



F X F A S H I O N

PRESENTS

LIGHTS
CAMERA
FASHION:

THE FASHION SHOW

Sponsorship Proposal

Welcome to FxFashion UK's signature event: A Tapestry of Inclusive Brilliance. Your partnership can be the thread that enhances this singular showcase of creativity, innovation, and opportunity. Together, let's craft not just an event, but a transformative experience that elevates, celebrates, and thrusts underrepresented talent into the spotlight they truly deserve. Let's weave an evening where every , designer, artist, model, photographer, and visionary is recognized, celebrated, and cherished.

FXFASHION.CO.UK



FXFASHIONUK





"EMPOWERMENT"

Welcome to FxFashion UK, an 8-year pillar in the fashion events industry, dedicated to spotlighting and elevating underrepresented and less privileged designers. Our commitment extends beyond organising events; we aim to shine a light on the often overlooked talent, ensuring their innovative and fresh perspectives are seen and celebrated in the diverse tapestry of the fashion industry.

We are more than an events company; we are a movement. FxFashion UK is a nurturing ecosystem that seamlessly blends creativity, opportunity, and business acumen, ensuring every designer has a platform to shine, network, and grow. Together, we are crafting an inclusive and equitable future in fashion, where every designer, regardless of their background, is acknowledged and cherished.

**ABOUT
FXFASHION**



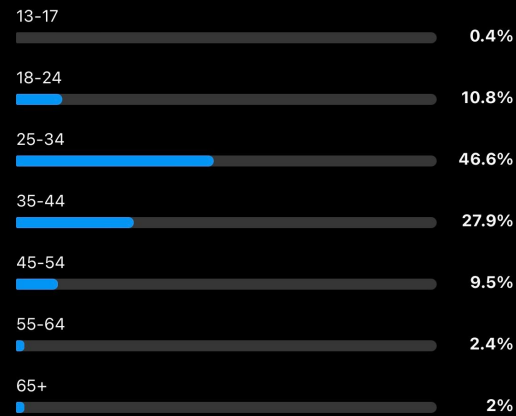
Instagram Stats Snapshot

Followers - 54.5k

Age range

of your followers

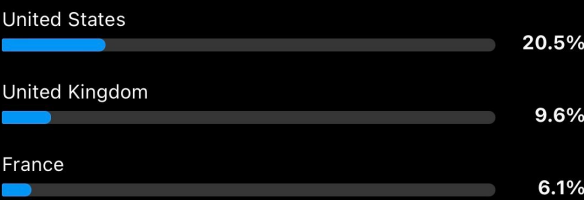
All Men Women



Top locations

of your followers

Towns/Cities Countries



Gender

of your followers



"RESONANCE"



OUR HISTORY

FxFashion is a vibrant collective of creatives excelling in turning visions into captivating projects, whether it's crafting masterpieces through photoshoots or transcending expectations in advertising and makeup artistry. Our diverse team, encompassing models to graphic designers, ensures a seamless execution tailored to maximize engagement across different platforms.

With each endeavor, FxFashion meticulously selects the most apt personnel, forming a powerhouse of talent that breathes life into every campaign and creative idea. Our broad spectrum of creatives, adept in their fields, are the engine propelling FxFashion's commitment to delivering exceptional content

"INSPIRATION"

