

V A F A S H I O N W E E K 2011

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 focusing on 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 is now seeking:

- *Primary Sponsors
- *Vendors
- *Exhibitors
- *Featured Designers
- *Emerging Designers

Join us now and be a part of our year round marketing plan!

November 9-13, 2011
www.vafashionweek.net



VA Fashion Week

2011

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. For 2011, 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 2010:

❖ *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.*

❖ *We plan to feature a bridal & formal wear fashion show as our grand finale on Sunday November 13. This will be two-three months prior to the other major bridal shows in the area and the main focus will be the fashion & styling aspects of the wedding as well as the parties and honeymoon.*

❖ *We also will feature our first “kids fashion” event showcasing top child models and children’s wear.*

❖ *Splash Model Management, founding company behind VA Fashion Week, is now a part of The Network For Good, a cooperative network of modeling agencies world wide. The Network founders and many of the models and agents will be featured on a national TV show “REMODELED” which has been picked up for a minimum of 8 episodes to air on the CW TV Network beginning in January 2012.*

❖ *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.

❖ *Here are some comments on our shows:*

Niko Hamm “We were impressed by the professionalism of the models and the construction of the designer’s garments. We felt as though New York Fashion Week had come to Virginia Beach..”

Evie Mansfield “I was soooooo impressed and totally overwhelmed. I have NEVER seen a show like that--especially in VA. “

Desirai Dawson-Tolbert, HER Enterprise Group, LLC “ VAFW was spectacular!! Your hard work & diligence paid off. Thank you for allowing me to experience the excitement as well. I look forward to next years event!!”

Rico Corpez of Joseph Hair Salon “I felt like I was in LA, London, or Italy. The way the clothes were put together, if felt European,”



VA FASHION WEEK

SCHEDULE FOR 2011

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

VA Fashion Week Fall 2011 Events

Shows from November 9-13 at Norfolk Waterside 333 Waterside Dr. Norfolk

Wednesday November 9: 6-8:30pm YOUTH ARTS NIGHT: VAFW begins with an evening of fashion featuring regional teens, with an emerging designer competition especially for students ages 13-20 and our catwalk competition aimed at discovering a future superstar model also for ages 13-20.

Thursday November 10: 6-9 pm URBAN THURSDAY features top regional Urban Wear, Surf & Skate, Beach Casual, and more. A fun, high fashion event spotlighting some of the lines that VA is known for. The evening will also feature our annual competition for hair stylists, makeup artists, and overall wardrobe stylists. High energy shows! *Afterparty at "Palace on Plume"*.

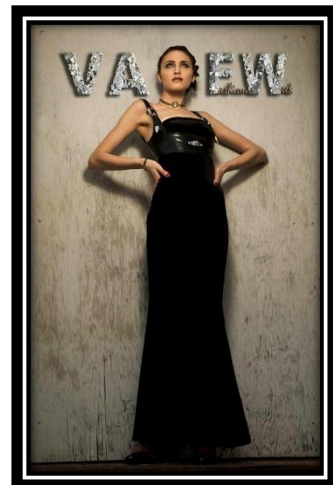
Friday November 11: 6-9 pm EMERGING DESIGNER COMPETITION. The best emerging designers on the East Coast will each show 5-8 outfits competing for prizes, recognition & promotion. Featured designer finale will feature past winners and runners up in our competitions. Also we will show some of the best designs from the "Bra-ha-ha!"

Saturday November 12: 2-4:00pm KIDS FASHION! Top children's wear designer plus children's boutiques feature kids clothes from casual to formal. Final show will feature models of all ages. We'll also showcase art by and for young people.

Saturday November 12 : 6-9:00pm COUTURE DESIGNERS from VA and Around the World . Opening Reception will start at 6 followed by our premiere guest designer collections. Featured Couture Designers include Thomas LaVone Woodard, official designer for TV series "Jerseylicious" We estimate a total of 12 designer shows. Followed by after party

Sunday : November 13: 2-4:30pm BRIDAL & FORMAL Fashions. For the first time, VAFW will present a Bridal show featuring bridal & formal fashions including wedding gowns, bridesmaid gowns, men's formals, children's formalwear as well as honeymoon attire, cocktail attire and lingerie. The final scene will be an "Artists Vision: Fantasy Wedding Attire" featuring a bridal look from many of our top couture designers. We will offer a special deal for Bridal vendors as well! *Afterparty "Shopper's Night Out" at MacArthur Center Mall benefitting CHKD.*

Sunday : November 20: 6-8:30pm "LUCULENCE" RICHMOND ENCORE SHOW & AWARDS. Five of the designers featured in Norfolk will encore their lines in Richmond at the Dogtown Dance Studio. We will also present the VA Fashion Week "SPLASH" awards to the favorite model, VA designer, and photographer.



splash
MODEL MANAGEMENT

RGP

CookieDough LTD

THE NETWORK

The Bra-ha-ha!
A SERIOUSLY UPLIFTING EXPERIENCE

*Another day
another
glam*

the
photo
spa

Visual Dialects



www.vafashionweek.net
info@vafashionweek.net



VAFW

ashion week

THE VAFW TEAM

Ann Leister is the owner and director of **Splash Model Management** and has produced or co-produced multiple fashion shows. In addition, she has cast actors and models in regional and national commercials, TV shows, magazines and ad campaigns. She has a BA from The College of William & Mary and experience in real estate, advertising, human resources, video production, and the arts. Having attended and studied fashion events in New York and other major markets including Mercedes Benz Fashion Week; Ann created the concept that has become VA Fashion Week as a way to bring NY style fashion shows to the Hampton Roads area and to spotlight the design talent that calls this region home. Ann will work to promote every sponsor and exhibitor as well as our designers and models on our website and in all of our online and media presentations.

