

SIRAH

THE LABEL



Mega Fashion Launch Party Event

Venue: EDGE / studio 1

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Dear Recipient,

Sirah The Label, Inc. is an up and coming fashion line by Ashley Sales, who specialize in trendy, stylish, and contemporary fashion wear with headquarters in LA.

Our company directs its focus towards producing fashion-forward items of impeccable quality. The target market includes professional women in their 20's to 30's in the big cities like LA and NYC. This exclusive fashion line is based online through an e-commerce website for both wholesale as well as retail.

This event is being held to officially launch our new fashion brand, Sirah the Label. The line is designed for the fashionable working woman in the big city. Our launch will be open exclusively to 150+ people including bloggers, social media influencers, business owners, and fashion industry representatives – hosted at Edge Studio 1 in Los Angeles. We are hoping to find partners who would like to showcase their brands in conjunction with us to a similar demographic. Besides the reveal of our latest collection, our guests will be treated to food, refreshments, and music.

Benefits of Sponsoring this Event

1. **Marketable female demographic:** The Fashion brand targets professional women in their 20's to late 30's, and caters to stylish women living and working in cities like LA and NY.
2. **Strong Target Market Exposure:** Your sponsorship will be announced in our blog, social media channels, and target gifting/Influencers in the fashion industry (high profile YouTube, Facebook, Instagram, Tweeter, and/or Blog fashionistas with extremely large followers of 1 Million+).
3. **Media Inclusion:** Your organization name will be officially included in press releases and other media announcements for pre-launch and post-event launch follow up.
4. **RSVP Enclosure:** Promotion material included in our RSVP invites to 150+ guests. 15% will consist of fashion bloggers, media reporters, and business professionals.
5. **Affix in our lookbook give away:** Promotional flyer included in our event lookbook give away to guests and influencers.
6. **Power-ups in our influencer gifting package:** Your product included in our amazing influencer gifting package.

We would like to lay out a formal request for sponsorship for this event. Partnership with us will expose you to a marketable female demographic as our line rests its focus on young working women. You will also be receiving strong demographic penetration as we will be formally announcing your generosity on social media channels, blog, and through strong social media influencers in the fashion industry with followers exceeding 1 million. Through announcements and press releases, you will be given media inclusion during the pre-launch and the post-event follow-up. RSVP inclusion is promised as our promotion material will be included in our invites amongst which 15% will be sent out bloggers, media reporters, and business owners. There will also be inclusion in our lookbook giveaway and in our influence gifting package as promotional flyers are included in our event lookbook giveaway along with your product included in our amazing influencer gifting package.

We have designed 2 sponsorship packages, available to purchase by our sponsors:

Silver Package – \$150 USD

- Your logo and product description displayed on our website blog entries covering the duration of the pre-event and post-event follow up.
- 2 newsletter blast (estimated target of 150+ RSVP invites to friends, family, bloggers, target influencers and fashion media reporters). Includes RSVP Invites and post-event follow up.
- Sponsor product pamphlet in our fashion Lookbook / catalog giveaway.
- Inclusion in our official social media and press release announcements, including pre-launch and post-launch follow up.

Gold Package – \$400 USD

- Exposure to our targeted social media influencers. Estimated 10-15 total influencers with a massive following.
- Your product to be included in our influencer gifting package without competition as it will be in a category of its own in the package. Sponsor items are separate from the gold package fee and we may purchase it on your behalf.
- Visibility in our YouTube product fashion editorial/commercial video as a sponsor of the launch event on video credit.
- Includes all the values of Silver Package.



If you are interested in becoming a sponsor for our event, feel free to contact us. Thank you in advance for taking out the time to review this proposal.

Kindly anticipating your response,

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