

First State Fashion Week



A Fashion Experience
Sponsorship Registration Packet

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

For more information, contact:

Executive Assistant Team 302-378-4746

www.firststatefashionweek.com / firststatefashionweek@gmail.com

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 24th - July 30st 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

Sponsorship Opportunities:

Deadline June 26, 2016

Platinum Sponsor \$2,200*

- *Name/Logo recognition on the First State Fashion Week welcome red carpet backdrop where guests will have their photograph taken with your logo prominently displayed behind them)
- *Name/logo on the event invitation
- *Name/logo on all advertisements (flyers, posters, newspaper, social media, etc.)
- *One full page ad in the event lookbook given to all attending guests
- * Name/logo and website link on the First State Fashion Week social media pages
- *Four (4) complimentary tickets including reserved runway seating
- *Opportunity to provide product(s)/coupon(s) in gift bag(s) (optional)

Gold Sponsor \$1,250*

- * Logo on the event invitation
- *Name/logo on all advertisements (flyers, posters, newspaper, social media, etc.)
- *Half-page ad in the event lookbook
- *Logo recognition on the First State Fashion Week social media pages
- *Three (3) complimentary tickets and reserved runway seating
- *Opportunity to provide product(s)/coupon(s) in gift bag(s) (optional)

Silver Sponsor \$700*

- * Logo on the event invitation
- *Logo recognition on the First State Fashion Week social media pages
- *1/4 page ad in the event lookbook
- *Two (2) complimentary tickets and reserved runway seating
- * Opportunity to provide product(s)/coupon(s) in gift bag(s) (optional)

Bronze Sponsor \$150*

- *Logo recognition on the First State Fashion Week social media pages
- *Logo printed in the event look book
- *One (1) general admission ticket to the event
- *Opportunity to provide product(s)/coupon(s) in gift bag(s) (optional)
- *Gift Bag Donor In-Kind

You Name It

Don't see an amount you would like to donate? No worries. You name it and we will appreciate.

- *Logo recognition on the First State Fashion Week social media pages
- *Provide products/coupons/services for gift bags
- *Gift Bag Donor In-Kind
- *Other amenities will be added depending upon price indicated

Thank you for your commitment as a sponsor First State Fashion Week's 2016 Fashion and Beauty extravaganza.

Please fill out the information below and mail all corresponding items to First State Fashion Week 413 S Main St. Middletown, DE 19709. For location pick up's, questions and/or concerns please contact Executive Assistant Team 302-378-4746.

Business Name (as it should appear in marketing materials):

Contact Name: _____

Email Address: _____

Web Address: _____

Mailing Address: _____

City: _____ State: _____ Zip _____

Phone: _____ Fax: _____

In support of First State Fashion Week 2016 my company hereby pledge(s):

Type of Sponsorship: Cash _____ In-Kind _____ Media _____

Total Value of Sponsorship: \$ _____

Items: _____

Service's: _____

Gift Bag Items: _____

_____ Check Enclosed (Please make checks payable to: First State Fashion Week)

_____ Money Order / Cashier's Check Enclosed (Please make checks payable to:
First State Fashion Week)

_____ Credit Card (Please complete the card details below.)

Please Charge \$_____ to my: [] Visa [] MasterCard [] American Express
Credit Card Number: _____ Exp Date: _____

Billing Address:

Billing Zip: _____

Cardholder's Signature:

Notes:

Thank you we look forward to working with you.

FOR INTERNAL USE ONLY

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