

SOCIETY FASHION WEEK

BRAND PARTNERSHIP GUIDE

February 10-11, 2018 | The Roosevelt Hotel NYC



THE ROOSEVELT NYC

- Entire mezzanine level including grand ballroom
- Onsite Command Center
- 12' wide x 60' long, white luster runway on 12" riser
- stadium effect seating so there is no bad seat
- Limited Pop Up Shop Opportunities in prime gathering locations
- Live stream
- Media Pit able to hold 100
- Exclusive discounted Room Block

Be a part of the fastest growing event in the Fashion Industry.

The SOCIETY New York Fashion Week will take over New York City February 10-11th, 2018 and bring the spirit of fashion to the world as we showcase what's new for 2018 Collections. The SOCIETY would like to welcome you to our global fashion community, consisting of ground breaking events, governing association collaborations, designer discovery, consumer festivals and digital experiences that open the gateway to Style, Innovation and Trends.

Throughout the course of the week, fashion insiders, including buyers, retailers, members of the international press, celebrities, models, and special guests will make their way through our venue. Additionally, fashion fans around the world tune in each season to see your latest collections come down the runway via The SOCIETY Livestream.

The SOCIETY is dedicated to offering you the best possible venue and options to present your company along with unsurpassed marketing platforms to help you tell your brand story and have it reach your desired audience. As we continuously strive to evolve The SOCIETY, we welcome any question or feedback you may have along the way, and are here to ensure a successful show and experience.

Thank you for your interest in partnering with The SOCIETY and we hope to see you at our show in February!

A 3D-rendered fashion runway set. The runway is a long, white, rectangular path with a grid pattern, flanked by dark, raised platforms. At the end of the runway, there is a large, rectangular screen displaying a cityscape under a cloudy sky. The text "SOCIETY FASHION WEEK" is overlaid on the screen in large, white, bold, sans-serif capital letters. Above the screen, three dark, rectangular structures resembling podiums or lighting fixtures are positioned on a dark surface.

SOCIETY FASHION WEEK

WHO WE ARE

We work with a wide variety of brands to raise their profile through our diverse marketing channels. Instead of being just another name, our partners are integrated into our operation in a profound way that adds value to the fashion attendees experience. It starts with the build-up to our on-sale date and continues through unique post-event re-caps. We are focused on driving metrics and creating a top of mind position for your brand.

In the often crowded runway space, The SOCIETY finds a perfect fit meshing a nationally acclaimed lineup with a refined group of fashion attendees, thus allowing brands the opportunity to test products and strategies without the exorbitant cost.

THE EVENT
ON-SITE ATTENDANCE

2.25K-3K

LOCATION

THE ROOSEVELT
HOTEL NYC

LOCATION

71%
ages 24-44

NUMBER OF SHOWS

8

2 DAYS!

STATISTICS

88% FEMALE
12% MALE

FORMAT

ADVANCED TICKETED
EVENT

BRAND REACH

Multi-Channel Coverage, Creating unique impressions across multiple mediums.

The SOCIETY's media campaigns generate millions of impressions through our unique strategies and specialized media channels.

Primary Promotion & Media Exposure For Your Brand

Align your marketing efforts with The SOCIETY's through co-branded promotional campaigns that are custom designed and outfitted to showcase your brand.

