



TCFW Brand Book



Sponsorship/Donation Registration Form

Company Name: _____

Point of Contact: _____

Email Address: _____

Mailing Address:

Street: _____

City: _____ **State:** _____ **Zip:** _____

Telephone:

Office: _____ **Cell:** _____ **Other:** _____

Company Social Media Handles

FB: _____

IG: _____

TikTok: _____

X (Twitter): _____

Pledged Sponsorship/Donation

Monetary Amount: _____

In-Kind Amount: _____

****If In-Kind, please specify in brief detail the item/service as well as an itemized value list****

I, _____, on behalf of _____, hereby pledge the above Sponsorship/Donation to The Carolinas Fashion Week Inc as a charitable contribution to be filed with the IRS. I further acknowledge the right of The Carolinas Fashion Week to use our name, logo, and likeness during the production week, and weeks leading up to the production week, in an effort to promote our brand as well as the TCFW brand.

Name (Print): _____ **Title:** _____

Signature: _____ **Date:** _____



Welcome to The Carolinas Fashion Week Inc.

We're happy you're here! What we have started in the Carolinas is new to our region, so let us first give a clear understanding of who we are, what the brand and platform stand for, and our goals for the future.

The Carolinas Fashion Week is a 501(c)(3) nonprofit organization created by Christopher Goff, owner of Christophography LLC, in celebration of its 10th anniversary. TCFW has a 7-member Board of Directors whose mission is to provide a collaborative platform for fashion industry artists across North Carolina and South Carolina while offering educational, promotional, and, through scholarships, financial support with a long-term goal of gaining national recognition and enticing larger fashion brands to invest in our region. This will provide economical growth opportunities for the Carolinas' fashion industry to match that of the booming financial and technological markets in our states.



What makes The Carolinas Fashion Week so unique here in our region? Like the official New York Fashion Week, TCFW is not a business nor is it owned by any one entity. It is a non-profit platform allowing fashion *PRODUCERS* to host and showcase their productions *DURING* The Carolinas Fashion



Week, following the rules and parameters laid out by the TCFW Board of Directors. This allows show producers to maintain the autonomy of their own shows while being supported on a larger, nationally promoted scale. TCFW partners with an array of show producers, fashion designers, photographers, videographers, bloggers, press and media, hair stylists, makeup artists, and vendors with an intentional goal of providing a significant ROI for every participant under the TCFW brand.



BRAND SPONSORSHIPS



Bronze Sponsorship Package - \$250

- Invitation to, and announcement at, Monday's Kickoff and Press Event
- Red carpet interviews with attending press/bloggers
- Brand name, logo, and representing business location in print program
- Brand name, logo, and representing business location promoted on:
 - Instagram - @christography_fashion
 - Facebook - @GoffsChristography
 - Tik Tok - @christography_fashion
 - Instagram - @thehgroup
 - Facebook - @TheGoffHospitalityGroup
- Runway announcement
- ****3** VIP tickets to Saturday night's event (\$195 value)
- ****1** Vendor table at Saturday night's events to promote, sell, or demonstrate (*upon approval*) (\$100 value)





Silver Sponsorship Package - \$500

- Invitation to, and announcement at, Monday's Kickoff and Press Event
- "1" Vendor table at Tuesday, Wednesday, and Thursday night's events (*\$375 value*)
- Promoted as a "Silver Sponsor" on the runway for "1" designer showcase at "1" show (applicable to Tuesday, Wednesday, and Thursday events)
- Red carpet interviews with attending press/bloggers
- Brand name, logo, and representing business location in ¼ page print program (\$50 value)
- Brand name, logo, and representing business location promoted on:
 - Instagram - @christography_fashion
 - Facebook - @GoffsChristography
 - Tik Tok - @christography_fashion
 - Instagram - @thehgroup
 - Facebook - @TheGoffHospitalityGroup
- Runway announcement
- Professional photography of your sponsored showcase (*\$300 value*)
- ****4** VIP tickets, **2** General Admission tickets to Saturday night's event (*\$350 value*)
- Brand logo addition to step/repeat (*pending time allowance after contract signing*) (*\$100 value*)





