



Red Carpet Functions Multicultural Fashion Show, 2016

Sponsor Invitation Pack

Dear Client,

We are contacting you today regarding our second annual multicultural fashion show!

On October the 23rd of this year we will be hosting the event at the prestigious venue of City Hall.

Following on from our successful inaugural event of October 2015, this year's is shaping up to be bigger, and better, and we would like to extend an invitation for you to support and sponsor us.

With over 450 attendees and 70-plus models walking, numerous live acts and performance, we have a tough act to follow from 2015 but we always like to challenge ourselves and deliver an experience to our guests and maximise value to our sponsors.

We've broken down the proposal form into sections so you may see what we are all about.

Let's take a look...





Benefits

The event offers excellent market exposure with every demographic covered within our social media following.

Delivery of the numbers to you is our promise and with it then being up to you to convert these contacts into leads and ultimately into sales.

We would like to invite you to become a part of our sponsors and partners and make use of the Fashion Show to promote your business and services. There are many benefits that our event can provide to you, such as:

- ✓ Placing your business alongside a community event with wide-reaching support;
- ✓ Build trust and rapport with local customers and prospects;
- ✓ Highly targeted marketing with leveraged lead generation;
- ✓ Local and community media exposure with over 50,000 online followers;
- ✓ Giving back to the community your business operates in and promoting good relations with your clients;
- ✓ Build greater brand awareness and recognition

We are sensitive to the needs of every business and appreciate the need to see a return on your investment based upon your branding.

Many of our sponsors from 2015 are returning to us for 2016 which is always a strong indication of the value on offer.



In any sales process, there is a point where logic takes over and the value is in front of you—hopefully we are able to demonstrate this to you within the pages of this information pack.





Background

Brisbane has been lacking a platform for upcoming fashion designers, models and fashionistas to showcase their talent, designs and fashion related services to the public and to their respective communities.

Last year Red Carpet Functions was able to successfully arrange its first show in Brisbane, bringing together fashion from over 15 countries showcasing their traditional styles, ethnicity and culturally inspired designs, with over 70 multi-cultural models participating.



The show featured numerous designers from traditional cultural attire, luxury menswear, modern wedding collections, lady's handbags and even recycled clothing concepts. There was an incredible mix of models from different ethnicities and even cultural performances including traditional Scottish, Aboriginal, Indian and Thai dancers in a three-hour spectacular.

Is your main customer base located in and around the City of Brisbane? We are bringing together many potential customers for you as well as marketing and promoting our event with many several more who will all see your brand associated with us.

Research shows that customers are 33% more likely to spend their money with a business or company who support charities and community projects over ones that do not. .

If you want to gain a greater reach into your desired market we strongly advise you speak with us as soon as possible. This is a fun community event with a serious message carried which presents an excellent opportunity for local business.





Event Information

Following the success of our first event we are organising another Red Carpet Multi-cultural Fashion Show in Brisbane on 23 October 2016 with the theme being "Tradition meets Modern Brisbane harmony".

This is an excellent platform for all talented local designers (budding or experienced), stylists, make-up artists, performers, fashion ambassadors, photographers and artists to showcase their work, talents and portfolios to our guests as they draw inspiration from the theme of fusing tradition with contemporary styling.



Connecting Cultures

In all that we do we promote the togetherness and oneness of the world in which we live. Brisbane has an amazing mix of culture and ethnicity at every turn and it is our goal to ensure it is all brought together under one roof in the name of fashion, passion and live entertainment.

If we all do a little we can all do a lot and we have the added bonus of making so many smile and be happy, not just during the event, but in the days to come also with photographs and video released.

This is a fantastic coming together of caring and giving souls to support the community in which they form a part of.





Audience

We are hosting this year's event to cater to over 500+ attendees and have a number of locally renowned fashion designers and businesses already locked in for this event. Not to mention a solid core of models all ready to walk!

We have a far-reaching demographic with guests from a variety of backgrounds including local business owners, politicians, professionals, students and families. Your target market simply must be inside this group of people!





Creative Implementation

Sponsors are encouraged to utilise promotional coupons, special offers and promotional gifts to be distributed to the attendees in order to build brand awareness and drive traffic to your company before and after the event.

We are happy to provide links to some of our online media so you may see for yourself the ongoing work we at Red Carpet Functions do to support and promote the Greater Brisbane community;

<http://redcarpetfunctions.com.au>

<http://redcarpetmagazine.com.au>

<https://www.facebook.com/RedCarpetFunctions?fref=nf>

<https://issuu.com/sawasdeesutraliamagazine/docs/merged/1>

Should you have any further questions or would like more information please do not hesitate to contact us via email at info@redcarpetfunctions.com.au or by my mobile which is 0401229866 and will look forward to hearing from you.

Yours Sincerely,

REENA AUGUSTINE
Owner & Event Coordinator



Red Carpet Functions



Owner: Reena Augustine Tel: 0401 229 866 Email: info@redcarpetfunctions.com.au
Address: Level 5/117 Queen Street, Brisbane 4000



Levels of Sponsorship

 <p>Platinum Level</p> <p>\$5000</p>	<p>Major print space on ticket (Front – 10%); Additional banner at venue on day of event (Outside AND Inside); Major sponsor logo on media banner; Major sponsor promotion on all poster/flyer above Title; Comprehensive Facebook endorsement throughout the events promotion periods; Website and Blog page advertisement; Article about your company on Facebook, Website and Blog page; Special mention and thanks during the event; Any further special arrangements regarding marketing. 8x VIP Tickets to the event</p>
 <p>Gold Level</p> <p>\$2500</p>	<p>Major print space on ticket (Front – 5%); Additional banner at venue on day of event (outside only); Major sponsor logo on media banner; Major Sponsor promotion on poster/flyer below Title; Constant Facebook endorsement throughout the events promotion periods; Website and Blog page advertisement; Special mention and thanks during the event; 4x VIP Tickets to the event</p>
 <p>Silver Level</p> <p>\$1000</p>	<p>Sponsor listed on poster/flyer below Title; Sponsor logo on media banner; Facebook endorsement throughout the events promotion periods; Website and Blog page advertisement; 2x VIP Tickets</p>
<p>Others (By Neogtiation)</p>	<p>1. Sponsor logo on media banner</p>





Sponsorship Form

Contact Name	
Company Name	
Address	
Phone / Mobile	
Email	
Website	
Sponsorship Level	

Sponsorship Acknowledgement:

I/we _____ from _____ are proud to sponsor the Red Carpet Functions' Multicultural fashion show 2016 by sponsoring the sum of \$_____.

Authorised Signatory: _____ Date: _____

Payment can be made by direct deposit into the following account:

Bank Name: ANZ	Account name: Reena Augustine
BSB: 014289	Account number: 186961984

Thank You

