

2012 VAFW

FASHION WEEK

Oct 17 – Oct 21 2012



MISSION STATEMENT

VA Fashion Week was founded with a tri-fold purpose; to promote Virginia's talented designers, models, and artists; to promote the economic development of the region by nurturing the creative class especially those involved in fashion and beauty oriented businesses as well as in the arts; and to partner with regional charities to create awareness and encourage community involvement.

VA FASHION WEEK 2012 is now seeking:

Primary Sponsors * Contributors * Investors

BE A PART OF THE MAGIC!

www.vafashionweek.com

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BE A PART OF OUR 2012 SHOWS UNDER THE TENTS IN DOWNTOWN NORFOLK NEXT TO MACARTHUR CENTER!

In 2007 Splash Model Management introduced the first “Virginia Fashion Week” presenting NY style fashion shows to standing room only crowds. With each year, we have expanded our horizon, and raised our standards.

In 2011, we were officially recognized when the Mayor of Norfolk issued a proclamation declaring November 9-13 2011 as VA Fashion Week.

For 2012, our goal is to continue to grow with our aim to be the premiere fashion event between New York and Miami! We will feature exciting new designers, celebrities, and media striving towards our vision of VA becoming a fashion and arts destination. Here are a few of the things to expect from VAFW 2012.

- ❖ VAFW is for the first time inviting investors to be a part of the magic and share in the profits from ticket sales both online and at the door.
- ❖ VAFW will take place October 17-21 and be a part of a weekend of wine, art, & fashion. The Town Point Wine Festival and the Stockley Gardens Art Festival bring tens of thousands of people into the Norfolk area that weekend. With our advertising campaign we believe we can attract many of these people in addition to our regular fashion audience to attend our shows.
- ❖ VAFW has partnered with FracturedAtlas.org and can now accept tax deductible contributions and sponsorships towards our production costs.
- ❖ Following in the tradition of Mercedes Benz Fashion Week in NY, VAFW 2012 plans to show under tents. Other fashion weeks such as that in Charleston SC have had tremendous success using tents! Our plans include a 60'x120' tent for the main runway, a 40'x60' tent for vendors, and a small tent for preparation.
- ❖ VAFW will be working with marketing partners Max Media (Hot 100.5 & 92.9 Wave) and “The Local’s Hottest” regional magazine.
- ❖ For the third year, top entries in the Bra-ha-ha will be featured on the runway at Virginia Fashion Week in a cross-promotion with the Chesapeake Regional Medical Center.
- ❖ For the second year, we will feature “kid’s fashion” showcasing top child models and children’s wear by featured designers.
- ❖ We will be featuring incredible new design talent and stunning new models in addition to returning favorites. The diverse collections this year will be nothing less than spectacular.

VA Fashion Week is seeking primary sponsors, patrons, and exhibitors to come on board. The sponsors at the top levels will be included in all advertising, PR, media and press kits throughout the year. Their product or logo will be featured in future posters and fliers. In addition, our primary sponsors will be seen in videos and other materials documenting VA Fashion Week. **We still have opportunities available for a title sponsor at the highest level.**

splash
MODEL MANAGEMENT

RGP
Event Gallery Partner

CookieDoughLtd

EventRealization

HOT100.5



THE LOCAL'S
HOTTEST



NORFOLK
SPCA

www.vafashionweek.com

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MARKETING STRATEGY

ADVERTISING

Advertising for VAFW 2012 will greatly be increased this year with new and exciting branding opportunities. Our goals for advertising include a budget of approximately \$10,000 which would be disbursed as indicated below. In addition, we will have media partners offering both advertising and “live” promotions as part of a media trade-off. In an expansion of what began in 2011, VAFW will include TV commercials produced and run in the weeks prior to our fall fashion week. With a Platinum advertising investor sponsor we can devote more of our budget to local TV commercial advertising targeted at the consumers in the local/regional market. Should our advertising budget not reach the full \$10,000 goal we will still include television, radio, and editorial PR and will prioritize budget we have for optimum results.

PLANNED PR

Editorial Coverage will feature VAEW in local newspapers, magazines and national trade publications. Articles and photos from VA Fashion Week were featured in the February issue of “Fashion Avenue News”.

MEDIA PARTNERS

VAFW has established MAX MEDIA as our radio partner. This will give us advertising and cross-promotion at their events, websites and on the top radio stations Hot 100.5, Wave 92.9, and Eagle 97. We will also be working with “THE LOCALS HOTTEST” as a print & digital media partner.

