



FWD
FASHION GROUP

NEXT IN THE DISTRICT

A Design Competition

2026 SPONSORSHIP OPPORTUNITIES



**SUPPORTING
DIVERSE
EMERGING
TALENT IN
FASHION**



OUR MISSION

Empowering Diversity, Elevating Fashion

Our mission is to empower emerging multi-cultural talent in the Dallas-Fort Worth area by providing financial support, mentorship, and platforms to showcase their creativity. Through scholarships, grants, and professional development opportunities, we aim to foster innovation, sustainability, and inclusivity in the fashion industry.



Building Momentum and Community

Since launching in March 2025, FWD Fashion Group has been met with so much love and support — a clear sign that Dallas not only wants but truly needs a space dedicated to uplifting fashion creatives of diverse backgrounds. We're all about bringing real value to our members and shining a light on the amazing talent in our community, and the excitement and energy we've seen so far let us know we're on the right track.

2025 EVENT HIGHLIGHTS



Our 2025 event was made possible through more than \$35,000 of in-kind sponsorships — a testament to the confidence our partners placed in FWD Fashion Group's mission and vision. Imagine the impact of your brand's sponsorship!

With those resources, we delivered a high-impact experience that celebrated 13 emerging designers, welcomed 250+ guests, and awarded a \$5,000 designer grant.





OUR GUEST EXPERIENCE

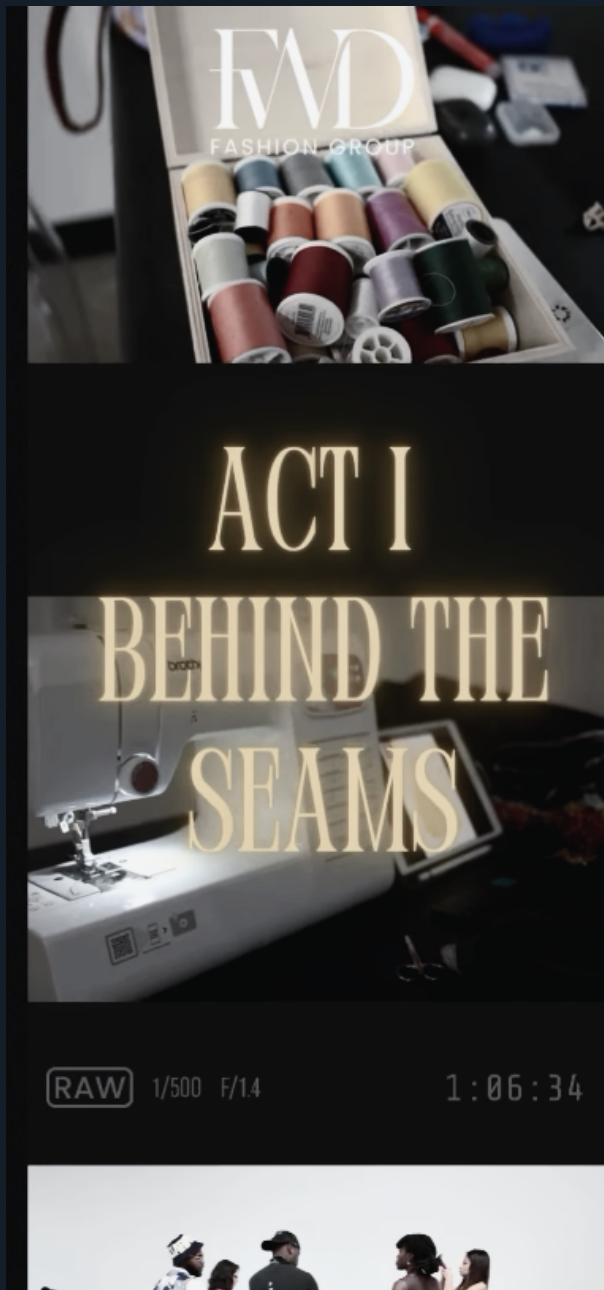
- **Branded Activations and Vendor Marketplace:** Brands curated their space and assortments on theme and participated in a live auction to join in on the excitement of the runway.
- **Signature Cocktails and Mocktails:** Featured drinks crafted with our sponsors, Tentador Tequila and High Horse Orange Liqueur.
- **Transformative Decor:** Exquisite fixtures, stunning floral arrangements, and captivating lighting, sponsored by Exquisite Events and Reddy Set Style, enhanced the ambiance.
- **Red Carpet Experience:** Guests shone on a red carpet step-and-repeat backdrop, and we were delighted to see their enthusiasm for dressing according to the theme.
- **VIP Perks:** Exclusive guests enjoyed personalized, on-the-spot custom engraving of leather goods with Ra Kreations.





