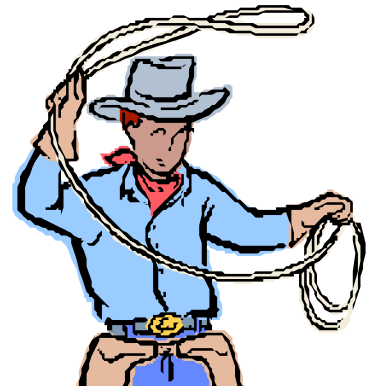


To

Be A

Star



The 2007 Silver Screen Soiree Committee and
Screen Magazine presents ... "Wild Wild West" on
February 25, 2007
To benefit Bruce Scharfenberg

Tax information:

The Silver Screen Soiree™ is owned and produced by Double Exposure, Inc. a professional event management agency. A 501c non-profit division of Double Exposure, Inc. named "RSVP FOR CHARITY" was formed to allow all sponsors of this event a tax deduction. The ID number is 778498.

The portion of each ticket that is considered a tax deduction by the IRS is the amount above \$97.20 per person, or \$777.60 per table, which is the value of goods, and or service per person. Goods and service is the total amount per person at cost for food, bar and entertainment only. All other costs are considered the cost incurred for the good of the fundraising cause and can be deducted. All direct donations should be made payable to the "Friends of Bruce Scharfenberg"



THE SIXTH ANNUAL COMMUNICATION ARTS INDUSTRY'S
The Midwest Silver Screen Soiree™

" WILD WILD WEST "

To Benefit: **Bruce Scharfenberg**

www.doubleexposureinc.net/silverscreensoiree2007

The Silver Screen Soiree™ Mission Statement

RSVP For Charity, a 501C non-profit division of Double Exposure, Inc.™ a professional event management company, created and produces the Silver Screen Soiree™. The Silver Screen Soiree™ is first and primarily a "first class" affair for the members of the communication arts industry. This objective is accomplished by upholding a high standard of excellence. The organizers will strive to insure that all attendees receive a reasonable return on their ticket purchase in regards to décor, good food, open premium bar, free or valet parking and fine entertainment. Working with a pre-approved proposed budget, all funds remaining after all expenses are paid would then be considered proceeds and be donated to a chosen charity.

The Silver Screen Soirée™ was created to give the Members of the Communication Arts Industry in Detroit, the feeling that they are attending the Academy Awards,™, which has an association to the industry. Like the Oscars™, the dress code would be restricted to black tie, or at the very least, suits, and evening attire.

The Silver Screen Soiree™ is a produced red carpet affair with live entertainment, which includes a live broadcast of the Academy Awards™ show via a large Silver Screen. This year's committee members are:

The Cast

2007 Chairpersons

Bob and Carole Solano, Campbell Ewald
Bill Morden,

Executive Committee Members

Mike Albert, Campbell-Ewald
Ed Krajewski, Red Orange USA
Rob Hendrickson, GlobalHue
Dan Yessian, Yessian Music

Title Sponsor – Screen Magazine

Proceeds from this year's event will be paid to
"Friends of Bruce Scharfenberg"



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Star Power Sponsorship

Title Sponsor \$10,000 /Sold Screen Magazine

- « Early admittance - 6:00PM red carpet star greeting with strolling cocktail and appetizers
- « Includes one VIP head table for ten guests and full open premium bar
- « The 2007 Academy Awards™ live broadcast show beginning at 8:00pm
- « Sponsor recognition in and all printed material and press releases
- « Special recognition and logo included in the opening presentation.
- « **Front cover logo and back cover full page ad in program**
- « Four complimentary valet ticket passes

Oscar™ Sponsor \$5000. /Sold (Only two available)

- « Early admittance - 6:00PM red carpet star greeting with strolling cocktail and appetizers
- « Includes one VIP table for eight guests and full open premium bar
- « Includes VIP front roll seating next to head table
- « Reserved corporate logo or company name on table
- « The 2007 Academy Awards™ live broadcast show beginning at 8:00pm
- « Sponsor recognition in program booklet and all printed material and Press Releases
- « Special recognition and logo included in the opening presentation.
- « **Inside Cover - front or back full-page ad included in program booklet /\$3000. value**
- « Four complimentary valet ticket passes.

Tax information: The portion of each ticket that is considered a tax deduction by the IRS is the amount above \$97.20 per person, or \$777.60 per table, which is the value of goods, and or service per person. Goods and service is the total amount per person at cost for food, bar and entertainment only. All other costs are considered the cost incurred for the good of the fundraising cause and can be deducted.

