

Le **MERIDIEN**
DELFINA SANTA MONICA

**FASHION
SPEAKS** 

BRAND

WHAT IS FASHION SPEAKS?

Fashion Speaks is an annual charity benefit and fashion show. Featuring hot musical performances, art installations, star power, celebrity stylists and media outlets throughout several communities within Los Angeles. Fashion Speaks's showcase highlights emerging talent in fashion, art, beauty and music, exposing "rising stars" to buyers, industry icons, media and consumers. This multi faceted event includes a beauty and style lounge, cocktail party, gallery exhibition, runway show, concert and an awards presentation, followed by an incredible after party.

FASHION
SHOW

ART
GALLERY

MARKET
PLACE

VENUE

Le MERIDIEN DELFINA SANTA MONICA

An oasis of luxury located in Santa Monica, California just .04 miles away from the Pacific Ocean, Le Meridien Delfina Hotel is an indulgence of art and hospitality. Known for its Starwood and Viceroy affiliation, Le Meridien Delfina boasts a four-diamond rating while its Penthouse ballroom overlooks the Santa Monica promenade.

Bright, airy rooms and suites (some with ocean views) have California-inspired decor, private balconies, flat-screens, WiFi access and coffeemakers. Select suites add marble bathrooms and outdoor hot tubs. In-room minifridges are available for a surcharge.

The hotel has a heated outdoor pool with cabanas, and a 1,200-sq-ft fitness center (open 24 hours). Dining options include a casual breakfast restaurant and bar, and a lunch-and-dinner eatery with a cocktail lounge and jasmine-lined garden is ideal for a pre-event VIP mixer



OVERVIEW

- **BRAND**- Youth, peace, unity, enlightenment, entertainment, highly creative
- **PRODUCT**- Elite production serves to raise awareness to social issues
- **MEDIA**- Powerful media coverage with online digital and print coverage
- **CELEBRITY AFFILIATION** - celebrity partnerships help bring media attention to our events.
- **CORPORATE SPONSORS** - assist in creating polished event
- **POWERFUL ALLIANCES** - produce bigger and better events



ONLINE EXPERIENCE

- Original video content for based on events
- Social media content that ties attendees into the conversation, spread awareness and promotions



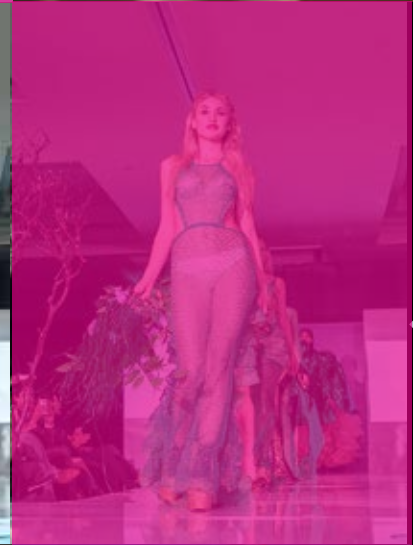
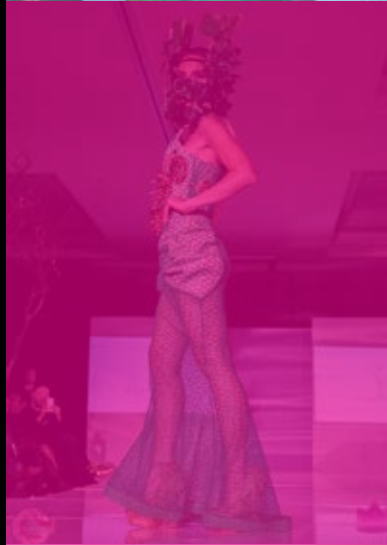
EVENT PR

- Press Releases
- Calendar Listings
- Industry contacted through phone and emails to attend/cover events
- Digital promo shared on all online outlets by Fashion Speaks as well as participants
- Media Sponsor
- Ad in media sponsor publication