Ron Cooke is a nationally recognized fashion coordinator and stylist having produced fashion shows during New York's Fashion Week as well as in DC, Atlanta, and other regions. His company **Rogue Gallery Productions** has worked with world renowned designers, politicians, athletes, musicians, and actors. He is also an established stylist having dressed an assortment of today's hottest celebrities for various national magazines, commercials, and events. Ron will be coordinating the backstage activities and working with Ann to make each designer's show a top-notch production.

Jeanette "Cookie" Dabney from Washington, D.C. has been an active part of the modeling industry for the past 35 years. She has worked the Runways for major designers and been featured in magazines and TV commercials around Hampton Roads and the country. She has worked for internationally notable designers such as Liz Claiborne, Patrick Kelley, and Mary McFadden to name a few. The director of **Cookie Dough Ltd.**, she is currently the "Official" Runway Coach" for VAFW as well as the liaison with regional boutiques and fashion buyers. Cookie offers her services as a consultant to sponsors and exhibitors to help them make their exhibit stand out and maximize their benefit from a VAFW partnership.

Dawnita Xamilia Alston, photography and media director, has adapted her own style and has become one of Virginia's most renowned fashion, commercial, and high impact portrait photographers and has won numerous awards for her work which was featured in *Today's Photographer* magazine. Her style and expertise sets her apart from the rest. She will help with coordinating lighting and placement for photographers and videographers so all sponsors, exhibitors, and designers can get the images they desire from VAFW.

JA Leister, assistant to the producers, has been helping with fashion shows for the past seven years. Now in college, she is available to assist any designer with their set-up, fittings, dressers, and any needs or concerns they may have. She also is a contributing writer for several blogs and media publications and will work with all participants in promoting their brand.

Lisa Twine is studying fashion journalism at the Academy of Art and has worked backstage in NY shows and production. She brings a fresh new perspective to the team for 2011 and will be working with us as a consultant in marketing, PR, and backstage organization as well as generating more press and branding for all of our sponsor partners.

Specific details may be revised as circumstances may dictate.

VAFW *ashion* *ee*

DESIGNERS

Scheduled to Show at VAFW 2011

Thomas Lavone Woodard/Thomas LaVone
(seen on the Style Network “Jerseylicious”)

Heidi Elnora
(seen on “Project Runway”)

April Spring/Foxers

Elizabeth St. John

Michael Taylor

Azi Blas

Mikasa La’Charles

Brehon Williams

Stephon Stallings/Vintage Hazel

Sylvia Hill/Clu?

Emily Bargeron/Mamie Ruth

Thomas Ruffin

Donita Jackson

Cheryl Altschuler

Gohar A. Beaver

Carlyle Williams/Mr. Carlyle’s Men

Deon Crum

Willie Hall

PLUS 8 EMERGING DESIGNERS

VAFW Fashion Week

SPONSOR/EXHIBITORS

SILVER SPONSOR/Exhibitor \$2500 (10 Available):

- LOGO Inclusion: Flyers, Website, Social Networking Sites, Posters, Major Print Ads
- ADDITIONAL LOGO/LINK on Front Page of vafashionweek.net
- 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)
- NUMEROUS mentions throughout event
- SLIDESHOW/Video playing presentation, logos, or ads as negotiated and provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 6 Tickets to all events

Stand Alone Value: \$4200+

Total Investment: \$2500

BRONZE SPONSOR/Exhibitor \$1500: (10 Available):

- LOGO Inclusion: Website, Posters
- EXHIBITOR TABLE at Friday through Sunday shows
- EVENT PROGRAM (1 Quarter Page advertisement)
- PERMISSION to Distribute Literature & Promotional items
- 4 Tickets to all events

Stand Alone Value: \$2400+

Total Investment: \$1500

PROGRAM/MAGAZINE ADVERTISER

- INSIDE COVER FULL PAGE AD \$1000
- INTERIOR FULL PAGE AD \$750
- HALF PAGE AD \$400
- QUARTER PAGE AD \$250

VENDER/EXHIBOR \$200/One Seating only, \$550/3 Days-includes 2 shows on Saturday, \$700/ 5 Days

- NAME OR LOGO w/ LINK Inclusion: Website
- NAME & LOGO (mini ad) in Program/Magazine
- EXHIBOR SPACE open to general public, fashion shows open to ticketed guests only
- 2 VIP Access to all events

BASIC "FRIENDS OF FASHION" SPONSOR \$250 Special Discount (25 Available):

- NAME OR LOGO w/LINK Inclusion: Website
- NAME LISTED (small logo ad or up to 3 lines) ON SPONSOR PAGE in Program
- PERMISSION to Distribute Literature & Promotional items at Major VAFW Events and in gift bags if provided to us
- 2 VIP Access to all events



SPONSORSHIP AGREEMENT

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

PACKAGE:

- ❖ _____ Silver
- ❖ _____ Bronze
- ❖ _____ Exhibitor (_____ days)
- ❖ _____ Friend
- ❖ _____ Magazine Ad _____ Size of Ad
- ❖ _____ Other Options: _____

Notes: _____

Total INVESTMENT: \$ _____

Amount RECEIVED: \$ _____

Additional Payment(s) to be made: _____

Professional Models for VA Fashion Week will be provided by Splash Model Management and selected by the producers. If sponsor wants to hire any models featured in VA Fashion Week, for any other purpose, sponsor must contact Splash Model Management to do so.

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, it's promoters and producers, including but not limited to Splash Model Management, Rogue Productions, Cookie Dough Ltd., The Network, and all representatives and save VA Fashion Week harmless from any and claims, demands, suits, liability damages, loss, costs, attorneys 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: _____