OUR REACH AND IMPACT

Social Media Analytics
August – October 2025



sherylworld 3d · ❤️ by author

Thank you for this opportunity!!!! I rediscovered something I had in me that didn't know I had and I thank you all for that ❤️

Reply Hide



391K+

Total Impressions

14.6K

Top Reel Views

9.1K

Engagement Rate

138%

Increase in followers



PROGRAMMING IMPACT

There are severely under-represented groups within the fashion industry.

Partnering with FWD Fashion Group helps scale access to education, financial literacy and relationships to close the gap for everyone. Here's how:

Category	FWD Fashion Group's Programming	Impact
Financial Health and Education	Financial literacy workshops, business budgeting tools, and pricing strategy sessions	Grants, financial coaching, financing partnerships
Workforce Development	Internships, hands-on fashion competitions, and mentorship by industry professionals	Participants become career-ready and connected to job pathways.
Entrepreneurship	Grant competitions, branding workshops, business exposure, and support for emerging designers	Diverse fashion brands grow, scale, and thrive.



KEY CHALLENGES

Key barriers for independent designers include capital, infrastructure, inventory costs, supply chains, marketing, and retailer relationships.

Your support will help fund our solutions, providing financial access and bridging opportunities for our underrepresented community. Here's how:

Gap	Cost Barrier	FWD Fashion Group Solutions
Startup Capital	\$5K-\$1M+	Grants, financial coaching, financing partnerships
Minority Representation	~7% designers; <1% shelf space	Multi-cultural and female-focused mentorship, network & industry access
Retail Access	High cost to enter retailers	Preparation via brand clinics, pitch training, distribution partnerships



EVENT DETAILS

DESIGN COMPETITION

DATE /TIME

October 14, 2026

LOCATION

Dallas, TX - TBD



Fashion is fueled by collaboration.

This event brings designers and creatives from across the fashion spectrum together to dream big and build something bold. Teams will co-create a mini-collection based on a themed prompt, blending perspectives and pushing boundaries.

It takes a village.

Design teams will be paired with seasoned industry mentors who'll offer insight, feedback, and encouragement along the way — helping shape ideas and grow networks that will last long after the final look hits the runway.

Let's talk resources.

Our goal is to offer a material and supplies stipend to help bring their vision to life, ensuring everyone starts on equal footing. One or more winning teams will walk away with a grant to keep their creative momentum going strong.

Beyond the runway.

The FWD community will have a chance to interact with branded activations during the show — turning creativity into opportunity.

PROGRAM OVERVIEW



OUR REACH AND IMPACT GOALS

50+

Applications from talented designers, stylists and hair and makeup artists across DFW

300+

Attendees at the fashion presentation awards ceremony, and supporting events.

500K+

Impressions through social media and digital outreach.

10+

Partnerships with local and national fashion organizations to amplify our impact.