OUR VISION & VALUES

✓ INCLUSIVITY IN SPOTLIGHT

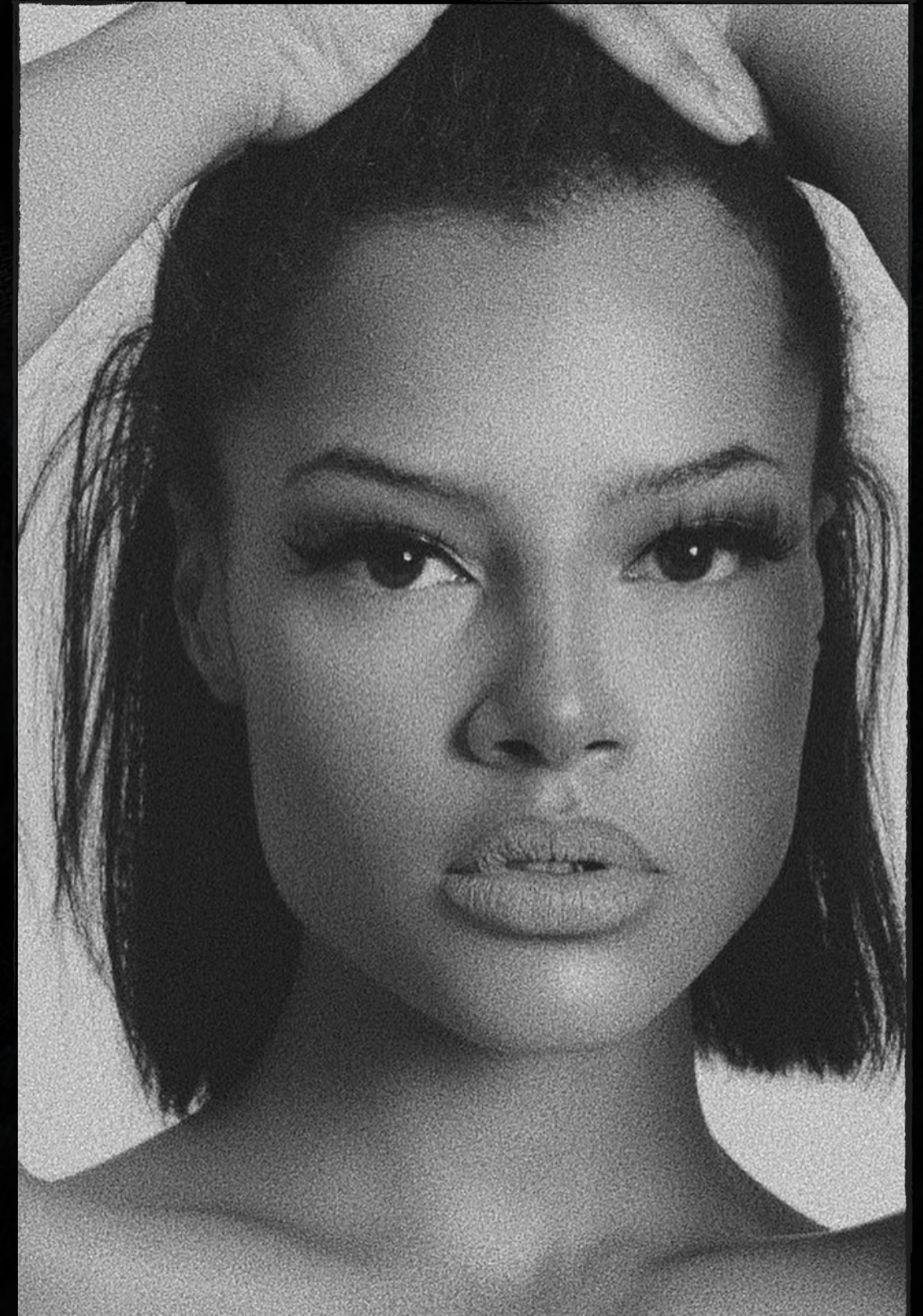
In the luminous world of fashion, FxFashion UK envisages a future where every designer, especially those emerging from underrepresented backgrounds, is given a platform to shine. Our vision is to dismantle barriers and create a stage where talent is the only metric, ensuring that the brilliance of young, underrepresented designers is celebrated and propelled into the global spotlight.

✓ FOSTERING COLLABORATIVE GROWTH

We aspire to be the nexus where creativity and commerce converge, developing a nurturing environment that encourages not just individual growth, but collaborative prosperity. FxFashion UK aims to weave a tight-knit fabric of professionals, where designers, investors, creatives and brands collaborate, ensuring that innovative designs and ideas are not just born but are also nurtured and brought to fruition.

✓ ELEVATING ETHICAL & SUSTAINABLE FASHION

Our vision extends to embedding sustainability and ethical practices into the core of the fashion industry. FxFashion UK is committed to promoting designers and brands that adhere to and advocate for ethical production practices, ensuring that the future of fashion is not just inclusive and collaborative but is also conscious and responsible, safeguarding our planet for future generations.



"VIBRANCY"

ABOUT THE EVENT

LIGHTS, CAMERA, FASHION

Step into the vibrant realm of our runway production, a meticulously curated showcase and celebration of innovative, underrepresented designers who bring a cascade of fresh, diverse, and enthralling designs to the fashion industry. Our event transcends the conventional fashion show, emerging as a celebration that not only spotlights creativity but also narrates the compelling stories of designers who redefine the boundaries of fashion.

At Lights, Camera, Fashion, we weave dreams into the fabric of reality, providing emerging talents with a stage to shine and a launchpad to elevate their designs into thriving businesses. Here, attendees don't just witness a display of groundbreaking designs; they immerse themselves in a rich tapestry of innovation, engaging in enlightening dialogues and experiences that shape the future narratives of fashion.