Ticket order and sponsorship reservation form attached

Phone: 248-656-RSVP Cell: 248-467-9956 Fax 248-673-9076

RSVP@doubleexposureinc.net

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Super Star Sponsor \$3000

- « Early admittance - 6:00PM red carpet star greeting with strolling cocktail and appetizers
- « Includes one VIP table for eight guests and full open premium bar
- « Reserved corporate logo or company name on table
- « Includes VIP main floor seating in the first 20 tables
- « The 2007 Academy Awards™ live broadcast show beginning at 8:00pm
- « Recognition and logo included in the opening presentation.
- « **Full-page ad included in program booklet/ \$2000. value**
- « Four complimentary valet ticket passes

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[Ticket order and sponsorship reservation form attached](#)

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**All Main Floor Seating must be reserved with deposit by
January 15, 2007 - Paid in Full by February 15, 2007**



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Star Power Sponsorship

Supporting Role Sponsor \$2500 (10 available)

- « Early admittance - 6:00PM red carpet star greeting with strolling cocktail and appetizers
- « Includes one VIP table for eight guests and full open premium bar
- « Reserved corporate logo or company name on table
- « Includes VIP main floor seating
- « The 2007 Academy Awards™ live broadcast show beginning at 8:00pm
- « Recognition and logo included in the opening presentation.
- « **A half page ad included in program booklet/ \$1500. value**
- « Four complimentary valet ticket passes

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January 25, 2007 - Paid in Full by February 15, 2007



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Walk of Fame Sponsor \$2000. 5 Available

- « Early admittance - 6:00PM red carpet star greeting with strolling cocktail and appetizers
- « Includes one balcony level front roll railing table for eight guests
- « Reserved corporate logo or company name on table
- « Includes dinner and full open premium bar
- « The 2007 Academy Awards™ live broadcast show beginning at 8:00pm
- « Recognition and logo included in the opening presentation.
- « **Fourth page ad included in program booklet/ \$1000. value**
- « Four complimentary valet ticket passes

Walk of Fame Sponsor \$1500. 5 Available

- « Early admittance - 6:00PM red carpet star greeting with strolling cocktail and appetizers
- « Includes one balcony level front roll railing table for six guests
- « Reserved corporate logo or company name on table
- « Includes dinner and full open premium bar
- « The 2007 Academy Awards™ live broadcast show beginning at 8:00pm
- « Recognition and logo included in the opening presentation.
- « **Business card ad included in program booklet/ \$500. value**
- « Three complimentary valet ticket passes

Tax information: The portion of each ticket that is considered a tax deduction by the IRS is the amount above \$97.20 per person, or \$777.60 per table, which is the value of goods, and or service per person. Goods and service is the total amount per person at cost for food, bar and entertainment only. All other costs is considered the cost incurred for the good of the fundraising cause and can be deducted.

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Non-Sponsored Seating



A Corporate Table \$1100. 10 Available

- « Early admittance - 6:00PM red carpet star greeting with strolling cocktail and appetizers
- « Includes one reserved balcony level table for **eight** guests
- « Includes dinner and full open premium bar
- « The 2007 Academy Awards™ live broadcast show beginning at 8:00pm
- « Reserved corporate logo or company name on table

A Corporate Table \$900. 10 Available

- « Early admittance - 6:00PM red carpet star greeting with strolling cocktail and appetizers
- « Includes one reserved balcony level table for **six** guests for 7:00 dinner show
- « Includes dinner and full open premium bar
- « The 2007 Academy Awards™ live broadcast show beginning at 8:00pm
- « Reserved corporate logo or company name on table

Dinner Ticket - \$175. Or \$300 per couple

- « Early admittance - 6:00PM red carpet star greeting with strolling cocktail and appetizers
- « Reserved seating with other individual ticket holders at a eight top balcony level table
- « 7:00 dinner show
- « Includes dinner and full open premium bar
- « The 2007 Academy Awards™ live broadcasts show beginning at 8:00pm

Tax information: The portion of each ticket that is considered a tax deduction by the IRS is the amount above \$97.20 per person, or \$777.60 per table, which is the value of goods, and or service per person. Goods and service is the total amount per person at cost for food, bar and entertainment only. All other costs is considered the cost incurred for the good of the fundraising cause and can be deducted

Ticket order and sponsorship reservation form attached

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Non-dinner ticket – 8:00PM late entrance.