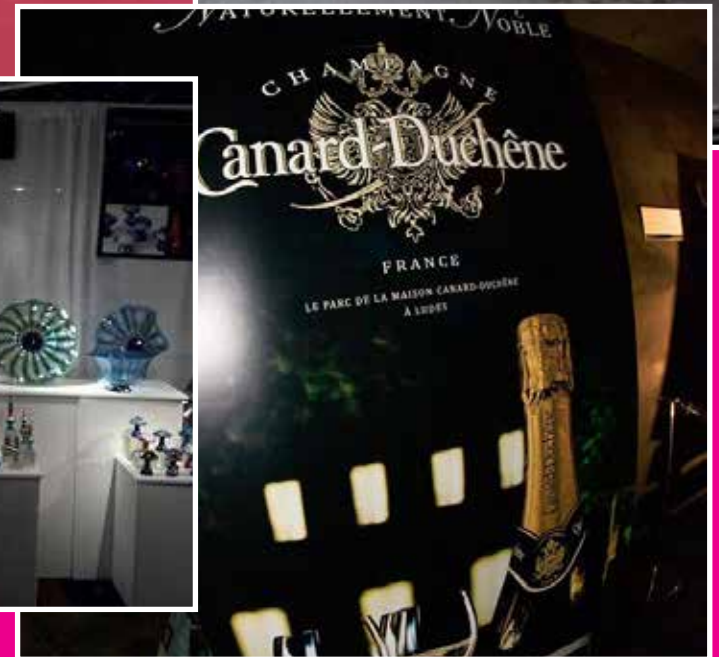
FASHION

- High fashion, edgy, chic, and buzzworthy brands participate in runway show
- Supporting designers with models, lighting, runway, video, audio, photography, hair and makeup
- Theatrical elements keeping attendees on the edge of their seats
- Unique audience that includes both industry guests and high end consumers to maximize exposure



VENDOR

- Fashion accessories
- Lifestyle brands, beverages and more
- Allowing guests to discover and sample new products up close
- Vital supporting elements in the PR and digital realms
- Blending name brands with emerging brands consumers to maximize exposure
- Aligned with name brand sponsors, partners and charities



CELEBRITY PARTNER

Bravo's "There Goes Motherhood" star, Beth Bowen, is definitely a woman that stands for high arts, social awareness and empowerment. As a dynamic single-mother who balances budgeting and living her dreams, Beth is focused on re-building her empire on the hit Bravo TV show. She has teamed up with Fashion Speaks as our celebrity partner and ambassador to make her voice heard. She is dedicating her celebrity to empower people and leave a positive mark on the earth.

Beth's audiences extends over 1 Million followers with countless celebrity friends who will be present and or participate in the Fashion Speaks LA event.

THERE GOES
THE MOTHERHOOD

Bravo



CORPORATE PARTNER



The Art Institute is a network of schools throughout North America with disciplines ranging from culinary, fashion, visual design, marketing, film & production and animation. AI has partnered with Fashion Speaks to produce a grand fashion, music, art and film event in December 2016.



EVENT BRANDING

FASHION SPEAKS

- Aligned with name brand sponsors, partners and charities
- 30 ft. runway and stage
- Logo displayed on LED screen or flat walls on stage
- Logo displayed on TV flat screens throughout hotel
- Vendor area / promotional space

- Giftbag placement (100)
- 350+ audience including buyers, media and bloggers given VIP treatment with seating
- Red carpet and step and repeat display
- Host mentions
- Private seating/VIP area with bottle service or personal bar for you and your guests.

BRAND PACKAGES

Couture Level (Title Sponsor)

- Company name as presenting sponsor of event
- Company name as presenting sponsor for pre-event VIP mixer
- Prominent logo placement in all marketing materials (save the date flyer, event flyer, designer flyers, social media sites, event website, etc.).
- Mention in press release, post release and social media as "presenting" sponsor
- Prominent logo placement on step and repeat
- Custom signage on TV screens throughout hotel
- Extensive visual branding throughout venue (use of gobos, LED screen and custom signage)
- Company information and promo material in all gift bag (100+ gift bags)
- Sponsor acknowledgement & promotional engagement from
- PSA or 30 second spot to be played at event at least 3 times.
- Product integrated in original film content to be played during fashion show
- Copies of said original film content for your use/advertisement
- Event video and photos
- Private table at event for company VIPs
- Models, hair and makeup team, participants and attendees share flyers, snap photos of themselves at event using your own hashtag
- Product coupon or promotional material distribution
- 10 VIP All-inclusive Tickets with front row seating and open bar
- Half page ad in affiliated media sponsor

BRAND PACKAGES

Formal Wear (Co-sponsor)

- Prominent logo placement in all marketing materials (save the date flyer, event flyer, designer flyers, social media sites, event website, etc.).
- Mention in press release, post release and social media as "in-conjunction with"
- Prominent logo placement on step and repeat
- Extensive visual branding throughout venue (use of gobos, LED screen and custom signage)
- Company information and promo material in all gift bag (100+ gift bags)
- Sponsor acknowledgement & promotional engagement from stage
- Event video and photos
- Private table at event for company VIPs
- Models, hair and makeup team, participants and attendees share flyers, snap photos of themselves at event using your own hashtag
- Product coupon or promotional material distribution
- 5-VIP Tickets to event with front row seating and open bar
- Quarter page ad in affiliated media sponsor

BRAND PACKAGES

Read To Wear (Vendor Table plus Gift Bag Inclusion)

- 6 ft. Table / Vendor space
- Inclusion in press release
- Logo on digital event marketing
- Giveaway product on table
- Media Sponsor coverage
- Video recap inclusion
- Event Photos
- Product coupon or promotional material distribution

www.fashionspeaksla.com
info@fashionspeaksla.com
Event Organizer, Joshua Washington
(310) 867 - 3315