Media	Description	Investment
Web Marketing	Articles, videos and ads promoting event on multiple social sites, blogs, etc.	N/A handled by VAFW team and Interns
Broadcast Television	Approximately forty 30 sec spots including CW’s “America’s Next Top Model” + local news & entertainment programming	\$2400
Cable Television	Approximately sixty 30 sec spots divided among Lifetime, Bravo, E! & Style programming	\$2400
Local Newspapers	Ads in the Virginian Pilot, Daily Press, Veer, & Splash plus editorial coverage	\$1200
Materials Printed	Flyers, Posters, Gift Bags, T-Shirts for giveaways and promotions in the months prior	\$1800
VA Fashion Magazine	Official Program plus editorial spread featuring Virginia based designers & models as well as global fashion coverage. 3000 printed copies + online and	\$2200

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SCHEDULE FOR 2012

Check website vafashionweek.net for details and updates as some events are subject to change

VA Fashion Week Fall 2012 Events

Wednesday 6-8:30pm

OPENING RECEPTION & STYLE COMPETITION: VAFW begins with a reception for models, designers, sponsors, and press featuring cocktails, hors d'oeuvres, and a preview fashion show. We will also have a "model's personal style" competition and a "head-to-toe" competition where stylists are challenged to create a look featuring hair, makeup, and wardrobe styling.

Thursday 6-9pm

MUSIC AND FASHION: The night will include musical guests from multiple genres and fashion shows featuring regional urban, surf/skate, party and lifestyle lines aimed at teens and young adults. 4-6 High energy fashion shows! 3-4 musical acts

Friday 6-9pm

CATWALK COMPETITION/YOUNG DESIGNERS: Categories including "new face female", "swimsuit model", "returning female model", and "male model". Runway shows will showcase approximately 6 emerging designers age 21 and under. Top entries in the Bra-ha-ha will also be shown on the runway. During the "Catwalk Competition" models will strut the runway with feline friends available for adoption from the Norfolk SPCA.

Saturday 1-4pm Style Emporium opens at 1, fashion shows begin at 2:00.

KIDS FASHION: Top children's wear designers plus children's boutiques feature kids clothes from casual to formal.

Saturday 6-10pm Style Emporium opens at 6, fashion shows begin at 7.

"PRET-A-PORTER": From VA and Around the World

Approximately 12 emerging designers will show their ready to wear collections ranging from sophisticated casual to career to formal.

Followed by after party

Sunday 5-9pm Style Emporium opens at 5, fashion shows begin at 6.

COUTURE FASHION FINALE: VAFW will conclude with approximately 8 couture fashion lines including a celebrity special guest to be announced.

Final after party

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SPONSOR/INVESTOR OPPORTUNITIES: BE A PART OF THE MAGIC!

PRINCIPLE INVESTOR/TITLE SPONSOR (one available) Total Investment: \$20,000

VA Fashion Week will work with Investor/Sponsors on an individual basis to help create promotional or special event opportunities to maximize partnership.

- WEBSITE "Real Estate" ad/link on vafashionweek.com front page
- Name inclusion in all media advertising
- MAGAZINE/PROGRAM (2 Page Spread)
- SLIDESHOW/VIDEO playing presentation as negotiated and/or provided by sponsor
- CORPORATE NAME/LOGO/Link Inclusion: Flyers, Website, MySpace, Posters, Print Ads
- **PROFIT SHARING/INVESTMENT RETURN of 50% of moneys received from online ticket sales and "door" ticket sales**

INVESTOR/DIAMOND SPONSOR (two available) Total Investment: \$10,000

- WEBSITE "Real Estate" ad/link on vafashionweek.com front page
- Name inclusion in all media advertising
- MAGAZINE/PROGRAM (1 Full Page advertisement)
- SLIDESHOW/VIDEO playing presentation as negotiated and/or provided by sponsor
- CORPORATE NAME/LOGO/Link Inclusion: Flyers, Website, MySpace, Posters, Print Ads
- **PROFIT SHARING/INVESTMENT RETURN of 20% of moneys received from online ticket sales and "door" ticket sales**

INVESTOR/PLATINUM SPONSOR (two available) Total Investment: \$5,000

- WEBSITE "Real Estate" ad/link on vafashionweek.com front page
- Name inclusion in all media advertising
- MAGAZINE/PROGRAM (1 Full Page advertisement)
- SLIDESHOW/VIDEO playing presentation as negotiated and/or provided by sponsor
- CORPORATE NAME/LOGO/Link Inclusion: Flyers, Website, MySpace, Posters, Print Ads
- **PROFIT SHARING/INVESTMENT RETURN of 10% of moneys received from online ticket sales and "door" ticket sales**

