mirror this sentiment. With a directive to utilize the natural elements with which we feed our bodies to nourish our skin (water, vitamins, minerals and botanicals), NARSskin was born. Offering a collection of products delivering the benefits of nature and utilizing exclusive technology, NARSskin is formulated to purify, hydrate, revitalize and soothe the skin to provide a luminous, healthy appearance. Delivering results in

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	an edited regime, NARSskin maintains and enhances the appearance of the skin today in preparation for the future.
<p>NARS : The Cosmetics</p> <p>NARS provides women with a full spectrum of classic and fashion-forward colors and innovative products from which they can build their makeup wardrobe and express their individual beauty. Wearable, translucent yet concentrated color allows women to experiment with a full range of hues. Always on the cutting edge, Nars creates products that revolutionize the beauty industry — such as The Multiple, the original three in one stick of cream to powder color — and gives women a new way to approach makeup and ultimately their own beauty.</p>	
	<p>NARS: The Packing</p> <p>The packaging of NARS and NARSskin are just as unique as each product it surrounds: classic yet modern, luxurious yet chic. Created by design genius Fabien Baron, NARS sleek soft touch casings have become a design icon, the ultimate union of function and aesthetic appeal. For NARSskin, Baron raised the bar in skincare packaging by designing clean, minimalist yet elegant bottles and jars that are a testament to the seriousness of the products held within. The tactile feel and elegant yet edgy look of both NARS and NARSskin products are indicative of a design philosophy that keeps NARS on the cutting edge.</p>



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American Express



Who We Are

About the Women's Business Initiative from **OPEN**®

"American Express OPEN(SM) is dedicated exclusively to the success of small business owners and their companies. American Express OPEN(SM) provides an enhanced set of products, tools, services and savings designed to help make it easier for you to run your business. Our growth tools include charge and credit cards, robust online account management capabilities and savings on business products and services from OPEN Savings® partners.

The Women's Business Initiative from OPEN® supports women business owners like you in a combination of ways:

- Rewarding partnerships with leading women's business organizations that foster innovation and learning.
- Valuable educational resources, such as a new OPEN
- Book series. Simply log onto OPENForum.com to learn more about these resources.
- Break through programs like Make Mine a Million \$ Business®, which provide the money, marketing and mentoring women need to break the million-dollar barrier.



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Business Platinum Card®



As business decisions go, it's exceptionally smart

Experience premium travel, exclusive access, personal service, and automatic saving™

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Red Envelope



red ENVELOPE®

"We're all about giving

You give to affirm a friendship, to celebrate a new beginning, to thank a colleague, to honor family, to connect with a loved one, to commend successes, to mark passages, to give a little encouragement — or just because it's a joy to give.

From tokens of gratitude to expressions of love, as your partner in giving, RedEnvelope offers a unique and wide-ranging collection of thoughtful gifts for every occasion and everyone on your list — around the clock, all year round. We only select quality products — many of which are exclusive to RedEnvelope — that are unusual, surprising and beautifully designed to ensure the gifts you give create a special moment when they are opened — whether it's a knowing smile, heartfelt laughter, or a sentimental tear or two.

The RedEnvelope Story

Launched in 1999, our mission remains to make gift giving for every occasion easy and fun. The name RedEnvelope comes from a firmly held belief in Asian cultures that the color red is an auspicious symbol of happiness. Gifts are often presented in a simple red envelope - a timeless tradition that carries with it well wishes of prosperity, good fortune, appreciation and love. In June of 2008, RedEnvelope was acquired by Provide Commerce, Inc. and incorporated into their portfolio of high-quality gifting brands. Other Provide Commerce holdings include [Proflowers®](#) which sells and delivers fresh cut flowers for everyday and special occasions, as well as Cherry Moon Farms®, Secret Spoon and Shari's Berries which deliver fresh fruit and sweets direct from growers and suppliers to customers."

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Chicago Tribune

chicagotribune.com

CLTV  **WGN** RADIO **720** **WGN** NEWS

"The Chicago News Center brings you the latest on what's happening in Chicagoland, 24/7. We tell you what we know when we know it -- and then we continue reporting the story as more information becomes available.

Reporters, editors and video producers at the Chicago Tribune, CLTV, WGN-TV and WGN-AM combine their skills and experience to provide breaking news to each newsroom's Web site and to chicagobreakingnews.com. You can see many of us at work via a live camera at Tribune Tower.

