

*First State Fashion Week*



A Fashion Experience  
Media Packet

Empowering the Youth of Our Community  
July 24, 2016 through July 30, 2016

For more information, contact:

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413 E. Main Street Middletown, DE 19709

# First State Fashion Week History & Overview

We are excited to join in with the world to celebrate Fashion! First State Fashion Week was created to give a positive outlet to new and existing Fashion lovers. As we explore and discover the derivatives of Fashion we hope to create new trends, concepts and styles for generations to come! As we prepare to for a week full of events, we want to extend the opportunity to establish a relationship. This event can only be possible with partnerships like yours. Fashion is in our everyday lives and together we can celebrate it.

First State Fashion Week will run from the July 24<sup>th</sup> - July 30<sup>st</sup> of 2016. Our opening event will be our Meet and Greet Kick Off Party, setting the mood for a full week of events at various locations. We would like to take this opportunity to invite your business to participate as a sponsor for First State Fashion Week 2016. These sponsorship opportunities offer a host of exclusive benefits designed to enhance your brand visibility among First State Fashion Week patrons. This event draws over 250 loyal customers who are influential decision makers within their community in and the surrounding Delaware Tri-State area.

The First State Fashion Week will receive press coverage in numerous media outlets such as The News Journal, DETV, several different social media pages, radio stations well as on popular fashion and beauty blogs. This year we anticipate 300-400 guests collectively throughout the week. The majority of our guests are females between 14 to 59 years of age and males between 20 to 40 years of age.

Another important component to our event is the charitable aspect. Not only is this a high end evening of style but it also raises money for our youth. First State Fashion Week is expecting to raise over \$4000.00 through ticket sales which First State Fashion Week is seeking to donated a percentage of the proceeds to the community benefiting workshops and outreach programs for the youth in and around the area of Delaware of all ages and backgrounds.

We look forward to working with you!

Kindly,

Laeia Washington  
Founder of First State Fashion Week

## **Media Pit Opportunities**

Through the event showcasing opportunities will offer our partners, advertisers and other interested parties unparalleled opportunities to present themselves, their products and services to the ideal event participants within the demographic of 11 to 60+ years of age. In exchange for your support, the media pit group receive inclusion into our highly developed event marketing campaigns. With the support from all communities and their attendance our marketing campaigns are sure to reach thousands of consumers.

Benefits of Showcasing can include but not limited to:

- Public address reads during the event
- Proposed future clients
- Reserved Seating
- Social media postings: Facebook, Instagram, Twitter, Google+
- Promotional merchandise distribution
- Print Advertising
- Continued support prior, leading and after our production

All options are on a first come first register basis. No spaces will be held without a complete registration form. All persons selected for the media pit will receive a Media Pass the day of the event(s).

**Media Pit Registration Requirements are as follows:**

First State Fashion Week media pit will and may consist of print photography, videography and audiography with varies backgrounds

**- For Print Photographers:**

- First State Fashion Week asks for 4 photos from each print photographer to be released with photos from First State Fashion Week: Fashion Week Season 1. The remaining print photos can be available for purchase at your company's discretion to the attendants of First State Fashion Week and their families
- Please tag First State Fashion Week by using #fsfw, #firststatefashionweek and/ or #wegotfirst in at least 4 posts on your social media networks.

**- For Videographers and Audiographers:**

- First State Fashion Week asks for one 30 sec video and audio clip from each Videographer and Audiographer to be released with content from First State Fashion Week: Fashion Week Season 1. The remaining Videography and/or Audiography can be available for purchase at your company's discretion to the attendants of First State Fashion Week and their families.
- Please tag First State Fashion Fashion Week by using #fsfw, #firststatefashionweek and/ or #wegotfirst in at least 2 posts on your social media networks.

**- For Bloggers and Journalist:**

- First State Fashion Week asks for one feature post from each Bloggers and/or Journalist to be published with a photo and content from First State Fashion Week: Fashion Week Season 1. The remaining written content can be available for purchase at your company's discretion to the attendants of First State Fashion Week and their families.
- Please tag First State Fashion Fashion Week by using #fsfw, #firststatefashionweek and/ or #wegotfirst in at least 2 posts on your social media networks.

Required documentation must be received at the time of submission. Upon receipt, the documents will be reviewed. All media packets must be received or post marked by the specified deadline date **June 26, 2016**. If documents are not received by the specified deadline date, the application will be cancelled.

**MUST BE SUBMITTED/RETURNED FOR REVIEW PROCESS**

MEDIA COMPANY NAME: \_\_\_\_\_

YOUR NAME and POSITION: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

SOCIAL MEDIA HANDLES: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

TELL US ABOUT YOUR FORTIE:

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Thank you we look forward to working with You!

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**FOR INTERNAL USE ONLY**

Date Received: \_\_\_/\_\_\_/\_\_\_ Received by: \_\_\_\_\_ Review Date: \_\_\_/\_\_\_/\_\_\_  
Decision: [ ] Approved [ ] Denied Event: ( ) \_\_\_\_\_  
All Documents Received: \_\_\_\_\_ Decision Date: \_\_\_\_\_  
Notification: \_\_\_\_\_