Fan Ticket \$50.00 - 250 Available

- « Late 8:00PM Admittance to 4th floor non reserved seating
- « 9:00 admittance to VIP Area
- « Includes light munchies and full open premium bar, dessert and coffee
- « The 2007 Academy Awards™ live broadcasts show beginning at 8:00pm

Tax information: The portion of each ticket that is considered a tax deduction by the IRS is the amount above \$27.20 per person, or which is the value of goods, and or service per person. Goods and service is the total amount per person at cost for food, bar and entertainment only. All other costs is considered the cost incurred for the good of the fundraising cause and can be deducted.

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www.doubleexposureinc.net/silverscreensoiree2007

Program Book Designed and produced by...

Screen Magazine and Printed by Oakland Partners

- « Full Color Cover
- « Inside cover ads Full Color
- « Inside pages black & white
- « Printed on-coated shiny white stock
- « Minimum Distribution 250

Ad Rate Card

Inside Cover 4-Color \$4000.
 Full Page \$2000. Half Page \$1500.
 Fourth, Page \$1000. Business Card \$500.

Reservation and Copy Deadline is February 15, 2007

Please provide black and white camera-ready art to:
 Jeremial Miles jmiles@screenmag.com 312-640-0800 questions
 Mail to Graphics Dept./ Screen Magazine
 676 N. LaSalle St. Suite 300 Chicago, IL 60610

Payment

All Major Credit Cards Accepted call 248-467-9956 or by fax 248-673-9076
 Please make all checks payable to: RSVP For Charity

Mail to: Silver Screen Soiree
 C/O Double Exposure, Inc.
 222 South Main Street, Suite #100 Rochester, MI 48307
www.doubleexposureinc.net/silverscreensoiree2007 for information

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The ID number is 778498.

Your non-sponsor advertising dollar is 100% tax deduction and all proceeds from your advertising goes direct to the charity of choice each year.

For ad reservations space only (no event tickets)... Make check payable to: Friends of Bruce Scharfenberg. All credit card payment must be made payable to RSVP For Charity



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Advertising Space Reservation Form

Company: _____ Contact Name: _____
Address: _____ City: _____
State: _____ Zip: _____ Phone : () _____ Fax : () _____
Email: _____ Mobil _____ Ad Space size: _____

Advertising Copy Mechanical Specs Required

Please submit materials for your ad no later than: Fri. February 11, 2007 (earlier if possible)

Email to Jeremia Miles jmiles@screenmg.com

If shipped, material should be forwarded to:

Screen Magazine – Graphics Dept. Silver Screen Soiree
676 N. LaSalle Street Suite 300 Chicago, Ill 60610

Silver Screen Program Ad

Ad sizes (All Ads are Black and White)
Except for inside cover ads which are full color
Full Page (Bleed): 6.25" x 9.25"
Full Page (Non Bleed) 5.5" x 8.5"
Half Page 2.75" x 8.5" (vert.) 5.5"x4.25" (hor.)
1/4 Page 2.75" x 4.25

Screen Magazine Free Ad

1/16 Page 4-Color Ad
1/6 Horizontal 4.75" x 2.25"
1/16 Vertical 2.25" x 4.57"
Digital Requirements: Mac format CMYK mode.
300 dpi. Press ready PDF or flattened Tif files
Illustrator 10.0 EPS files or in Design 2.0 all fonts

Must be converted to outlines. Quark 4.1 files, all Graphics must be included.

Supply: Ad on Mac-formatted disk, along with high-resolution, digital proof

Supported Software: Quark Xpress, Adobe Illustrator and Adobe Photoshop

All used screen and printer fonts: All screen fonts should be inside a suitcase. All printer fonts should reside in the same folder as the screen font Postscript and Type 1 fonts preferred. Avoid using TrueType fonts. Make sure to include all fonts used in placed graphics.

Scan Notes: TIFF Images should be 300 DPI used at 100% Each BITMAP Images should be 1200 DPI used at 100% (Note: an image scanned at 300 DPI, but imported into a document at 200% will decrease in resolution to 150 DPI. The larger the place % the lower the resolution). Maximum density should not exceed 400.

Publisher cannot be held responsible for quality of ads when proof is not supplied.

TOTAL AMOUNT TO BE CHARGED \$ _____ DATE _____

VISA _____ MC _____ AMEX _____ DISCOVER _____

Credit Card Number: _____

Expires _____ Print Name: _____

Fax Credit Card Payment to: **248-673-9076**

Signature X _____ Phone: _____

For ad reservations space only: Make check payable to Friends of Bruce Scharfenberg

Mail completed form & check to: Double Exposure, Inc. /RSVP For Charity
222 South Main Street, Suite #100

Rochester, MI 48307

Phone: 248-656-RSVP Cell: 248-467-9956 ¹⁰RSVP@doubleexposureinc.net

www.doubleexposureinc.net/silverscreensoiree2007 for information