Moreover, our event is a powerhouse of networking opportunities, where designers, industry professionals, and fashion enthusiasts converge, forging connections and collaborations that extend beyond the runway. It's a melting pot where ideas, expertise, and opportunities amalgamate, providing fertile ground for collaborations, partnerships, and growth.

Join us, as we craft a future where every designer is celebrated, every voice amplified, and every creation acknowledged and appreciated, all while forging connections that will define the future of fashion.



MEET SOME NOTABLE PARTICIPANTS

"SYNERGY"



@FIONAMICHELLE_
121K Followers - IG



PRISCILLAANYABU_
170K Followers - IG



@RUSSMILLIONS
1.2M Followers - IG



@LOAN_LOVE_
360K Followers - IG



@SPECGONZALEZ
136K Followers - IG



@RUBE_MAE
100K Followers - IG



@CHLOEBURROWS
1.7M Followers - IG



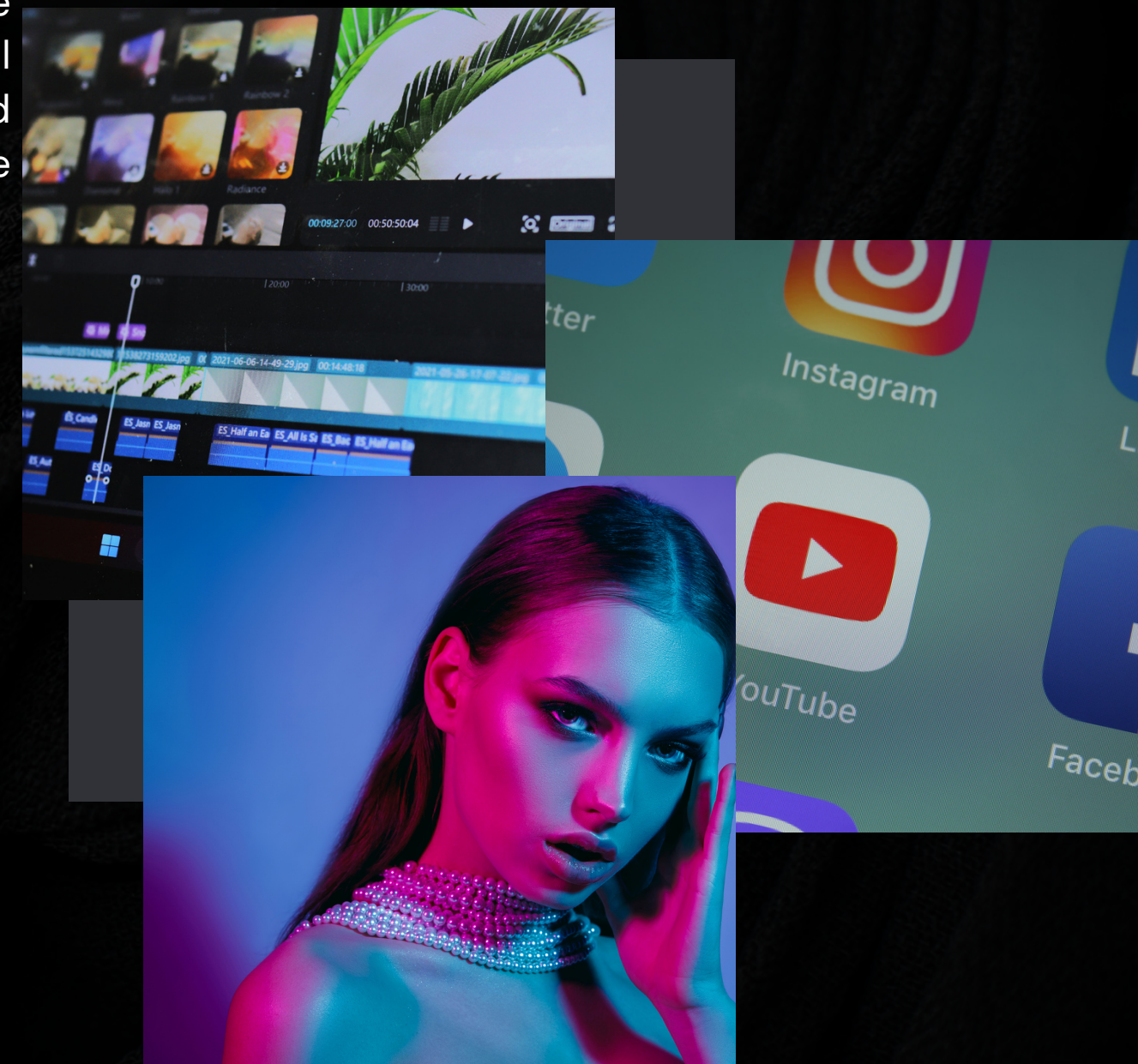
@SHERLINANYM
1.3M Followers - IG

YOUTUBE SERIES – A DIGITAL RUNWAY

"EXTRA"