We want to be your one-stop source for breaking news. So if another media organization has a story we think you should know about, we'll point you there."

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Chicago Magazine



“About Us

CHICAGO MAGAZINE

Produced by the city's best magazine editors and writers, *Chicago* magazine is the definitive voice on top dining, entertainment, shopping and real estate in the region. It also offers provocative narrative stories and topical features that have won numerous awards. *Chicago* reaches 1.5 million readers and is published by Tribune Company.

CHICAGOMAG.COM

Chicagomag.com, the online edition of *Chicago* magazine, is your essential guide to the Chicagoland area. You'll find the latest information on dining, nightlife, culture, news, politics, communities, and trends in Chicago—everything to help you make the most out of living in and around the city.”



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CS (Chicago Social) Magazine



ABOUT MODERN LUXURY

"Modern Luxury Media is the premier luxury lifestyle publisher in the United States. With titles in the most influential major cities, Modern Luxury excels in capturing the urbane metropolitan lifestyle.

Whether it's a revealing celebrity profile, a special feature on the chicest trends in design, cutting-edge fashion spreads or an in-depth review of the city's hot spots, our magazines consistently engage the affluent reader. Choose from more than 30 publications in 13 major markets and view most of them, interactively, with our digital editions.

Come see for yourself why Modern Luxury is the leader in upscale publications."

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FaceBook



"Giving people the power to share and make the world more open and connected."

Millions of people use Facebook everyday to keep up with friends upload an unlimited number of photos, share links and videos, and learn more about the people they meet."



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LinkedIn



Relationships Matter

"Your professional network of trusted contacts gives you an advantage in your career, and is one of your most valuable assets. LinkedIn exists to help you make better use of your professional network and help the people you trust in return.

Our mission is to connect the world's professionals to accelerate their success. We believe that in a global connected economy, your success as a professional and your competitiveness as a company depends upon faster access to insight and resources you can trust.

What is LinkedIn?

LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

When you join, you create a profile that summarizes your professional expertise and accomplishments. You can then form enduring connections by inviting trusted contacts to join LinkedIn and connect to you. Your network consists of your connections, your connections' connections, and the people they know, linking you to a vast number of qualified professionals and experts. Through your network you can:

- Manage the information that's publicly available about you as professional
- Find and be introduced to potential clients, service providers, and subject experts who come recommended
- Create and collaborate on projects, gather data, share files and solve problems
- Be found for business opportunities and find potential partners
- Gain new insights from discussions with likeminded professionals in private group settings
- Discover inside connections that can help you land jobs and close deal"



Venue: **The Underground**



//

The Underground, located in chic River North, has elevated Chicago nightlife to unprecedented heights and is Chicago's premiere, upscale, cutting-edge nightclub where every guest is a VIP. Among the congregation of Chicago's brightest and most talented you will always find a rotating who's who of celebrities, international DJs and other bold-faced names. The Underground's interior is an

avante-garde re-creation of a top-secret, military hideaway complete with artillery cases as cocktail tables, illuminated world maps and lighting as soft and complimentary as it is dramatic. Upscale American cuisine complements the venue with a mouth-watering menu of late night bites to pair with our cocktail and Champagne list.

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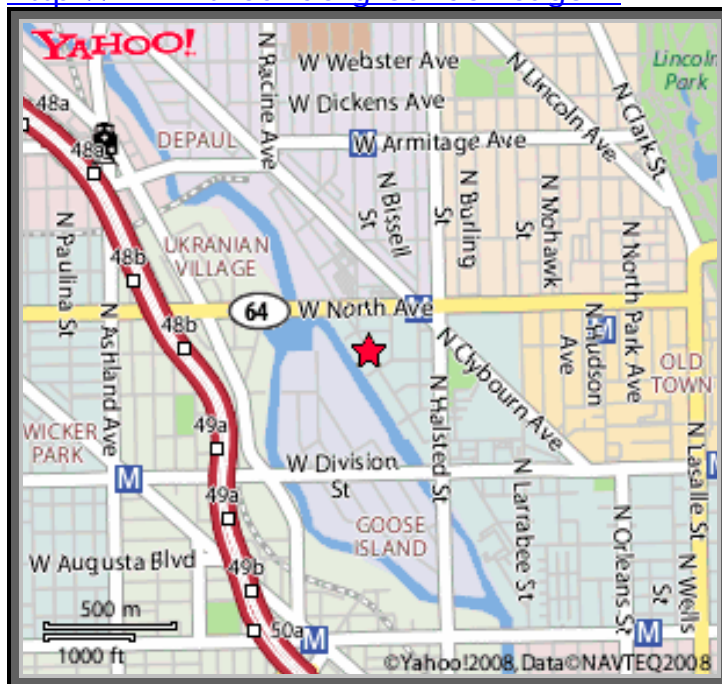
TABLE RESERVATIONS
.....
For Table Reservations, Birthday Parties or Bachelorette Parties
email: tables@theundergroundchicago.com
CLICK HERE TO VIEW UG TABLE CHART