Gold Sponsorship Package - \$1000

- Invitation to, and announcement at, Monday's Kickoff and Press Event
- Prime vendor placement on Tuesday, Wednesday, Thursday, Friday, and Saturday (\$625 value)
- Official "Gold Sponsor" status with 3 exclusive designer showcases (applicable to Wednesday, Thursday, and Saturday nights)
- Red carpet priority interviews with attending press/bloggers
- Brand name, logo, and representing business location in ½ page print program (\$100 value)
- Brand name, logo, and representing business location promoted on:
 - Instagram - @christography_fashion
 - Tik Tok - @christography_fashion
 - Facebook - @GoffsChristography
 - Instagram - @thehgroup
 - Facebook - @TheGoffHospitalityGroup
- Runway announcement
- Professional photography of your showcases (\$600 value)
- 8 VIP tickets, 4 General Admission tickets to Saturday night's main event (\$700 value)
- Brand logo addition to step/repeat (*pending time allowance after contract signing*) (\$100 value)
- **Option to host a pop-up at your business location during the week prior to the main event week (*see pop-up details on separate page*)





Platinum Sponsorship Package - \$2,500

- Invitation to, and announcement at, Monday's Kickoff and Press Event
- Promoted as a THE "Title Runway Sponsor" on the runway for "1" show production (applicable to Wednesday or Thursday events)
- Red carpet priority interviews with attending press/bloggers
- Brand name, logo, and representing business location in a full page print program (\$200 value)
- Brand name, logo, and representing business location promoted on:
 - Instagram - @christography_fashion
 - Tik Tok - @christography_fashion
 - Facebook - @GoffsChristography
 - Instagram - @thehghgroup
 - Facebook - @TheGoffHospitalityGroup
- Runway announcement as a Platinum Sponsor
- Professional photography of your sponsored showcases (\$1,200 value)
- ****6** VIP tickets to Wednesday night's event (\$300 value)
- ****2** VIP tickets to Thursday night's event (\$130 value)
- ****4** VIP tickets to Friday night's event (\$260 value)
- ****4** VIP tickets to Saturday night's event (\$260 value)
- Brand logo addition to step/repeat (*pending time allowance after contract signing*) (\$100 value)
- **"2"** Vendor tables with primary placement at your title sponsored event as well as **"1"** vendor table with optimal placement Tuesday, Friday, Saturday and Sunday to promote, sell, or demonstrate (*upon approval*) (\$1,000 value)
- Option to host a pop-up at your business location during the week prior to the main event week (*see pop-up details on separate page*)
- ****Videography** of your title sponsored event (\$1,500 value)
- **** "Behind the Scenes"** supervised/guided access to backstage including stylists' area, designer stations, prep, and exclusive meetings with the Directors and logistics team





Diamond Sponsorship Package - \$5,000

- Invitation to, and announcement at, Monday's Kickoff and Press Event
- Promoted as THE "Title Runway Sponsor" on the runway for "1" show production (applicable to Friday and Saturday events)
- Red carpet priority interviews with attending press/bloggers
- Brand name, logo, and representing business location in full page print program (\$200 value)
- Brand name, logo, and representing business location promoted on:
 - Instagram - @christography_fashion
 - Tik Tok - @christography_fashion
 - Facebook - @GoffsChristography
 - Instagram - @thehgroup
 - Facebook - @TheGoffHospitalityGroup
- **Runway speech with a brand representative of your choosing (3-5 minutes)
- Professional photography of each of your sponsored showcases (\$1,200 value)
- **6 VIP tickets, 6 General Admission tickets to Wednesday night's event (\$450 value)
- **4 VIP tickets to Thursday night's event (\$260 value)
- **6 VIP tickets to Friday night's event (\$390 value)
- **6 VIP tickets to Saturday night's event (\$390 value)
- Brand logo addition to step/repeat (pending time allowance after contract signing) (\$100 value)
- "2" Vendor tables with primary placement at your title sponsored event as well as "2" vendor tables with primary placement Tuesday, Wednesday, Thursday, and Sunday to promote, sell, or demonstrate (upon approval) (\$1,000 value)
- Option to host a pop-up at your business location during the week prior to the main event (see pop-up details on separate page)
- Videography of your title sponsored (\$1,500 value)
- "Behind-the-Scenes" supervised/guided access to backstage including stylists' area, designer stations, prep, and exclusive meetings with the Directors and logistics team
- **Complimentary step/repeat of only your and Christography's logos (pending time allowance after contract signing) (\$500 value)
- **Product placement at your sponsored event (in addition to vendor space) (\$500 value)

