

Randi R Rahm
presents



10

Rahm Prom

at

Essex House

Fashion Designer **Randi Rahm** to host **Charity Fundraiser**

for

Operation Prom and The Children's Storefront



Event Coordination by

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Event Concept

*Luxury Fashion Designer and Philanthropist Randi Rahm presents
First Annual Rahm's Prom in support of organizations:
Operation Prom & The Children's Storefront.*



Balloons, punch fountains, and disco balls will fill the Grand Ballroom of NYC's The Essex House reminding guests of Prom memories and the importance of education. With interactive booths accessorizing the evening; tattoo art, and prom make-up.



Heart Breaking Host, Ashley Hebert of The Bachelorette will excite guests with the introduction of a surprise celebrity performance, a celebrity DJ, and the crowning of a celebrity Prom King & Queen.



“If you’re in the know, you know who Randi Rahm is!”

- *Women’s Wear Daily*

Intricate detail and exquisite quality are the trademarks of couture designer Randi Rahm, whose hand-beaded creations have graced the pages of major magazines and illuminated red carpets worldwide.

The start of Rahm’s creative journey into fashion began when she made a quilt for her newborn son. Without any knowledge of sewing or any intention of profiting from her newfound skill, Rahm began producing quilts for a high-end children’s boutique in New York.

They soon asked her to design little girl’s dresses for their elite clientele, and from there Rahm built her business to the couture creations we see today.

A self-made entrepreneur and artist in every sense of the word, Rahm translated her talents into designing exclusive looks that tap directly into a woman’s inner sensuality, connecting the relationship between a woman’s wardrobe and her inner self. “The woman I design for does not want to look like everyone else,” said Rahm.

When Rahm isn’t designing in her atelier she dedicates her time to charity. Among the many charities she supports, she holds a special place in her heart for organizations that reach out to the less fortunate in her local community, children and support the arts.

Rahm opened her Fifth Avenue atelier in 1998. As word of her design talent grew, so did her business; today her ultra-chic collections draw rave reviews from fashion aficionados coast to coast. Some of her well-known followers include Beyonce, Carrie Underwood, Edie Falco, Mariah Carey, Joan Rivers, Julianne Hough and Halle Berry.

With a diverse client base ranging from Hollywood’s A-list actresses to socialites and corporate executives, Rahm is one of fashion’s hottest style-makers.



Celebrity Clients

Amber Tamblyn
Amy Ryan
Angelica Rivera
Ann-Margret
Antonique Smith
Ashanti
Ashley Hebert
(The Bachelorette)
Beth Ehlers
Beyonce Knowles
Carly Simon
Carrie Underwood
Catherine Zeta Jones
Catt Sadler
Chandra Wilson
Chelsea Staub
Christina Aguilera
Daisy Fuentes
Dayanara Torres
Deborah Norville
Diane Wiest
Edie Falco
Elizabeth Page
Eva Longoria
Eva Mendez
Faith Hill
Fergie
Gina Gershon
Giuliana Rancic
Halle Berry
Hayden Peneltiere
Haydn Gwynne
Jayne Seymour
Jennifer Finnigan
Jennifer Hudson

Jennifer Love Hewitt
Joan Rivers
Joy Behar
Julianne Hough
Karina Smirnoff
Katherine Heigl
Kerry O'Malley
Kim Yoon Seuk
Kimberly Grigsby (Conductor)
Laura Spencer
Leona Lewis
Lindsay Lohan
Maria Menounos
Mariah Carey
Marissa Ramirez
Maura West
Mavis Leno
Melissa George
Melissa Leo
Michelle Stafford

Moon Bloodgood
Nia Long
Nicolette Sheridan
Patrica Heaton
Paz De La Huerta
Radha Mitchell
Regina King
Rhianna
Sandra Lee
Sharon Stone
Tonya Pinkins
Tracy Hutson
Tracey Stewart
Vanessa Minnillo
Vanessa Williams
Victoria Powell
Vivica A. Fox
Yoko Ono



“ Randi Rahm is a feisty couture designer who makes beautiful gowns for A-Listers like Beyonce and Halle Berry.”

- NBC



Giving Back

Rahm's Prom is by invite only; guests are asked to donate a dress or purchase a prom ticket to benefit *Operation Prom*.

All cash donations from participation in event booths will go to *The Children's Storefront*. Each charity is a Non-for Profit 501(c)(3).



Operation PROM

Operation PROM was originally established to help low-income students attend their Proms by providing free Prom dresses and tuxedo rentals. It has since expanded to also help students with scholarships and school supplies. The organization primarily assists students who are sick, homeless, or live in shelters and do not have family to assist them. To date, Operation PROM has helped thousands of students attend their prom at little or no cost. To request a free prom dress, students must be recommended by their guidance counselor and meet the requirements, such as a severe financial need, and the student should be passing all of their classes.

The Children's Storefront



The Children's Storefront is an independent, tuition-free school in Harlem committed to providing a comprehensive education to children with varied academic strengths from preschool through 8th grade. Their work is grounded in the conviction that every child deserves the opportunity for an excellent education.



"We work in partnership with families and community members to prepare children academically, socially and emotionally for further education, empowering each child to reach his or her potential. We inspire the imagination, creativity and love of learning inherent in all children. We promote values of hard work, mutual respect and service to our society in a structured, joyful environment. We are a caring community of educators, children, families, and friends who are focused on each student's daily achievement as a step towards a better future." - The Children's Storefront



Jumeirah Essex House

“ The Classic New York luxury style of the Essex House evokes a more glamorous time, when men wore hats and women wore gloves...”