EMPLOYMENT
.....
The Underground is always accepting applications -
please email resume and photograph to :
email: benjamin@theundergroundchicago.com

PRIVATE OR SPECIAL EVENTS
.....
The Underground offers private parties for
50 - 300 people. To book your private event:
email: events@theundergroundchicago.com

Address: Neighborhood: River North
56 W. Illinois St.
Chicago IL 60611 tel: 312-644-7600

<http://www.theundergroundchicago...>



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Menu:

A little something

Vegetarian Spring Rolls

Mini crab cakes

Baby tomatoes stuffed with vegetable couscous

Caesar salad plain or with beef, or veal, or chicken

Something more:

Mini burgers with works of fries

Crisp Chicken cigar with plum sauce

Trio of the day

Sweet plates by the taste:

Killer brownie with peanut butter and pecan frosting

Apple crumble bar a la mode

Big bad cookie of the day

In the mean time:

Liquor, wine, beer, coffee and non alcoholic beverages will be served



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Jennifer Hudson



"Growing up on the south side of Chicago IL, Jennifer started singing in the church choir at the age of seven. For Jennifer, emoting inspirational gospel is the cornerstone of her beginnings as a talented singer, "the church is my favorite place to sing. My first solo was "Must Jesus Bare The Cross Alone." She attributes her vocal ability to her dear late maternal grandmother, Julia Kate Hudson, who was an avid churchgoer and also sang in the choir. Throughout grammar and high school, Jennifer cultivated & showcased her talent by participating in a host of local talent shows and musicals. During this time she also performed at various clubs, weddings and benefits in Chicago and surrounding areas."

"Every decade or so, a new voice emerges that is transcendent, timeless. In the '60s, Aretha was royalty; the '70s were under Chaka's control; Whitney owned the '80s and Mariah lead the '90s. For this new decade, it could be very well be all about Jennifer Hudson. With her high-powered soulful style, the 26-year old Chicago native had already achieved feats that are reserved for most young singers' dreams. The former American Idol contestant

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nabbed a much-deserved Academy Award for her unforgettable role as “Effie” in the 2006 movie adaptation of the Broadway musical Dreamgirls along with Golden Globe, SAG, BAFTA and Broadcast Film Critic’s Association Awards.

An NAACP Image Award and Soul Train “Entertainer of the Year” Award winner, Jennifer’s now ready to make the same kind of impact on the world of music she’d made on the silver screen with the much-anticipated release of her sizzling Arista Records debut album. “I know people have high expectations because of Dreamgirls. I didn’t have a particular concept in mind when I started working on the album. I wanted it to show flexibility and versatility. My voice has different characters and I looked at each song as having different stories, since I’m an actress too,” says Jennifer, who starred in the 2008 summer box office hit Sex in the City. “They’re all different - sassy, vulnerable, loud and obnoxious, dramatic, romantic, spiritual – and they’re all a part of me.”

Jennifer’s first professional role came with a local production of the musical Big River when she was nineteen. In 2002, she landed a job with the Disney Wonder cruise ship, showcasing her four-octave vocal range before thousands of vacationers. But it was her exposure during the third season of TV’s American Idol in 2004 that introduced Jennifer Hudson to a nation duly impressed with her potent soulfulness. It took a couple of songs for Jennifer to make it in the pre-show auditions: “I flew to Atlanta, slept in the big Georgia Dome and the first time I had to sing while others were auditioning too. They wanted an original song but I didn’t have one so I did this kinda obscure song, “This Empty Place” that I first heard performed by Cissy Houston. Then, the judges wanted to hear something they knew so I did Celine Dion’s “Power of Love” and then “Survivor” by Destiny’s Child.”

