

# Alice.D



SPONSORSHIP PITCH

ALICE.D is the fashion & culture magazine personifying a unique movement, bridging the underground pop culture of today. ALICE.D expands the platforms for the peculiar, the creatives and the absurd. ALICE.D speaks primarily to underground artists, musicians and designers who wish to showcase their creative flair and originality.

Alice was a free-thinking independent woman, who problem solved her way through adversity by empowering herself to triumph through her struggles. We have all seen an Alice in ourselves at some point.

We have the name; we have the identity, the style, the initial following base and most importantly the ideas. The only thing we don't have is funding.

Help us to achieve our vision and catalyse ALICE.D magazine.

Follow Alice down; feed your head.

WHO



The vision of ALICE.D is to create a quarterly interactive digital publication in the form of fashion and photography. Upon each brief, creative contributors will be given a single sentence or theme derived from our beloved hero, Alice in Wonderland.

The publication will heavily feature upcoming and underground artists within Australia who compliment the grungy, underground and original voice ALICE.D embodies.

We currently have 7, 000 followers on our Instagram platform.

We have submissions from local and international designers, Fashion Website [WGSN](#) is keeping their eyes on us and we are hoping to feature on their upcoming trend forecast page.

Our monthly theme will be released and ALICE.D is then open for submissions from which we will showcase a wide spectrum of interpretations of that particular theme... Through photography, we will highlight the individual's interpretation all whilst evoking the alter ego within...

"Every adventure requires it's first step." In March 2019 ALICE.D will be hosting its launch event, held in conjunction with Virgin Australia Melbourne Fashion Week Festival Arts Program, prior to the release of our first publication: Formally introducing ourselves beyond just the world of just fashion. We intend to hold this event at an underground location, in Melbourne's CBD... Envision models in cells with alluring fashion, intriguing style and music.

# VISION

You decide how your sponsorship will manifest, whether it be financial or products.

Your sponsorship would go across many platforms to help ALICE.D come to life. Primarily, your sponsorship will mean that our launch event will be given the attitude and funding it deserves.

If we were successful in gaining your sponsorship, we would offer you logo inclusion on our website and offer your logo and potential advertisements within our interactive publication. You would also receive exclusive partnership rights our launch event, social media platforms and promotional material. Your logo will also be included in all marketing/promotional material published prior to the launch event.

Here's what your sponsorship money would be going towards;

## **The Breakdown**

### *The Launch Event*

- PR and event management
- Set design
- Alcohol
- Videographer (including free promotional fashion film and event shoot, including editing)
- Photographer
- Models
- Makeup artist
- Hair artist
- Bar Staff
- Catering for the event management team
- Event Space with security (The Watch Tower)
- Musicians
- Lighting
- Influencers to come to our event and promote the movement of ALICE.D

## **Event Crew So Far...**

Creative Direction— Kristie Klein

Producer— Paul Stam

Stylist— Ella Murphy

Hair/Makeup— Xeneb Allen

Sponsorship Management/PR— Zowie Minchin

We aim to create a publication of extreme character and originality and our team all have different creative backgrounds to intertwine, allowing ALICE.D to have solid foundations in place.

**Editor—** Kristie Klein

**Art Director/Photographer—** Roi Ciccone (The Furies)

**PR/Event Management—** Zowie Minchin

**Sales/Advertising—** Brit Minchin

**Content Designer—** Hannah Tempny

**Writer—** Jebediah Shorten

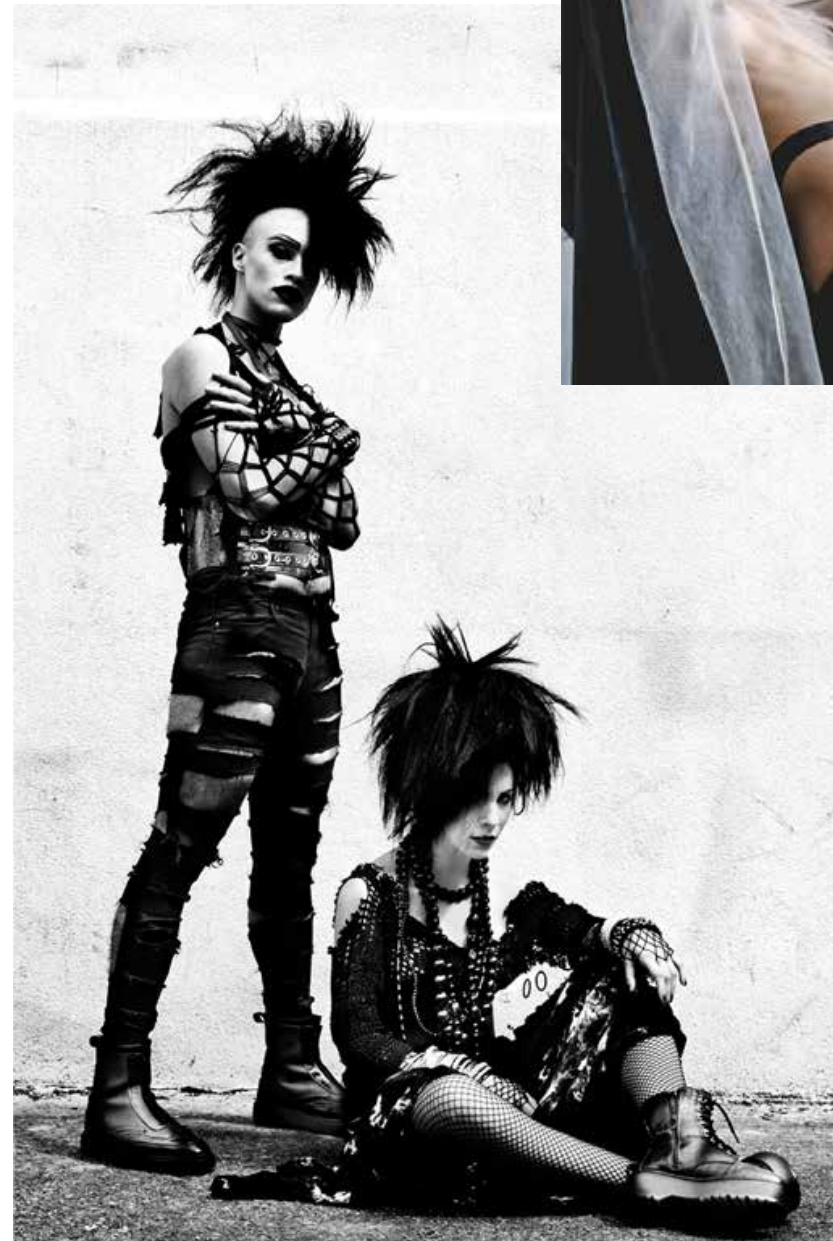
### The Magazine

If you'd like to see what we are all about, then we welcome you to have a look for yourself! Through our social media and website, you can visualise the style of ALICE.D's voice and interpret how our ideas and event launch coincide.

**Website—** <https://www.alicedmagazine.com>

**Instagram—** <https://www.instagram.com/alicedmagazine/>

For any enquiries contact Kristie on **0406 694 658**  
or send us an email at [info@alicedmagazine.com](mailto:info@alicedmagazine.com)



# CONTACT