



THE 2024

Couture & Cars

FASHION SHOW

SATURDAY, JULY 27, 2024

LEMAY-AMERICA'S CAR MUSEUM

WWW.COUTUREANDCARS.COM

SPONSORSHIP PACKET

Presented by



EVENT INFORMATION

Event Title: 2024 Couture & Cars Fashion Show

Event Website: www.coutureandcars.com

Event Date: Saturday, July 27, 2024

Estimated number of attendees: 500-550 (525 attendees in 2023)

Venue: LeMay - America's Car Museum (<https://www.americascarmuseum.org/>)



ABOUT THE COUTURE & CARS FASHION SHOW

This is the 6th annual Couture & Cars Fashion Show. We will be showcasing couture designers from the northwest region. We have merged our love of fashion and cars to bring you this unique fashion show experience!



ABOUT FASHION DISTRICT NW

Fashion District NW focuses on elevating the fashion industry and community in the northwest. Our events spotlight local designers to help them gain exposure.

Fashion District NW also produces another fashion event called Fashion is ART (www.fashionisart.net).

For more about Fashion District NW please go to our website www.FashionDistrictNW.com

Fashion District NW Mission Statement: Fashion District NW is dedicated to educating and connecting the fashion community within the northwest.

Contact Information:

Fashion District NW

David M. Bailey, Founder

www.FashionDistrictNW.com

Phone: 253-221-2043

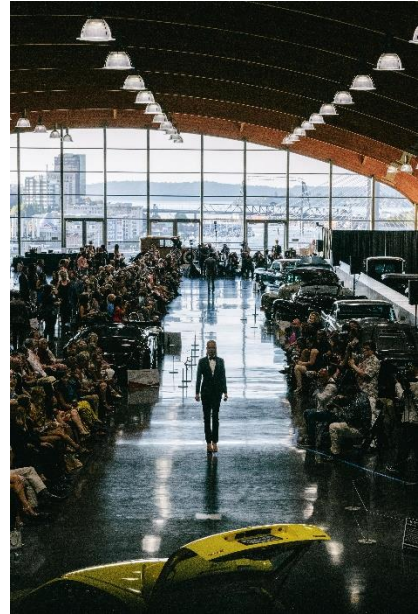
Email: David@FashionDistrictNW.com



TARGET DEMOGRAPHIC

The target demographic for fashion events is generally an audience comprised of 70% females and 30% males, with ages ranging from 21-60. A large portion of the audience falls between ages 25-45, with a college degree and a high annual income. Most of our attendees will come from King, Pierce, Snohomish, and Thurston counties.

Our audience consists of those who consider themselves fashion trendy and look for quality rather than quantity. They often attend events to keep up on the local fashion scene and to be a part of the prestige associated with fashion.



TARGET SPONSORS

We are looking for sponsors that will contribute to the luxury look and feel of a fashion show. We are very selective of the sponsors we bring on to our events. There are multiple ways a sponsor can contribute to an event.



SPONSORSHIP PACKAGES

Presenting Sponsor \$10,000 (Exclusive)

External Media Exposure:

- <company name> presents “2023 Couture & Cars Fashion Show,” all verbal mentions
- <company name> presents “2023 Couture & Cars Fashion Show,” printed marketing materials

Social Media Exposure:

- Company name, logo, and website link included on the official event website
- Company included on the Facebook event page and Eventbrite page, and announced as the presenting sponsor
- Company promoted on all Fashion District NW social media platforms bi-monthly for 2 months leading up to the event (for a total of 4 posts)
- Four series of your company’s posts via Facebook and Instagram will be boosted (paid) for increased exposure

Event Exposure:

- Company logo included on the event step & repeat backdrop
- Company logo included in the event program
- Company given the option to have a booth at the event
- Company logo included in all videos created of the event

Tickets to Event:

- 10 VIP tickets to the event (Estimated cash value \$1,100)

Additional considerations will be made to fit the specific needs of the Presenting Level Sponsor.

