

MIX & MINGLE

CAPITAL AREA
Women's
LifeStyle
MAGAZINE



www.cawlm.com

www.inershoesradio.com

614 Seymour Ave., Lansing, MI 48933

517.203.0123

CAWLM AND IN HER SHOES RADIO PARTY PACKAGE

Raise your company's profile. Connect with women from all over the tri-county area. Get down to the serious business of having fun.

Hosting a *Capital Area Women's LifeStyle Magazine* (CAWLM) party at your place of business is a great way to draw in women — key household decision makers — and associate your brand with enjoyable entertainment and community support.

CAWLM takes the load off your shoulders by providing refreshments, party planning services and publicity. Let CAWLM's party planning gurus do the heavy lifting and enjoy mingling with your guests.

A full range of amenities, including everything from hors d'oeuvres to on-site staff assistance, makes creating a seamless, stress-free event a breeze. Every CAWLM party is accompanied with goods and services that ensure quality results.

INVITATION MANAGEMENT

CAWLM creates an invitation with the party host's logo on it. The invitation is sent to CAWLM's mailing list as well as the host's by both mail and e-mail. The invitation is followed up with an e-mail reminder as the party nears.





EVENT PLANNING

A CAWLM event planner takes responsibility as the point of contact for all RSVPs and coordinates all pre-party planning. The event planner is on-site the day of the event to oversee everything from setup to takedown and ensure your party is top notch.

CATERING

Food and beverage services are provided by CAWLM. The package includes a variety of beverage choices including lemonade, iced tea, coffee and hot tea. Select your hors d'oeuvre choice from the options below:

- Antipasto platter: Assorted olives, cheeses, salami slices and artichoke hearts either on kabobs or displayed on a tray
- Fresh fruit tray with strawberry dip: Cantaloupe, honeydew, strawberries and pineapple
- Desserts: Chocolate desserts, fresh-baked cookies and seasonal pies.

PUBLICITY

CAWLM provides additional publicity for the event's host company with a full-page color ad to run the month of your CAWLM party. Additionally, any further advertising purchased at the same time as the party is discounted by 10 percent of the usual rate.

The event itself will be listed for two months — the month before and the month of the event — on the CAWLM community events calendar (time allowing). The month of your event, the party's calendar listing is guaranteed to be one of five event callouts featured in a pullout box with an image.

Your event will also receive mention on the In Her Shoes Radio show and will be featured on both the CAWLM and In Her Shoes Radio Twitter feeds and Facebook Fan Pages.

MIX & MINGLE

Large event \$4,500

100 to 150 people
Up to 1000 invites

Medium event \$4,000

50 to 100 people
Up to 700 invites

Small event \$3,500

50 or fewer people
Up to 500 invites



ADDITIONAL OPTIONS

Enhance your party experience with additional treats, services and publicity opportunities.

HORS D'OEUVRES

Give your party even more flavor with additional hors d'oeuvres. Pricing per dish.

Small event: \$300

Medium event: \$600

Large event: \$1,200

DRINKS

Make your party fizz by adding soda, beer or wine to the drink options.

Soda for small event: \$100

Soda for medium event: \$200

Soda for large event: \$400

Beer and wine for small event: \$200

Beer and wine for medium event: \$500

Beer and wine for large event: \$800

MY COMMUNITY FEATURE

Round out your publicity by concluding with a half-page feature of photo highlights from the event, including your company logo.

\$500

RADIO AD SPONSORSHIP

Invite radio station listeners and increase awareness of your brand by sponsoring a monthly In Her Shoes radio segment and in addition receive a 60 second weekly radio ad.

\$1,200

COMPLETE SERVICE PACKAGE

Additional CAWLM party planning staff (one more for small and medium events, two more for large events) take care of all setup, coordination and takedown so all you have to do is mingle with your guests.

Small event: \$400

Medium event: \$400

Large event: \$700

C A P I T A L A R E A
Women's
LifeStyle
M A G A Z I N E



www.cawlm.com
www.inhershoesradio.com

614 Seymour Ave., Lansing, MI 48933
517.203.0123

