



Hilton
Bentley Miami/South Beach

MISS FASHION WEEK FINALE 2017 x INTERNATIONAL FASHION SHOW



December 10th, 2016

**Miss Fashion Week Finale x International Fashion Show
SPONSORSHIP PACKAGE**

Presented by Miss Fashion Week and VIP Exclusive



MISS FASHION WEEK PETITE INTERNATIONAL

 **PRIYA RAJ VERMA**
NEW DELHI, INDIA

Join us December 10th, 2016 at the Hilton Bentley in South Beach Miami to be part of an exclusive celebration for the Miss Fashion Week Finale and International Fashion Show.

Miss Fashion Week is a global model contest platform that connects prestigious businesses to a strong demographic of high profile individuals, entrepreneurs as well as a wide range of fashion industry network. The brand consists of a series of competition events around the country in search of the one model who will hold the national title Miss Fashion Week. There are three categories a model can compete in: petite, plus and runway. The contest is judged in 5 subcategories: Runway walk, Photo-shoot (images), Swimwear, Overall appearance/ look and Interview.

Models who win their city will compete at the Miss Fashion Week Finale for the national title and \$5,000.00 reward.

Miss Fashion Week teamed up with VIP Exclusive Events this year to put on the very first global scale fashion show - International Fashion Show - which features both domestic and international designers. VIP Exclusive Events is well acknowledged in the industry for showcasing A-list designers and for bringing together clientele ranging from government officials, celebrities, and business leaders in the community to locations such as; New York Empire Rooftop Hotel, Washington D.C. Italian Embassy, Maryland Gaylord Convention Center and Resort Hotel, and Tampa Convention Center, just to name a few.

Our Commitment to Philanthropy: The Miss Fashion Week organization is dedicated to support the education of African youth. We are strong believers that we need to empower the youth with the right knowledge and tools to build up solid foundations for themselves starting at an early age. Beauty is from within, which also applies to our title holders. All of Miss Fashion



Week contestants are advocates of youth education and empowerment, especially in areas like Africa where women/girls are not treated equally and not getting the education they deserve. We're very excited and looking forward to our 2017 visit to Africa with our National title holder. During this trip we will provide assistance to schools in Africa with donations and supplies. A percentage of your sponsorship in support of the Miss Fashion Week finale event will go towards the support of our mission for the youth in Africa. We will provide all sponsors a report in regards to our mission progress and accomplishment. Sponsors will be mentioned in all press releases for the matter of the mission. Copies of photos and related media materials can be obtained as well.

We want to offer you the sponsorship opportunity to be recognized at this unprecedented event. As a sponsor, your name will be placed on all materials and banners as well as publicly announced at the event itself. Your business will be automatically associated with luxury and quality, and will be highly visible in the elite community. A red carpet event with special seating and exclusive access areas will be available for our sponsors to mix and mingle with honorary guests, international designers, reporters, production crew, models, entertainers, stylists, and other media groups. In addition to having the opportunity to sell your products and advertise at our event, as a sponsor you can also benefit from continuous branding year round with Miss Fashion Week campaigns. This is included in the sponsorship levels.

Please take a minute to review this proposal and consider us your new marketing partners for this and the future events. You'll be supporting the dreams of models from all around the world and in the meantime providing your company the opportunity to build brand visibility.





TARGETING AUDIENCE

Our targeting audience are influencers, socialites, community leaders, entrepreneurs, talented professionals who add grace, design, culture and economic prosperity to the fashion related commerce with purchasing power.