The rest is history. After Idol, Jennifer auditioned for the part of Effie in Dreamgirls, beat out thousands of contenders for the coveted role and went on to win an Oscar. “Sure, it was overwhelming but in a good way,” she reveals. “I knew all along I was going to sing for a living, that I was being prepared for something. So far, my career has been full of surprises and blessings, back to back,” she smiles. Now comes her all-important first album - “I’m so fortunate to have an audience from Idol and from Dreamgirls – all ages, kids, grandmothers, gay, straight, and all races. People may think they know what to expect from me but I want to show them I’m more than just a one-trick pony when it comes to music!” As her Arista Records album demonstrates, she’s artist who evokes a timeless voice for this decade”.



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Credits:

Executive Production

Rockit Ranch Production
Nicole McKay

Choreographer/Talent Coordinator:

Nicole Warner

Production Assistant:

Martha Varga

Music Design Director:

Anna Wachowsky

Stage Design:

Jeffrey Handelman

Stage manager:

Tom Akron

Event Commentators:

Anna Hoffman and William Shiflet

Event Development Director /Coordinator

Molly McGowan

Senior Financial Manager:

Ron Burns

Public Relations:

IDC Corporation
Anna Milan

Press Coordination:

IDC Corporation
Michael Clark

Advertising Activities Coordinator:

Williams Agency

David Williams



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Models Agency Coordination:

Anna W. Agency and

Kathy Wright, Anthony Kastelic, Wanda Maynard

Hair Styling

Vidal Sassoon

Coco and Joanna

Makeup

NARS

Daniel Woodward and François Dubois

**Wardrobe and jewelry provided by
J. Crew**

Merchandise selection:

J. Crew

Anna Kelly and Tom Knoll

Fashion Stylist:

Diana Robinson

Marketing and Sales Promotions Coordination:

Rockit Ranch Production

Billy Dec

Music DJ

DJ Sam

Special performance:

Jennifer Hudson

General Reception, Food and Beverage:

Rockit Ranch Production

Tony Warden

Sound System provided by:

Rockit Ranch Production

Sound System Engineer:

Mark Cetner



Attitude - Proud to be American

Light System provided by:

Rockit Ranch production

Light System Engineer:

Tony Gillespie

Security provided by :

Rockit Ranch Production Security Service



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Budget

Rockit is donating a portion to the event.

J Crew is donating merchandise and Accessories to event.

Income	Sponsors	9 @ \$14,000 each	126,000
	Promotional Budget	Annual	14,000
Expenses	Rockit Ranch	Rental	25,000
		Reception, Food, & Beverages	incl.
		Sound System	incl.
		Lighting	incl.
		Security	incl.
		Production	incl.
		Marketing/Sales Promotions	incl.
		Catwalk	incl.
	M. McGowan	Choreographer/Talent Coord	2,500
	M. Varga	Production Assistant	4,000
	A. Wachowsky	Music Design Director	2,000
	J Handelman	Stage Design	3,000
	T. Akron	Stage Manager	2,500
	Hoffman/Shiflet	Event Commentators	4,000
	M. McGowan	Event Development Director	3,000
	IDC	Public Relations	10,000
	IDC	Press Coordination	5,000
	Williams Agency	Advertising Coordinator	5,000
	Anna W. Agency	Model Agency	10,000
	Vidal Sasoon	Hair Styling	6,000
	NARS	Makeup	5,000
	J Crew	Wardrobe and Jewelry	Donation
	J Crew	Merchandise Selection	Donation
	D. Robinson	Fashion Stylist	7,500
	DJ Samantha	Music DJ	5,000
	Jennifer Hudson	Celebrity Guest	24,000
	R. Burns	Senior Financial Manager	8,000
	Total Budget		140,000
	Total Expense		131,500
Total	+/-		8,500

Carry the day.

Attitude - 300 Armitage Street - Lincoln Park, IL 60614 - 773.255.5555

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* Information about sponsors, and other participants was collected from their original websites. Some images were collected from random websites. The information found in this document is strictly for personal, non-commercial, home and school use only.