In the build up to the show, FxFashion UK will transcend physical boundaries, creating a digital space where fashion, creativity, and stories unfold in a compelling visual journey, accessible to a global audience. The build up to the show will include two different YouTube series. One will be based around interviewing the fashion designers and the other will be a behind-the-scenes look into the model casting process. Here are a few of the benefits that these online shows will offer:

- **Global Visibility:** Your brand will be featured across episodes, gaining visibility among a global audience of fashion enthusiasts, industry professionals, and potential customers.
- **Storytelling Impact:** Align your brand with powerful, inspiring stories of emerging designers, enhancing your brand image by showcasing your support for their journey.
- **Diverse Audience Engagement:** Engage with a diverse, digital-savvy audience, enhancing your brand recall and reputation among the next generation of consumers and fashion professionals.
- **Collaborative Content:** Opportunities for co-created content, such as branded challenges, featured segments, or collaborative episodes, weaving your brand seamlessly into the storytelling fabric.
- **Inclusive Branding:** Demonstrate your brand's commitment to inclusivity and diversity by supporting a platform that actively uplifts and showcases underrepresented talent in the fashion industry.





WHY SPONSOR US?

FxFashion UK, more than an events company, stands as a transformative movement in the fashion industry, committed to bridging the opportunity gap for talented, underrepresented individuals. With a solid 8-year legacy, we've built a nurturing ecosystem that intricately melds creativity, innovation, and real business opportunities. Aligning with FxFashion UK is not merely a sponsorship but a collaborative stride towards a more inclusive future in fashion.

Unparalleled Reach

Partnering with FxFashion UK means tapping into our expansive network, connecting your brand with a vast audience that spans continents.

Direct the Spotlight

Take charge of episodes on our YouTube series, setting themes, and featuring designers, thereby positioning your brand amidst fashion pioneers

Diverse Global Audience

Our platform isn't just vast; it's varied. Benefit from the unique opportunity to resonate with both local niche communities and global masses simultaneously.

Trendsetter Association

With FxFashion UK constantly pushing boundaries and setting trends, your brand will be synonymous with the avant-garde, always a step ahead in the fashion world.

"AMPLIFY"

Engaging Giveaways

Leverage our reach to engage audiences. Offer enticing prizes, capture invaluable data, and expand your brand's community.

Spotlight with Best Dressed

Ignite excitement by sponsoring a 'Best Dressed' prize at our event, creating buzz and offering attendees a chance to win vouchers from your brand.

SPONSORSHIP PACKAGES

Main Event Sponsor: £6,000

The main event sponsor will have their name in the title of the event, meaning it will be highlighted throughout the build up and very well displayed on the day of the event.

- "XYZ Presents FxFashion: Lights Camera, Fashion" will be the name of the event, giving max coverage.
- Exclusive opportunity to give away samples of new or existing products at the event.
- Opportunity to do a joint giveaway on social media, allowing sponsor to get new people following them.
- Both of the YouTube shows will have 20 second advert space in each episode for sponsors to give some detailed info about a product or service.
- Dedicated double page spread in the event day magazine that can be used to speak about anything the sponsor wishes.
- Exclusive behind the scenes camera access for the main sponsor on the day of the event.

Media Build-Up Sponsor: £2,500

The media build up sponsor will be the 2nd most prominent sponsor overall but the most prominent throughout the promotional campaigns

- The main sponsor for the YouTube shows - "FxF Model Search in Partnership with XYZ".
- This partners logo will be ever-present on the screen of each YouTube episode.
- Interactive Oasis: A space at the event for attendees to connect with your brand.
- Digital Dynamo: Engage audiences with unique challenges or activations in the YouTube series.
- Dedicated full page spread in the event day magazine to promote anything the sponsor chooses to.
- Opportunity to give away free samples or get guests to join a mailing list by scanning QR code.
- Premium placement on main stage, event banners, digital screens, and attendee badges.

Magazine Sponsor: £1,000 + print 150 ten-page A5 magazines

Retain most of the benefits of the main event and media build up sponsrs, except for naming rights of the event and YouTube series.