Car Sponsor (Exclusive) \$5,000

External Media Exposure:

- Company will be included as contributing sponsor in all printed marketing materials

Social Media Exposure:

- Company name, logo, and website link included on the official event website
- Company included on the Facebook event page and Eventbrite page
- Company promoted on all Fashion District NW social media platforms bi-monthly for 2 months leading up to the event (for a total of 4 posts)
- Four series of your company's posts via Facebook and Instagram will be boosted (paid) for increased exposure

Event Exposure:

- Company given access exclusive access to the front plaza of the museum to showcase collection
- Company logo included on the event step & repeat backdrop
- Company logo included in the event program
- Company given the option to have a booth at the event
- Company logo included in all videos created of the event

Tickets to Event:

- 6 VIP tickets to the event (Estimated cash value \$660)

Additional considerations will be made to fit the specific needs of the Car Level Sponsor.



Gold Level Sponsor \$3,500

External Media Exposure:

- Company included as contributing sponsor in all printed marketing materials

Social Media Exposure:

- Company name, logo, and website link included on the official event website
- Company included on the Facebook event page and Eventbrite page
- Company promoted on all Fashion District NW social media platforms bi-monthly for 2 months leading up to the event (for a total of 4 posts)
- Two series of your company's posts via Facebook and Instagram will be boosted (paid) for increased exposure

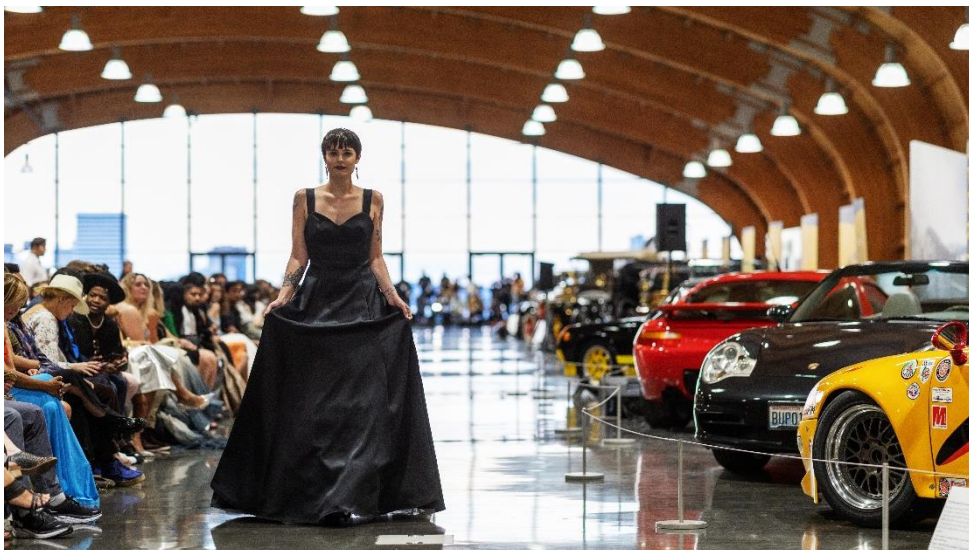
Event Exposure:

- Company logo on the event step & repeat backdrop
- Company logo included in the event program
- Company given the option to have a booth at the event
- Company logo included all videos created of the event
- Company announced by the emcee, during the event

Tickets to Event:

- 6 VIP tickets to the event (Estimated cash value \$660)

Additional considerations will be made to fit the specific needs of the Gold Level Sponsor.



Silver Level Sponsor \$2,500

Social Media Exposure:

- Company name, logo, and website link included on the official event website
- Company included on the Facebook event page and Eventbrite page
- Company promoted on all Fashion District NW social media platforms monthly for 2 months leading up to the event (for a total of 2 posts)

Event Exposure:

- Company logo included in the event program
- Company given the option to have a booth at the event
- Company announced by the emcee, during the event

Tickets to Event:

- 4 VIP tickets to the event (Estimated cash value \$440)

Additional considerations will be made to fit the specific needs of the Silver Level Sponsor.



Bronze Level Sponsor \$1,500

Social Media Exposure:

- Company name, logo, and website link included on the official event website
- Company included on the Facebook event page and Eventbrite page
- Company promoted on all Fashion District NW social media platforms monthly for 2 months leading up to the event (for a total of 2 posts)

Event Exposure:

- Company logo included in the event program

Tickets to Event:

- 2 VIP tickets to the event (Estimated cash value \$220)



In-Kind Level Sponsor (Donation)

Social Media Exposure & Event Exposure:

- Compensation will be based on the value of the donation

Event Exposure:

- Compensation will be based on the value of the donation

Tickets to Event:

- To be negotiated