DEMOGRAPHICS

SEX: **Male 35%** and **FEMALE 65%** AGE: **25 - 55** INCOME: **\$80,000 and up**
ENTREPRENEURS **45%** RESIDENCE: **\$700,000 - \$2,000,000** SECONDARY
RESIDENCE: **\$500,000.00** TRAVEL: **Frequent travelers for pleasure and business** AVG
ANNUAL SPENDING BEAUTY PRODUCTS: **\$1,200 - \$2,000**

EVENT TIMELINE

Date: December 10th, 2016
VIP and social gathering 6:00 PM -7:00 PM
Miss Fashion Week swimwear 7:30 PM
Miss Fashion Week evening wear and Fashion Show 8:00 PM - 9:00 PM
Miss Fashion Week winner announced 10:00 PM

FOOD AND BEVERAGES

For guests, open bar and displayed reception Stations: Salmon and Skirt Steak
Hors d' Oeuvres: Skirt steak satay, Swedish meatballs, Veggie spring rolls &
sweet chili sauce, Teriyaki chicken. Your choice of Chimichurri Sauce, Lemon
Butter Sauce and Smoky Barbecue Sauce with assortment of artisan breads,
crackers and breadsticks.

TICKET PRICING AND TIMELINE

General Admission*: \$75
V.I.P. Front Row Seat: \$125 before Aug 30th | \$155 after Aug 30th



Sponsorship Levels & Amenities	Silver \$2,500	Gold \$5,000	Platinum \$10,000	Signature \$20,000
Opportunity for a member of your organization speak (2min)				X
Our contact list - Names and emails of all guests				X
Limousine Transportation to and from event (20 mile radius)				X
Opportunity to send a judge to the event			X	X
Promotional print material/or items put on guest tables			X	X
Event film coverage will include logo on the video banner			X	X
V.I.P. Table and access to V.I.P. areas		X	X	X
Video with Company Logo playing at the event		X	X	X
Recognition in press release		X	X	X
Inclusion in all advertisement		X	X	X
Recognition with news, magazines, and reporters at the event		X	X	X
Logo added to the step and repeat (backdrop) for the photos		X	X	X
Logo on all event banners		X	X	X
Formal announcement of sponsors at event		X	X	X
Receive a copy of images and film footage of event		X	X	X
One year inclusion in email campaigns to guests		X	X	X
Mentioned in printed program available at event		X	X	X
Logo featured in all advertisements and printed material		X	X	X
Company Information and/or merchandise in VIP Gift Bags		X	X	X
Title and linkage on all websites affiliated with the event	X	X	X	X
Vendor table to promote your company	X	X	X	X
Include VIP seats (valued at \$500.00)	1	2	3	4



Sponsorship also includes the following:				
Miss Fashion Week 2017 Year Round Campaigns	Silver	Gold	Platinum	Signature
Inclusion in all advertising, radio, and email campaigns				X
Miss Fashion Week Model uniform logo on back of shirt				X
Logo on banner of video coverages of interviews/competition				X
Logo on the Miss Fashion Weeks step and repeat (backdrop)				X
Logo on tote bags for the runner up models				X
Logo on Model Comp Cards for Miss Fashion Week Models				X
Recognition as sponsor in Miss Fashion Week 2017 Calendar			X	X
Distribution of company info/or items at models competition			X	X
Logo on website & social media sites	X	X	X	X



We hope that we can count on your participation. You will be contacted in the next several days. If you have any questions or concerns in the meantime, please feel free to contact us.

Thanks in advance for your consideration!

Sincerely,

Terrance L. Shaw

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**Hilton Bentley
 Miami/South Beach**

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Company Name: _____

Authorized Representative's Name: _____ Job Title: _____

Address _____

Work number: _____ Email: _____

Sponsorship levels:

_____ Signature Sponsor \$20,000 (three installments)

_____ Platinum Sponsor \$10,000 (two installments)

_____ Gold Sponsor \$5,000 (one payment)

_____ Silver Sponsor \$2,500 (one payment)

Method of Payment:

_____ Mastercard _____ VISA _____ Discovery _____ American Express

Send us your logo (ARTWORK): All graphics for logos must be 300dpi and submitted to:
<mailto:team@missfw.com>

Authorized representative:

Signature: _____ Date: _____