



You are invited

Saturday, December 3, 2011

7 pm

Mission Hills Country Club

A fashionable charity event benefiting Desert Arc. Live auction and runway fashion show with auctioneers Johnny Bench & Dr. Mark Smith. Fashions from West Coast designers, including Project Runway's Michael Costello, will be available for auction.

*\$60 tickets (Limited VIP-\$100) include wine, beer & fashionably chic tapas. To purchase, call 760-322-2275.
For more information, visit Haute4Help.org.*

Produced by The Powers Smith Foundation along with FASHIONCONNECTION! by Susan Stein

Presenting Sponsor - Slovak Baron & Empey LLP (sbelawyers.com)





August 18, 2011

Contact: Valerie A. Powers Smith
760-322-2275 or info@haute4help.org

FOR IMMEDIATE RELEASE

HAUTE4HELP to present fashion show and auction to support local charity

The Powers Smith Foundation presents **Haute4Help** to be held at Mission Hills Country Club on December 3, 2011 at 7:00 p.m. with proceeds benefitting Desert Arc.

A fashion show, produced by **FASHIONCONNECTION! by Susan Stein**, and live auction will feature exciting donations provided by couture designers, stores, and artists. Gorgeous models, celebrity auctioneer, Baseball Hall of Famer, Johnny Bench, and Dr. Mark Smith will elevate runway excitement. VIP Lounge seating and service will be available throughout the runway presentation.

While fashion is the focus of the event, attendees will also have the chance to bid on other great donations as varied as professional golf and tennis packages, vintage fashions, and decorated Christmas trees that will be delivered to your home.

The evening will begin with a cocktail hour featuring an atelier environment with designers and artists creating their masterpieces that will be available for auction or purchase.

A silent auction with many non-fashion items will be presented and wine, beer & fashionably chic tapas will be served throughout the evening.

Tickets for this year's event are \$60 or \$100 for VIP runway seating. For more information, visit **Haute4Help.org** or for tickets or to donate items, call **760-322-2275** or e-mail **info@haute4help.org**.

Presenting Sponsor - Slovak Baron & Empey, LLP (sbelawyers.com)

- **The Powers Smith Foundation**, founded by Valerie A. Powers Smith, Esq. and Dr. Mark J. Smith, is a professional fundraising corporation benefitting local charities. The Powers Smith Foundation's mission is to improve the lives of those in need by raising money through unique fashionable charity events. The Foundation's flagship event is Haute4Help and this is their 3rd event.
- **Desert Arc** is committed to enhancing the quality of life and creating opportunities for people with disabilities. Serving more than 600 clients in the Coachella Valley and Morongo Basin, Desert Arc provides vocational training, job placement and employment, independent living support and more. Donations and winning bids for Haute4Help will receive a tax-deductible receipt from Desert Arc.
- **FASHIONCONNECTION! by Susan Stein**, a unique service that produces, communicates, and connects "all things fashion." As Fashion Editor of Palm Springs Life Magazine, Susan is creative director of Fashion Week El Paseo. Fashion Week El Paseo hosted over 9000 guests in 2011.

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September 29, 2011

Contact: Valerie A. Powers Smith
760-322-2275 or info@haute4help.org

FOR IMMEDIATE RELEASE

Couture designers to donate fashion for Haute4Help

Some of California's best-known couture designers will be donating fashions for **Haute4Help**, a live fashion show and auction to be held December 3, 2011 at Mission Hills Country Club at 7PM. All auction proceeds will be donated to Desert Arc.

Fashions from couture designers such as Lloyd Klein of Paris and Los Angeles, Michael Costello of Project Runway and Project Runway All Stars fame, Kevan Hall, who has designed for Halston and is designing his own eponymous line of evening and cocktail wear, and Oliver Tolentino, 2011 Designer of the Week for Fashion Week El Paseo, have agreed to donate unique items for the runway/live auction fashion event.

While guests enjoy beer, wine, and champagne, Michael Costello will be illustrating his draping techniques in his "virtual studio" and Angela Romeo, whose designs will be seen in future issues of Bazaar magazines, will be demonstrating her own unique jewelry techniques.

Fashions to be auctioned from the runway have been donated by Christopher M Jewelry, V&G HipWear, She She & She She Kids, Twisted Heart, Hale Bob, Wayne Kastning, Robert Graham, Tommy Bahama, Isabelle Fiori, and Tumi. The evening also includes a silent auction of unique items that range from sports packages to beauty packages to A Fashion Diva Package for Fashion Week El Paseo.

In addition to beer, wine and champagne, trend-setting tapas are included in the ticket price and will be served to guests throughout the evening. Tickets are \$60 for general seating and \$100 for front row VIP seating. For ticket sales, call **760-322-2275** or visit **Haute4Help.org** for more information.

Produced by The Powers Smith Foundation & FASHIONCONNECTION! by Susan Stein
Presenting Sponsor - Slovak Baron & Empey, LLP (sbelawyers.com)

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SPONSORSHIP OPPORTUNITIES

COUTURE SPONSOR - \$5,000

Full page ad on back cover of event program

Appearance on Haute4Help.org & The Powers Smith Foundation Facebook page

10 tickets to the event & VIP reserved seating

Acknowledgement on runway kick-off for live auction

LUXE SPONSOR - \$2,500

Full page ad on inside of either front or back cover of event program

Appearance on Haute4Help.org & The Powers Smith Foundation Facebook page

5 tickets to the event & VIP reserved seating

Acknowledgement on runway kick-off for live auction

DESIGNER SPONSOR - \$1,000

Half page ad inside event program

Appearance on Haute4Help.org & The Powers Smith Foundation Facebook page

2 tickets to the event & VIP reserved seating

Acknowledgement on runway kick-off for live auction

DESERT CASUAL SPONSOR - \$500

Quarter page ad inside event program

Appearance on Haute4Help.org & The Powers Smith Foundation Facebook page

There is one Couture Sponsor opportunity, two Luxe Sponsor opportunities, and five Designer Sponsor opportunities. Desert Casual Sponsors have no limit. To commit to a sponsorship, call 760.322.2275 or e-mail info@Haute4Help.org.