SPONSORSHIP NEEDS



Venue



Decor



Food & Beverage



Designer Stipends



Grant Awards



Runway Production



Designer Supplies
and Resources

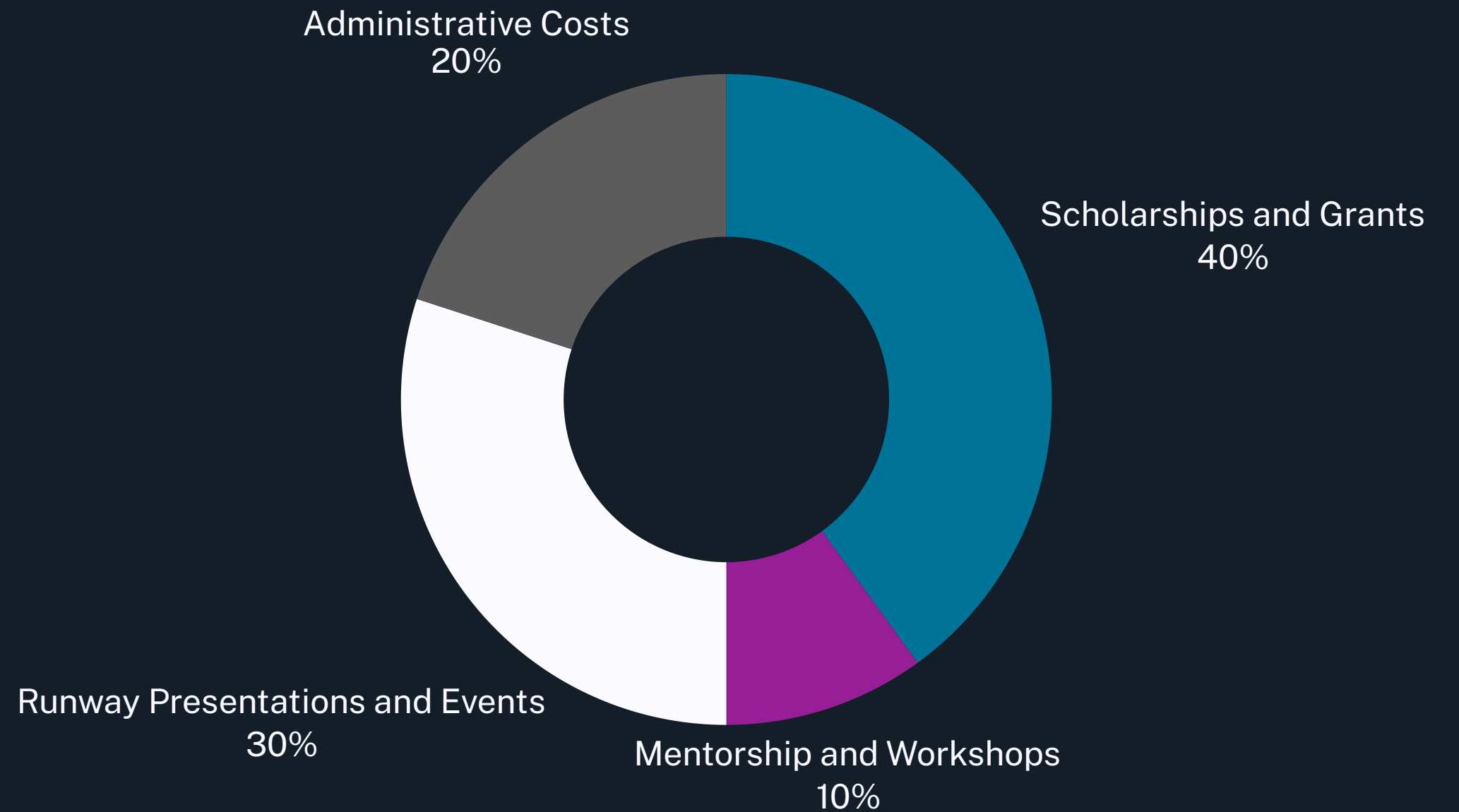


Attendee
Activations

YEARLY BUDGET AND FUNDRAISING

Where your contributions go

\$100K
2026 Goal



- Scholarships and Grants: 40% of funds directly support recipients.
- Mentorship and Workshops: 10% of funds provide educational opportunities.
- Runway Presentations and Events: 30% funds event production.
- Administrative Costs: 20% ensures program sustainability.

