

# VAFW2023

## FASHION WEEK

April 20-23  
2023



### 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, beauty and the arts; and to partner with regional charities to create awareness and encourage community involvement.

Over 5000 people have attended our shows and over 350K have visited our website and/or viewed our videos. During our last 5 seasons, our Designer Showcase was standing room only. 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.

**Be A Part Of The Magic!**

[www.vafashionweek.com](http://www.vafashionweek.com)  
[info@vafashionweek.com](mailto:info@vafashionweek.com)

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### **SCHEDULE For 2023:**

Event details are subject to change.

#### **OPENING PARTY FOR VA FASHION WEEK TBA**

- Opening Reception

**Thursday April 20 7pm (Come early for happy hour 4-6pm)**

- Fashion 420/A Look Ahead
- Fun Fashion s from locally owned boutiques

**@ SmartMouth Pilot House Brewing 313 32<sup>nd</sup> St Virginia Beach**

**Friday April 21 TBA**

- Fall Fashion & Beauty Event
- Details TBA

**Saturday April 22 3pm**

- Project Earthday Design Competition

**@ Café Mudita 9647 1<sup>st</sup> View St. Norfolk**

**Sunday April 23 6:30pm @ Virginia MOCA**

- Designer Presentations: Featured Designers from Around the World Debuting new 2023 Collections Including Daytime, Evening Wear, Swimwear & Couture
- 8 Featured Designer Runway Presentations
- Catwalk Competition Part II: Winner Selected from Photos & Interview of Finalists
- Shop The Runway: All featured clothing will be available for purchase, plus additional offerings
- Wine Bar, Hors D'oeuvres
- Special Celebrity Guests
- Exhibitor Opportunities Available

### SPONSORSHIPS BE A PART OF OUR 2023 SHOWS!

TITLE/PLATINUM SPONSOR: (1 Available)

All items in GOLD SPONSORSHIP plus additional terms to be negotiated

- WEB DOMAIN With Sponsors Name in the Title
- FOUR PAGE SPREAD in Program
- \* 20 VIP ALL EVENT PASSES

**Total Investment: \$10000**

GOLD SPONSOR (2 Currently Available):

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": Display Banner Ad/link on vafashionweek.com front page
- CORPORATE NAME/LOGO/Link Inclusion: Flyers, Website, Social Media, Print Ads
- SIGNAGE Placement at all relevant venues
- PROMINENTLY PLACED TABLE or product display at runway venues as requested
- VAFW Program (1 Full Page-BACK OR INSIDE COVER advertisement)
- 10 VIP ALL EVENT PASSES
- ADDITIONAL TERMS to be negotiated

**Total Investment: \$5000**

SILVER SPONSOR (4 Currently Available)

- LOGO Inclusion: Flyers, Website, Posters, Major Print Ads, Link on Website
- EXHIBITOR TABLE and/or banners at runway show venues if requested
- VAFW Program(Half Page advertisement)
- 6 VIP ALL EVENT PASSES

**Total Investment: \$2500**

EXHIBITOR

- DOUBLE SPACE 20' x 8' (up to three 6' BANQUET TABLES)
- + 4 VIP ALL EVENT PASSES
- SINGLE SPACE 10' x 8' (one 6' BANQUET TABLE)
- \* + 2 VIP ALL EVENT PASSES

**Total Investment: \$500**

**Total Investment: \$250**

**splash**  
MODEL MANAGEMENT



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### SPONSORSHIP AGREEMENT

Splash 3419 Virginia Beach Blvd. # 149 Virginia Beach, VA 23452  
ann@splashmodel.com

PACKAGE:

- ❖ \_\_\_\_\_ Platinum
- ❖ \_\_\_\_\_ Gold
- ❖ \_\_\_\_\_ Silver
- ❖ \_\_\_\_\_ Double Exhibitor
- ❖ \_\_\_\_\_ Exhibitor
- ❖ \_\_\_\_\_ Other Options: \_\_\_\_\_

Payments can be made online with credit or debit card or by check payable to SPLASH

Notes: \_\_\_\_\_

Total INVESTMENT: \$ \_\_\_\_\_

Amount RECEIVED: \$ \_\_\_\_\_

Additional Payment(s) to be made: \_\_\_\_\_

*Professional Models will be provided by Splash Model Management and selected by the producers. If sponsor wants to hire any models from 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 Virginia Fashion Week, it's promoters and producers, including but not limited to Splash Model Management, Rogue Productions and all representatives and save 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; neither VAFW producers and staff, nor our venues can be held liable for any loss or damage.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

CONTACT NAME: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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