Its' timeless charm makes the fifth avenue location the perfect spot for Rahm Prom. Commemorating over 80 years of luxury on Central Park South, the remarkable Jumeirah Essex House first opened its ornate doors in 1931 and has since hosted full-time or part-time residence to superstars including Angelina Jolie, Jude Law, and Samuel L. Jackson. Its signature “Essex House” lights stick out a top the New York Skyline!



The event will be held in the Grand Ballroom where guests can dance under chandeliers and retro disco balls to the sounds of our celebrity DJ, and enjoy our celebrity performer. The Petit Ballroom will be used as a VIP Celebrity Suite, exclusively branded by the VIP Celebrity Suite Sponsor.



Red Carpet Coverage

Top Media Outlets invited to the event:



Reach your audience, promote your product, endorse your brand.

- local and national outlets covering red carpet arrivals (Photo, Online, Print, Radio, Television)
- inside Targeted media (Including but not limited to):

Print

NY Times, NY Post, AM New York, 944 Magazine, Instyle Magazine, Life and Style Magazine, US Weekly, OK Magazine, People Magazine, Entertainment Weekly, Star Magazine, The Hollywood Reporter, Variety, New York Daily News

Online

Eonline, People.com, Powermagazine.com, World Entertainment News Network, NBC, ABC.com, PerezHilton.com, TMZ.com, VH1.com, celebrity-gossip.net, celebuz.com, thehollywoodgossip.com, wonderwall.com, lifeandstyle.com, USmagazine.com, Bravotv.com

TV

BBC, E! Entertainment, Entertainment Tonight, Fox TV News Channel, TMZ, Good Day NY, Inside Edition, Wendy Williams Show, Pix Channel 11

Radio

100.3 The Beat, WWOZ Radio

Above Media Value

TV \$50,000 Radio \$3,500 Print \$40,000 Web \$10,000 Video \$8,000

“I absolutely adored the dresses at Randi Rahm and think they’d be perfect for walking down the aisle or red carpet, for that matter.”

-Martha Stewart



Prom & Committee Sponsorship Opportunities



VIP Celebrity Guest Suite Sponsor \$50,000

- Petit Ballroom exclusive to celebrities in attendance and your company representatives
- (10) VIP tickets to the event
- your product/company branded exclusively throughout celebrity guest suite
- your logo exclusively branded on celebrity suite press wall
- multiple opportunities for photos with celebrities
- sponsor acknowledgement via microphone/ celebrity DJ during the event
- your logo on GOBO inside celebrity guest suite
- exclusivity within your product/brand category
- your logo on main press wall
- direct access to all attending media
- product placement with (2) company representatives
- your logo branded on 500 postage mailed invitations
- your logo branded on 1000 digital invitations
- inclusion in press release and all marketing material
- your logo on all tabletop cards in main ballroom
- product/company promotion by "Rahm's Prom" through social media outlets (included but not limited to Facebook and Twitter)

Diamond Sponsor \$30,000

- YOUR LOGO on main press wall; Red Carpet!
- (8) tickets to the event
- Product placement with (2) company representatives
- Photo opportunities with celebrities and product
- Inclusion in press release and all marketing material
- Direct access to attending media
- Exclusivity within your product/brand category
- Product and signage display
- Premier placement and branding in the main ballroom
- YOUR LOGO on 500 postage mailed invitations
- YOUR LOGO on 1000 digital invitations
- Product/company promotion by "Rahm's Prom" through social media outlets (including but not limited to Facebook and Twitter)
- Inclusion in gift bag
- YOUR LOGO on all tabletop cards in main ballroom



Golden Sponsor \$15,000

- Photo opportunities with celebrities and product
- Inclusion in press release and all marketing material
 - Direct access to all attending media
- Product placement with (1) company representative
 - Exclusivity within your product/brand category
- YOUR LOGO on 500 postage mailed invitations
 - YOUR LOGO on 1000 digital invitations
 - YOUR LOGO on vertical banners
 - YOUR LOGO on all table top cards
- YOUR LOGO on all invitations; 500 mail-out and 1000 email.
 - (4) Tickets to the event

Silver Sponsor \$5,000

- YOUR LOGO in Press Release and all marketing materials
 - Inclusion in Gift Bag
- (2) Invitations to the Event
- Option for Booth Set-Up in Grand Ballroom



Prom Committee Sign Up!

Sponsor Information

Company Name:

URL:

Billing Address:

City:

State:

Zip:

County:

Contact Name:

Title:

Phone:

Email:

**** Please send company logo
in pdf. format to be included
on all media/press releases
and event invitation to
amanda@vavoomevents.com**

Rahm Prom
hosted by
Ashley Hebert at the
Essex House



Randi R Rahm

Randi Rahm

**“She is the best kept secret in New York,
but not for long.”**

-Fox News

Rahm's Prom

April 12, 2012

Jumeirah Essex House

Grand Ballroom

160 Central Park South

59th Street Btwn 6th/7th

New York City

Red Carpet Call Time: **6:30pm**

Event Start Time: **7:00pm**

Press Requests:

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Event Coordination
by



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