Press Support For Your Activations and Ad Spends

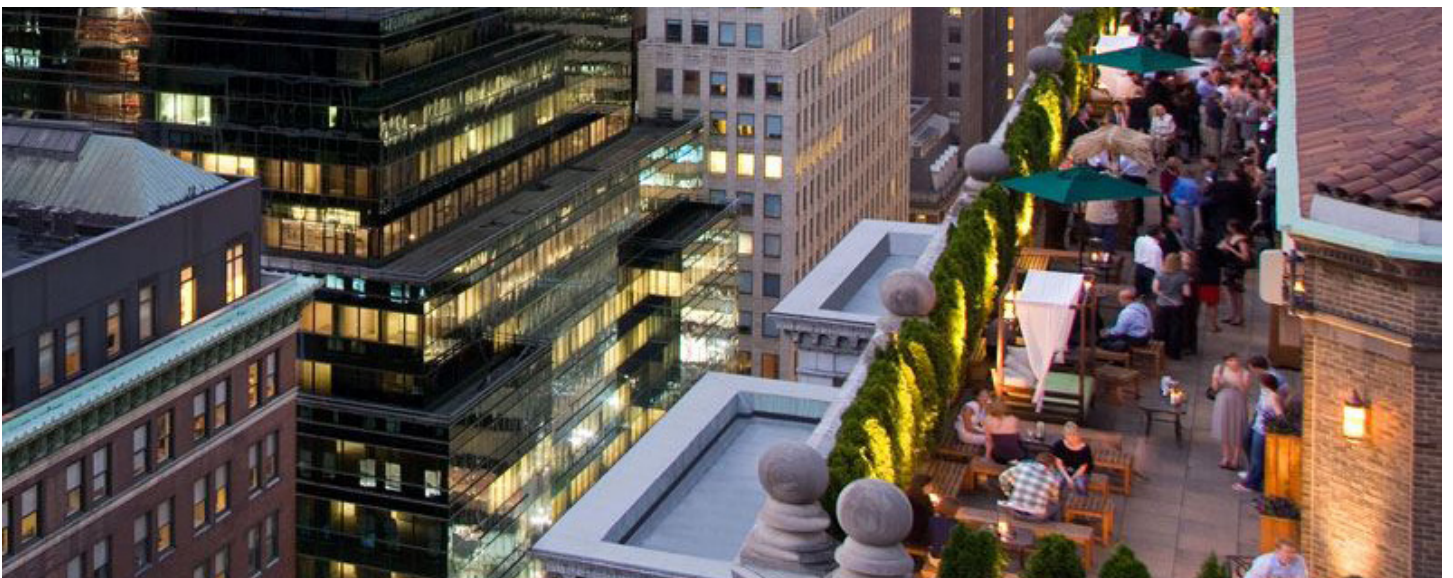
Unique sponsorship programs get the attention of local and national media alike. We assist you throughout the process in promoting your efforts to the fashion, culture, and business channels. When you book early, before our lineup announcements, you'll be sure to maximize the exposure for your brand.

Contests and Giveaways

Nothing builds goodwill on the part of your brand like sponsored giveaways and contests that benefit our audience. We can enable your programs with valuable incentives... vip access, official merchandise, and unique items.

Custom Promotional Campaigns

Some of our most impactful promotional efforts for our brand partners focus not only on the end consumer, but also on the retail and distribution clients. In-store advertising, themed nights and co-branded incentive programs that drive traffic from the street to your retail can be provided on a turnkey basis. We offer our brand partners a great atmosphere for hospitality that includes all access privileges.



BRAND IMPACT

High Profile Activations and Co-Branded Marketing Efforts - The Possibilities

The SOCIETY's goal is to help your activations and promotions achieve the biggest imprint possible. With our unique set of characteristics and our ability to cater to your specific goals, we will work with you to achieve the success that few others can. We are small enough to test out your new projects and large enough to proof concepts.

Designer Relationships

Many brands prefer their campaign to have a direct relationship to a Designer. At The SOCIETY we can help establish relationships with the Designers and deliver influencer audiences within your key demographic. From simple meet-and-greets, to one-of-a-kind invite only experiences, The SOCIETY can leverage the relationships that will make your brand stand out.

Title Sponsorship and Hosted Public/Private Events

The SOCIETY doesn't end with the one-day event in NYC. With Pre and Post Events spanning the continental United States, the show doesn't end. With our relationships with local public and private venues we can produce invite-only affairs that key on a variety of activities enjoyed by our customers. Our focus is on diverse entertainment offerings and paring your brand with the best possible format for success.

Value-Added Programs

We can definitely put your brand and logos on stage or all over the venue grounds for that matter, but we can also do so much more than that to connect you with our people. How about a branded onsite contest where you could win SOCIETY tickets for life? We can do BIG things at The SOCIETY with your BIG help!

