

2016

## SPONSORSHIP PACKAGE



# AFRICAN FASHION WEEK HOUSTON

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AUG 18<sup>TH</sup>-21<sup>ST</sup>, 2016 | HOUSTON, TX

*“ PROMOTING THE CULTURE, BEAUTY & FASHION OF AFRICA, ON THE RUNWAY!”*

Dear Corporate Partner,

We would like to thank you for your interest in partnering with **Fall of Signature Essence (FOSE)** for **African Fashion Week Houston 2016**.

Our mission is to:

- *Aid in cultural awareness*
- *Promote African fashion*
- *Showcase the arts*
- *Equip and strengthen entrepreneurs*
- *Inspire the youth*

With the help of sponsors like you we are able to develop artistic opportunities in our communities through fashion and effect economic growth. Additionally, we spark the interest of tourism by introducing people to the rich culture and beauty of all of Africa. We will connect businesses and brands with approximately 10,000 potential consumers throughout all event days of the **African Fashion Week Houston**. Our participants vary from Non-African to African descent and fully support and appreciate culture, beauty, fashion and business development.

Your company will have the opportunity to build positive brand awareness as well as gain recognition for supporting diversity in culture, the arts and business development. On behalf of **FOSE**, we appreciate your support and look forward to your partnership!

Sincerely,

Nkem Oji-Alala - President

# WHAT IS AFRICAN FASHION WEEK HOUSTON?



***African Fashion Week Houston (AFWH)*** is a series of multicultural events designed to bridge the gap in cultural diversity by bringing together and presenting fashion, culture, entertainment, the arts and business development. ***AFWH*** is committed to empower the community to get involved with the arts and push the envelope with creative ventures thus creating an increase in economic opportunities for the Arts.

# WHAT'S IN IT FOR YOUR BRAND?

- ▶ **EXPOSURE TO HIGH BUYING POWER-** Introduce your brand to two of the largest demographics in America totaling a buying power of 2 Trillion Dollars . Our event is primarily promoted to the African American Community, Caucasian Community and Foreign Community. Specifically, we target professionals that share a passion for culture, travel, fashion and entrepreneurship.
- ▶ **SALES-** We anticipate over 10,000 attendees throughout all events of FOSE's African Fashion Week Houston. Your company will have the opportunity to directly connect with potential consumers and offer trail product/service, information and education at all events.
- ▶ **CONSUMER ADMIRATION-** Showcase your generosity and contribution for the arts and business development by helping to build a platform that will grow the arts in the Southern Region and create additional economic opportunities.
- ▶ **PUBLICITY/MEDIA COVERAGE-** Take advantage of the extended publicity and media coverage surrounding all of AFWH's events via radio, television, print and social media.

# AFWH 2016 SCHEDULE



## BUSINESS ENTERPRISE GALA

AUGUST 18<sup>TH</sup>

This Networking Gala will be the official opening ceremony for African Fashion Week. All of Houston's elite businesses, fashion, media, press, government, young professionals, and socialites will be invited.

ESTIMATED ATTENDEES: 500



## FASHION TRADESHOW

AUGUST 19<sup>TH</sup>

The FOSE presents the official tradeshow event of the Fashion Week Series. The evening will primarily focus on promoting the vendors, brands, sponsors and non-profit organizations contributing to African Fashion Week. A series of presentations focused on African Hair, Beauty and Fashion will be presented. In addition a special panel of industry experts and celebrity guests will be featured throughout the evening. We will offer Live Musical & Dance Performances from all over Africa.

ESTIMATED ATTENDEES: 1000



## AFWH GRAND SHOWCASE

AUGUST 20<sup>TH</sup>

The AFWH Fashion Festival & Musical showcase

will be the grand finale of African Fashion Week 2016. The event will take place at a popular public park in the Greater

Houston area, and intends to attract both Fashion week audiences and patrons who visit the park that day. The day-long event will feature many attractions, vendors, food, live entertainment, and fashion presentations.

ESTIMATED ATTENDEES: 1000



# AFWH'S FASHION FESTIVAL



## DAY 4

SUNDAY, AUGUST 21<sup>ST</sup>,  
2016

### EVENT CONCEPT

Throw-off the gowns and put on your favorite African-style Maxi Dress! A fun Summer afternoon of African Fashion, Music, Culture, Tasteful Cuisine and Family Fun! A perfect way to complete the weekend!

