

Fashion Week Returns To Virginia Beach

October 20-24, 2021



Greetings!

Back in 2007, my partners and I founded VA Fashion Week with a tri-fold purpose; to promote Virginia's talented designers, models, and artists; to promote the economic development of the region by nurturing creativity; and to partner with regional charities to create awareness, raise funds and encourage community involvement. Our very first designer showcase was at the beautiful Virginia MOCA. In 2021, VA Fashion Week returns with all new collections from new designers and returning favorites. In addition our day of designers will return to the resort city of Virginia Beach for the first time in 12 years.

Over 5000 people have attended our various shows and over 350K have visited our website and/or viewed our videos. The 2019 Designer Showcase was standing room only, the VIP seats sold out a week prior to the event. Our models and designers have gone on to work in New York, Los Angeles, Miami, Milan, Paris, and around the world.

Our shows are attended by business owners, media personalities, art and fashion aficionados of all ages with the largest demographic being women between 25 and 50. We are proud to be the premiere fashion event in the state of Virginia. We'd like to invite you to **BE A PART OF THE MAGIC!**



www.vafashionweek.com



VAFW

FASHION WEEK

2021

EMERGE!

TENTATIVE SCHEDULE For 2021:

Events are negotiable and subject to change.

WEDNESDAY October 20 @ ART INSTITUTE VB Town Center

- **Opening Reception**

THURSDAY October 21 @ BUNKER BREWPUB 21st & Pacific

- **Fashion Presentation**

FRIDAY October 22 @ DILLARDS Lynnhaven Mall

- **Fall Fashion & Beauty Event**

SATURDAY October 23 @ COPON STUDIOS Pembroke Mall

- **Art To Wear Competition**

Sunday October 24 @ VIRGINIA MOCA

EMERGE – Fashion Awakens

- **Designer Presentations: Featured Designers from Around the World Debuting new Collections Including Daytime, Evening Wear & Couture**
- **Scheduled Designers include: Brehon Williams, Willie Hall, Zooonek, More TBA.**
- **Silent Auction Benefitting Holiday Toy Drive**
- **Catwalk Competition : Winner Selected by panel of judges from International Agencies**
- **Live Streams of Runway Shows, Silent Auction, Sponsor Presentation**
- **Cash Bar with Food and Beverage Options**
- **Special Celebrity Guests**
- **Exhibitor Opportunities Available**



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SPONSORSHIPS

GOLD SPONSOR (2 Currently Available):

- ❖ WEBSITE "Real Estate": Large Display Banner Ad/link on vafashionweek.com front page
- ❖ NAME/LOGO/Link Inclusion: Flyers, Website, Social Media, Print Ads
- ❖ PRESENTATION & SIGNAGE Placement at all relevant venues as negotiated
- ❖ PROMINENTLY PLACED TABLE or product display at runway venues as requested
- ❖ VAFW Program (2 Full Page Spread or Full Page Back Cover advertisement)
- ❖ 12 VIP ALL EVENT PASSES

Total Investment: \$5000

SILVER SPONSOR (4 Currently Available)

- ❖ WEBSITE "Real Estate": Banner Ad/link on vafashionweek.com front page
- ❖ LOGO Inclusion: Flyers, Website, Posters, Major Print Ads, Link on Website
- ❖ EXHIBITOR TABLE and/or banners at runway show venues if requested
- ❖ VAFW Program(Full Page advertisement)
- ❖ 6 VIP ALL EVENT PASSES

Total Investment: \$2500

BRONZE SPONSOR/EXHIBITOR

- ❖ WEBSITE – LINK/LOGO on vafashionweek.com front page
- ❖ EXHIBITOR SPACE
- ❖ CATEGORY EXCLUSIVITY
- ❖ LOGO/Name in Program
- ❖ + 4 VIP ALL EVENT PASSES

Total Investment: \$1200

OTHER OPTIONS AVAILABLE INCLUDING PRIZE DONATIONS, SWAG ITEMS ETC.



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