SPONSORSHIP PACKAGES

Choose from tax deductible monetary contribution tiers or donate your services or products to support an upcoming event. You will be given the opportunity to allocate your funds directly to specific needs in our commitment form.

BENEFITS	VENUE & PRODUCTION	GRANTS & STIPENDS	FOOD & BEVERAGE	GENERAL DONATION	IN-KIND & ACTIVATIONS
	\$5k - 10k +	\$1k - 5k +	\$500 - 1k +	\$100 - 500 +	
TOTAL NEED	\$30k	\$15k	\$5k		
Program Acknowledgement	✓	✓	✓	✓	✓
Logo on website, event collateral and promotions	✓	✓	✓		
Top Tier, prominent logo placement throughout event	✓	✓			
Brand Shoutout in Event Script	✓	✓	✓		✓
Pre and Post Event Social Media Collaboration Posts and Reels - Instagram, LinkedIn & Facebook	✓	✓			
Acknowledgement in press releases	✓				
VIP Brand Activation	✓				
General Brand Activation	✓	✓			✓
Official Event Recap Inclusion	✓	✓	✓		
VIP event access	2 tickets	2 tickets	2 tickets		
General Admission Event Tickets	5 tickets	3 tickets		2 tickets	2 tickets
Exclusive Invitation to VIP Pre or Post Event (TBD)	2 tickets	2 tickets			

EXHIBITOR BOOTH OPTIONS

Leverage our audience to promote your business. Set up an interactive activation and make a lasting impression at the event.

SWAG BAG CRITERIA

All sponsors and exhibitors at qualifying levels are invited to contribute branded items to our attendee swag bags. This is a great way to keep your brand top-of-mind beyond the event.

	SMALL	MEDIUM	LARGE
	\$200	\$350	\$500
Available Quantity	QTY : 5	QTY : 3	QTY : 2
Booth Size	6x6 or 8x8, 1 table and 2 chairs Standard Placement	10x10 1 table and 2 chairs Premium Placement	10x20 or Corner 2 tables and 4 chairs High Traffic Placement
Swag Bag Inclusion	✓	✓	✓
Promotion	1 post	2 posts Logo in email	3 posts/stories 1 Feature in Email Verbal Shoutout at Event
Listing in Program	✓	✓	✓
General Admission Event Tickets	1	2	2

Accepted Items (Ideas)

- Product samples or mini sizes
- Discount codes or gift cards
- Branded merchandise (pens, notebooks, mugs, etc.)
- Informational postcards or brochures

Guidelines

- Minimum quantity: 100
- Items must be brand-aligned and event-appropriate
- All materials must be delivered by October 1, 2025
- No oversized, fragile, or perishable items unless pre-approved

If interested in Exhibitor Booth or Swag Bag submissions, please email:

erica@FWDfashiongroup.org

ADVERTISING OPPORTUNITIES

Advertise your product or service in our keepsake program distributed to attendees

1/4 PAGE AD

\$75

QTY : 12



1/2 PAGE AD

\$125

QTY : 6



FULL PAGE AD

\$200

QTY : 3



Deadlines

September 15: Ad Commitment Due

September 19: Confirmed Dimensions Sent

September 25: Ad Artwork Due

October 25-30: Ad Approval / Final Edits

October 1: Go to Print & Publish

Submit ad requests to:

erica@FWDfashiongroup.org



JOIN US IN SUPPORTING EMERGING TALENT

Together, we can empower the next generation of fashion leaders and innovators in DFW. Let's make a lasting impact on the future of fashion—partner with us today!

Contact Us

hazel@FWDfashiongroup.org

Learn More

www.FWDfashiongroup.org

Sponsorship Deadlines

Commitments Due: July 1, 2026

Payment Due: August 1, 2026

