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ABOUT

Street Fashion Week is a bi-annual production held in accordance with the global fashion calendar that seeks to propel and reinvigorate the conversation about emerging designer talent in a field commonly known as 'urban' or 'street' fashion by industry insiders and newcomers alike.

Fall 2017

Thriving Fashion Brands
Custom Merchandise
Elite Products
Technology
VIP Lounge

WHO
WHAT
WHEN
WHERE
WHY

STREET FASHION
NY Fashion Week
FALL, 2017
New York, NY
To expose brands to influencers,
tastemakers, press & buyers

DETAILS

Street Fashion Week seeks to capture the essence of the culture and passion surrounding 'street' fashion, while creating a platform for luxurystreetwear designers to comfortably explore their craft.

**PRESENTS YOU DIRECTLY
TO BUYERS AND INDUSTRY TASTEMAKERS**

Our primary objective is Connecting you directly with potential buyers on an intimate platform.

During Street Fashion Week Our focus is to create a luxurious networking experience that fosters brand expansion and grant access to an exquisite audience.

DETAILS

BRAND BUILDING

Street Fashion Week approaches sponsorships as true partnerships, designed to hit the mandates of our sponsors, our audience, our vision and our mission. An association with Street Fashion Week will provide your company with incomparable access to valuable public and/or industry audiences.

- + Logo Recognition
- + Rights to use our logo
- + AdvertisingSocial
- + Media Exposure

BUSINESS BUILDING

Reach Hundreds of Street Style Consumers through a customized sponsorship with Street Fashion Week and our many year-round events

- + Client Hosting
- + Consumer Contests and Promotions
- + Product Trial
- + Onsite Activations
- + Behind the scenes access
- + Employee Engagement

BRAND RECOGNITION

We work closely with your brand to develop a brand visibility strategy that is in alignment with your company's current objectives.

CONSUMER ENGAGEMENT

Reach a highly desirable demographic of trend-setting, influential Street Style consumers with targeted experiential marketing and sampling opportunities.

PROMOTIONAL RIGHTS

With the support of the Street Fashion Week's brand, execute consumer or trade promotions in the marketplace that create brand excitement and drive your marketing objectives.

CORPORATE HOSTING

Entertain groups of clients, employees, prospects and new recruits at one of our premier Red Carpet lounges. Enjoy reserved seating at an optimal vantage point for you and your guests.

SPONSOR

CO-PRODUCER CREDITS

SPONSORSHIP OPPORTUNITIES AVAILABLE

OPPORTUNITIES

Branding: Specifically in relation to onsite branding, providing consistent reminder and visual cues that highlight the event collaborators and sponsoring partners without inundating guests through overt advertising. Simple elements can include Branded napkins, branded bars, branded apparel for support staff and so much more.

Décor and staffing assistance available upon request.

Logo placement and video presentation will start the show.

Sampling and gift bags may be provided to guests at the show.

Specific showcase to be determined with event management.

VIP Backstage Meet & Greet – Sponsor's VIP guests able to meet the designers preparing for the sponsored showcase.

Music Performance - Sponsor may host an internationally known recording artist's performance at Street Fashion Week

On-Line Activities – Sponsor logo, banner ad and link added to the SFW web site.
Product Placement - Product placement in event gift bags at the closing Street Fashion Week event.

F/W New York, NY
September

VISIBILITY



ATTENDANCE

2000+

INSTAGRAM

9,700 +

FACEBOOK

5,976

EMAIL NEWSLETTER

15,000+

FACEBOOK IMPRESSION / AUDIENCE REACH

5,976+

DEMOGRAPHICS

AGE

16-45

GENDER

65% M

35% F

SPONSOR

OPPORTUNITY

KICK OFF LAUNCH PARTY NETWORKING
NETWORKING
EXPOSURE
PRESS

BENEFITS

MODELS
CELEBRITIES
PHOTOGRAPHERS
/VIDEOGRAPHERS
ACTIVATIONS

SPONSORSHIP LEVELS

\$11,000

PLATINUM (TITLE)

- Everything mentioned in the starter's package plus Presenting credits Event listed as "your company/name presents"
- 2 Models to use for promotional reasons.
- Higher level placement of Company logo on banner
- Premium tailored product placement throughout venue
 1. Curated video content
 2. Signage
 3. Product distribution (including gift bags)
- Personal In-House photographer & Media Interviews

SPONSOR

SPONSORSHIP LEVELS

PRICING TBD GOLD SPONSOR

+ Pricing for this package can be tailored to meet your corporate marketing needs

PRICING TBD SILVER SPONSOR

+ Pricing for this package can be tailored to meet your corporate marketing needs

\$1,000 IN KIND SPONSORSHIPS

we invite organizations to contribute in Kind Services and products for the following

- + Wine and Champagne Partner
- + Hotel Partner
- + Airline Partner
- + Ground Transportation Partner
- + Catering partner
- + Gift Bag Sponsor

\$4,200 STARTERS SPONSOR

- Recognition in all media announcements and promotional materials
- red Carpet arrival
- Premium product placement inside venue Literature distribution (including gift bags)
- Personal photographer to capture corporate identity

\$6,500 SEW- POP-UP SPONSOR

Presenting Credits

Your company will be credited for sponsoring a week long Pop-up shop

- + Higher level placement on banner
- + Exclusive sponsor perks
- + Onsite brand activation

TAILORED PACKAGES - (NON ATTENDING)

If our prices don't match your budget contact us so we can tailor a package specific to your brand's needs

PRESS



NYLON

FADER

COMPLEX

WWD

Los
Angeles
Times

HYPEBEAST

GENLUX

Apparel

Seeking press partners for Street Fashion Week in the following areas:

FILM

TV

PRINT

WEB PUBLICATIONS

BUYERS

**URBAN
OUTFITTERS**



Buyer registration: 2 VIP Tickets | Red Carpet arrival | Reserved seating during show | Social experience at event
naomi@thelookofla.com

All retail buyers are welcomed to RSVP via:
naomi@thelookofla.com

PRESS



NEW YORK FASHION WEEK LIVE

"Street Fashion Week seeks to capture the essence of the culture and passion surrounding 'street' fashion, while creating a platform for emerging street-wear designers to comfortably explore their craft"

<http://nyfwlive.com/event/street-fashion-week-new-york-2017>

FASHION MANIAC

"Expectations for this second installment was high but was promptly exceeded at the very beginning of the one hour press and buyer preview."

<http://fashionmaniac.com/street-fashion-week-makes-glorious-return-new-york-fashion-week-stuns-critics-fans-alike/>

FATLACE BLOG

"It was filled with people who left egos at the door, who stood up to dialogue when you approached them. They were enthusiastic and they were determined. That was the first and last time I went through a section like that. Until yesterday...welcome to Street Fashion Week"

<http://www.shreybay-bay.com/2017/02/28/street-fashion-week/>

VOGUE TREATS

"Fashion shows in general are known for their craziness, but when you're talking about a Downtown L.A Contemporary Fashion Show, it gets even better. Whether you are a designer, a model or a guest, by the end, you will be excited that you were part of a showcase of new trends and original designs."

<http://voguetreats.com/street-fashion-week/>

MANY MORE

CONTACT



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***Custom Sponsorship Deck Agreements are prepared to
ensure the unique needs of each partner are met***

WWW.STREETFASHIONWEEK.NET

The logo features the letters 'SFW' in a bold, stylized font. The letters are black with a blue outline. A horizontal green line passes through the middle of the letters. The letters are slightly tilted and have a 3D effect.

SFW

STREET FASHION WEEK