### LOCATION:

JONES PLAZA, 600 Louisiana St, Houston, TX 77002

### EVENT DESCRIPTION

The AFWH Fashion Festival & Musical showcase will be the grand finale of African Fashion Week Houston 2016. The event will take place at a popular public park in the Greater Houston area, and intends to attract both Fashion week audiences and patrons who visit the park that day. The day-long event will feature many attractions, vendors, food, live entertainment, fashion presentations and more.

- Fashion Parade Showcase
- Vendor Market for Fashion, Accessories, Food & Beverages, Music, Books, etc.
- African Fashion Fan Contest
- Live Musical & Dance Performances
- Special Awards & Presentations

### ESTIMATED ATTENDEES:

5500+ ATTENDEES



# PLATINUM TITLE SPONSOR

## (Exclusive)

### \$25,000

- Your Corporation's name will be included in the title of the event (i.e. : Corporate Name" Presents African Fashion Week"
- Branding & Speaking Opportunity for company representative at Press Conference and Opening Ceremony
- Option for a branded workshop or lecture at the 2016 Business Enterprise Gala
- Company name included on a crystal trophy and awarded during the 2016 Grand Showcase
- Opportunity to present an award at the 2016 Grand Showcase Award Ceremony
- Your Company Name will be Included in Press Release and announced at Platinum Title Sponsor and distributed via newswire service
- Your brand included in all Social media promotions and advertising
- Your Company's Name on all marketing materials, news releases, radio, television or print advertising
- Company signage/logo will be displayed on all 2016 AFWH Events
- Banner ad on our webpage
- Name on front cover of the Event Program's Itinerary
- Exhibitor space at all Events
- 10 VIP Access passes to all 2016 AFW's Events
- Reserved VIP Table Seating for 10 at the 2016 Business Gala
- Signage at Tradeshow



# GOLD SPONSOR

## \$15,000

### (Non Exclusive)

- Opportunity to present an award at the 2016 Grand Showcase Award Ceremony
- Included in Press Release and announced as a Sponsor and distributed via newswire service
- Your brand included in all social media promotions and advertising
- Your Company's name on all marketing materials, news releases, radio, television or print advertising
- Company signage/logo will be displayed on all 2016 AFW Events
- Your Company's name and logo displayed on website with hyperlink to your website
- Name on front cover of all of the Event Program's Itinerary
- Exhibitor space at all Events
- 6 VIP Access passes to all 2016 AFW's Events
- Reserved VIP Table Seating for 5 at Business Gala
- Signage at Tradeshow





# SILVER SPONSOR

## \$10,000

### (Non Exclusive)

- Included in Press Release and announced as a Sponsor and distributed via newswire service
- Company signage/logo will be displayed on all 2016 AFW Events
- Your Company's name and logo displayed on website with hyperlink to your website
- Name on back cover of all of the Event Program's Itinerary
- Exhibitor space at Trade Show & Festival
- 4 VIP Access passes to all 2016 AFW's Events
- Reserved VIP Table Seating for 2 at Business Gala
- Signage at Tradeshow



# BRONZE SPONSOR

## \$5,000

### (Non Exclusive)

- Included in Press Release and announced as a Sponsor and distributed via newswire service
- Company signage/logo will be displayed on all 2016 AFW Events
- Your Company's name and logo displayed on website with hyperlink to your website
- Name on back cover of all of the Event Program's Itinerary
- 2 VIP Access passes to all 2016 AFW's Events
- Signage at Tradeshow



# EXHIBIT SPONSORS

## BUSINESS GALA SPONSOR

- Keynote Speak Opportunity or an Industry Workshop
- Booth or Table
- Company Name/Logo on our website
- Brand mention on our Social Media Platforms
- Two tickets to event
- Four General Admission to the Grand Show Case

\$999

## RUNWAY SPONSOR

- Company Announced as a Sponsor at Event
- Booth or Table at Event
- Promote Your Brand's Product or Service during Our Champaign Hour
- Company Name/Logo on our website
- Brand mention on our Social Media Platforms
- Two tickets to event
- Four General Admission to the Grand Show Case

\$999

## FESTIVAL SPONSOR

- Company Announced as a Sponsor at Event
- Booth or Table at Event
- Sell Products, Services or Food from your Booth
- Company Name/Logo on our website
- Brand mention on our Social Media Platforms
- Two tickets to event
- Four General Admission to the Grand Show Case

\$999

**\*EARLY BIRD SPECIAL\* SPONSOR ALL FOUR EVENTS FOR \$2,999  
(Must register by July 31<sup>st</sup>)**

# CONTACT US



Fall of Signature Essence-  
AFRICAN FASHION WEEK

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