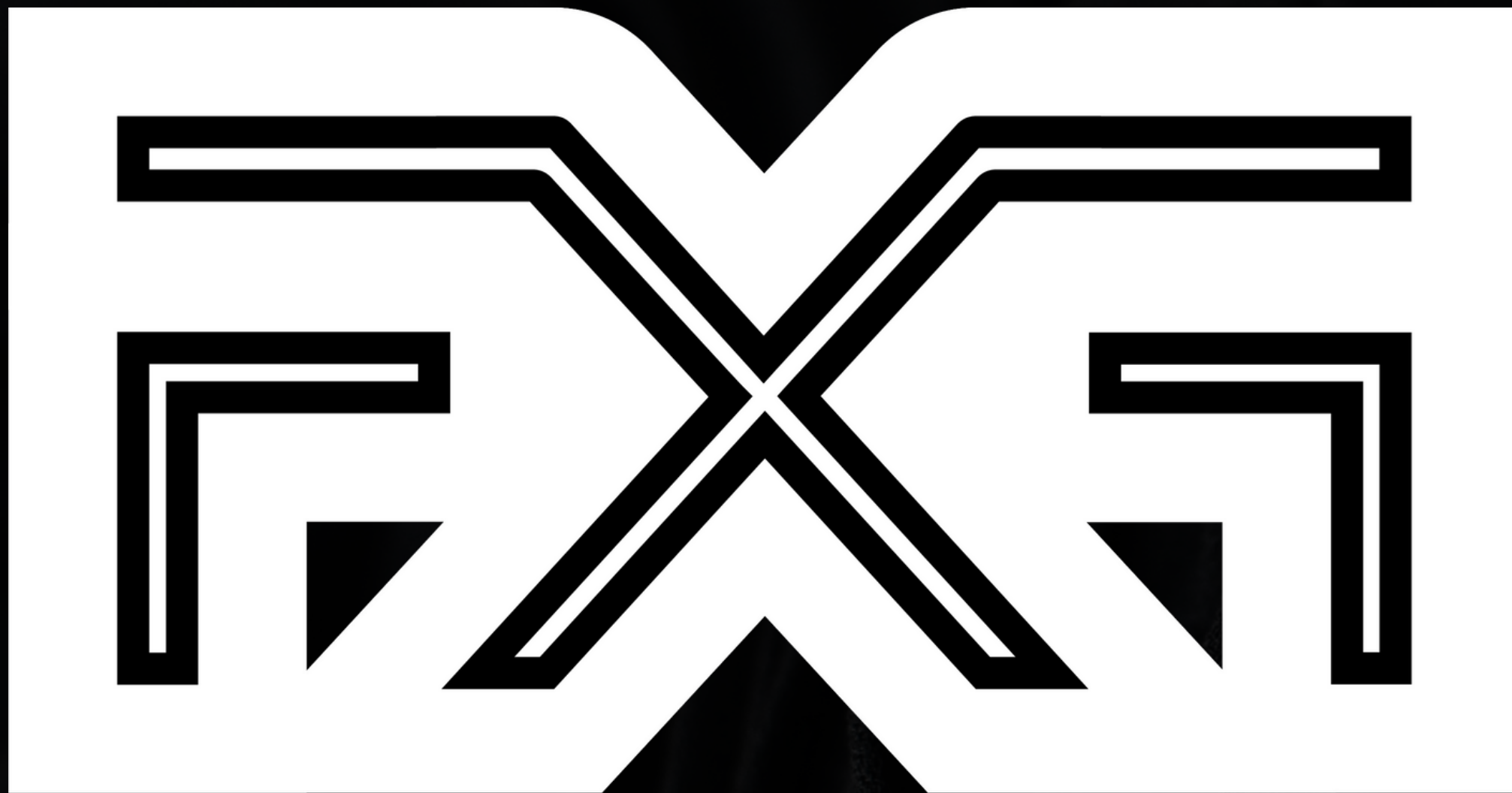
- Exclusive opportunity to give away samples of new or existing products at the event.
- Opportunity to do a joint giveaway on social media, allowing sponsor to get new people following them.
- Premium placement on main stage, event banners, digital screens, and attendee badges.
- Engage audiences with unique challenges or activations in the YouTube series or at the event itself.
- Social Starlight: Features in social media campaigns.
- Backstage Passport: Access to our model casting process.

The Wild Card

This sponsor will be a wild card, selected based on what they offer and how unique their ideas are

There aren't any specific requirements for this sponsor to meet, but the more intriguing the idea then the more likely it is to be selected. We are open to innovative and forward thinking partnership ideas so please feel free to get creative.

The amount of funding being offered will also be a factor in selecting this sponsor. There will be up to two partners selected as wild cards..



F X F A S H I O N

THANK YOU

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