ANTICIPATED TICKET SALES WITH CONTRIBUTING SPONSOR/INVESTOR

THURSDAY OCTOBER 18, 6pm: 200 general admission tickets \$20 each + 600 student/military tickets at \$10 each
THURSDAY POTENTIAL TAKE: \$10,000

FRIDAY OCTOBER 19, 6pm: 600 general admission tickets at \$20 each+ 200 friends/family tickets at \$10 each
FRIDAY POTENTIAL TAKE: \$14,000

SATURDAY OCTOBER 20, 2pm: 200 general admission tickets at \$20 each+ 300 friends/family tickets at \$10 each
SAT 2pm POTENTIAL TAKE: \$7000

SATURDAY OCTOBER 20, 6pm: 600 general admission tickets at \$30 each + 300 friends/family tickets at \$20 each
SAT 6pm POTENTIAL TAKE: \$24,000

SUNDAY OCTOBER 21, 5pm: 600 general admission tickets at \$30 each+ 300 friends/family tickets at \$20 each
SUN 5pm POTENTIAL TAKE: \$24,000

TOTAL POTENTIAL SALES: \$79, 000

Please note there is no guarantee as to sales or dollars received, this is a good faith estimate based on available seating and advertising strategies.

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SPONSORSHIPS

GOLD SPONSOR (6 Currently Available): Total Investment: \$2,500

VA Fashion Week will work with Gold Sponsors on an individual basis to help create promotional or special event opportunities to maximize partnership.

- WEBSITE "Real Estate": 150x150 pixel ad/link on vafashionweek.com front page
- CORPORATE NAME/LOGO/Link Inclusion: Flyers, Website, MySpace, Posters, Print Ads
- SIGNAGE Placement at all relevant Venues
- PROMINENTLY PLACED TABLE OR PRODUCT DISPLAY AT ANY OR ALL EVENTS as requested
- MAGAZINE/PROGRAM (1 Full Page advertisement)
- SLIDESHOW/VIDEO playing presentation as negotiated and/or provided by sponsor

SILVER SPONSOR/Exhibitor \$2500 (10 Available): Total Investment: \$1,000

- LOGO Inclusion: Flyers, Website, Social Networking Sites, Posters, Major Print Ads
- EXHIBITOR TABLE at all major fashion shows during the week: NOTE-Exhibitor area is open to general public while curtained off fashion show area will be open to ticketed guests only!
- EVENT PROGRAM (1 Half Page advertisement)
- SLIDESHOW/Video playing presentation, logos, or ads as negotiated and provided by sponsor

VENDER/EXHIBOR: Investment: \$150/event; \$250/Saturday (2 seatings); \$500/All shows

- NAME & LOGO w/ LINK Inclusion: Website
- EXHIBOR SPACE open to general public, fashion shows open to ticketed guests only

ADVERTISER: Ad in Program/Magazine

- Full Page Premium Back Cover Location \$1000
- Full Page Interior \$800
- Half Page \$500
- Quarter Page \$300
- Small Ad \$150

FASHION INSIDER VIP: \$100

- Tickets to all shows & parties

Interested sponsors contact Ann ann@vafashionweek.com ph. 757.407.0477 for details on tax deductible contributions through Fractured Atlas. All amounts above the physical cost of exhibitor table and printed ads/materials can be deducted.

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SPONSORSHIP AGREEMENT

VA Fashion Week/Splash 3419 Virginia Beach Blvd. # 149 Virginia Beach, VA 23452 FAX: 757.282.7669

PACKAGE:

- * _____ Principle Investor
- * _____ Diamond Investor Sponsor
- * _____ Platinum Investor Sponsor
- * _____ Gold
- * _____ Silver
- * _____ Exhibitor (____ days)
- * _____ Fashion Insider
- * _____ Magazine Ad _____ Size of Ad
- * _____ Other Options: _____

Notes:

Total INVESTMENT: \$ _____

Amount RECEIVED: \$ _____

Additional Payment(s) to be made: _____

Sponsor/Agency understands that payments are due in full upon receipt of invoice. In the event of default, sponsor agrees to pay all costs of collection including attorney's fee in the amount of 33 1/3% of amount in default. Sponsor shall indemnify, defend and protect VA Fashion Week, its promoters and producers, including but not limited to Splash Model Management, Rogue Productions, Cookie Dough Ltd., and all representatives and save VA Fashion Week harmless from any and claims, demands, suits, liability damages, loss, costs, attorney's fees and expenses of any kind which might result from or arise from fire, theft, water, or accident or from any action or failure to act on the part of the sponsor or its officers, agents, employees or other representatives. It is the responsibility of sponsor to maintain insurance on its property and liability.

SIGNATURE _____ DATE: _____

CONTACT NAME: _____ Phone: _____

Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____