

2018 FASHIONWEEKALABAMA
Wednesday-Saturday | February 28-March 3

Fashion Avenue

CELEBRATING 7 YEARS!

SPONSORSHIP INFORMATION



WWW.ALABAMAFASHIONALLIANCE.COM

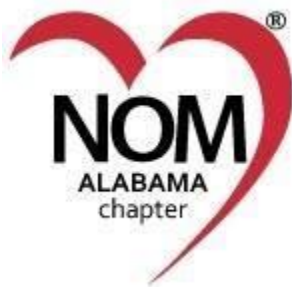


Alabama Fashion Alliance | 3001 9th Avenue SW | Huntsville, AL 35805 | 256-585-4452

Potential Sponsor,

Thank you for your interest in sponsoring our **7th Fashion Week Alabama** (FWA), "**FASHION AVENUE**," scheduled for Wednesday through Saturday, February 28 thru March 3, 2018. Venue locations are Bridge Street Towne Center and BMW Century Auto, Huntsville, AL. The General Sponsorship Levels are included on the second page of this correspondence.

Organized by the **Alabama Fashion Alliance (AFA)**, *Fashion Week Alabama* is a marketing platform for the fashion and beauty industries. Its objective is to encourage Alabama communities to shop and patronize small businesses and independent fashion design labels - - locally and nationally. FWA has become Huntsville's highly anticipated premier fashion event.



AFA's charity focus for our **7th FWA** is **Not One More Alabama**. Not One More's main purpose is to educate families about the hazards of heroin and other drug abuses. The non-profit serves as a role model for others in our country to follow, standing united as a community saying - - Not One More overdose...Not One More lost spirit....Not One More grieving heart. More information can be found here, <http://www.notonemorealabama.org>.

Established in 2011, The Alabama Fashion Alliance (AFA) is currently an all-volunteer group of professionals, community leaders, and business owners that have been formed to work together for the common goal of uniting and advancing the fashion and fashion art industries - - locally, statewide, and nationally. Based out of the city of Huntsville, AFA industries - - locally, statewide, and nationally. Based out of the city of Huntsville, AFA organizes style focused networking mixers and Huntsville's premier event, Fashion Week Alabama.

In advance, thank you for your support. We look forward to hearing from you.

Le Jeune, Founder

Alabama Fashion Alliance
256-585-4452



2018 FASHION WEEK ALABAMA SPONSORSHIP LEVELS

WEDNESDAY-SATURDAY | February 28 – March 3

\$5000 GOLD LEVEL

- 20 FWA 2018 4-Day Passes (Includes VIP Status at Saturday's Finale Runway Show)
- 3-Day Vending Pop-Up Shop (Thur-Sat)
- Banner displayed every night of FWA 2018
- Business Logo on Overhead
- 3-5min speaking opportunity
- Logo and mentions on FWA 2016 marketing materials and promotions
- Full page color advertisement in FWA Souvenir LOOKBOOK Mag

\$2500 SILVER LEVEL

- 10 FWA 2018 4-Day Passes Includes VIP Status at Saturday's Finale Runway Show)
- 3-Day Vending Pop-Up Shoppe (Thur-Sat)
- Business Logo on Overhead
- Logo and mentions on FWA 2018 marketing materials and promotions
- 3/4 page color advertisement in FWA Souvenir LOOKBOOK Mag
- 2-minute speaking opportunity

\$1000 BRONZE LEVEL

- 5 FWA 2018 5-Day Passes (Includes VIP Status at Saturday's Finale Runway Show)
- 3-Day Vending Pop-Up Shoppe (Thur-Sat)
- Business Logo on Overhead
- Logo on FWA 2018 marketing materials
- 1/2 page color advertisement in FWA Souvenir LOOKBOOK Mag

\$500 DONOR

- 2 FWA 2018 Passes (Includes VIP Status at Saturday's Finale Runway Shows)
- 1-Day Vending Pop-Up Shoppe (Thur, Fri or Sat)
- 1/4 page color advertisement in FWA Souvenir LOOKBOOK Mag

 CHECK HERE if you would like to include any marketing materials/gifts in our 75-100 swag bags.

SPONSOR INFORMATION

Full Name: _____

Company Name (if applicable): _____

Address: _____

City: _____ State _____ Zip _____

Email: _____ Website _____

Office phone: _____ Fax: _____ Cell phone _____

Please email ad artwork/logo to alabamafashionalliance@gmail.com
Checks payable to "Alabama Fashion Alliance"

 Payment enclosed

 Invoice me via Paypal

Mail to: Alabama Fashion Alliance @Huntsville West

3001 9th Avenue SW | Huntsville, AL 3585

---Thank you for your support. Please make a copy for your marketing/advertising records---



2018 FASHION WEEK ALABAMA | February 28 -March 3

ADVERTISING SPONSOR

(Page Size Approx. 7 x 10 | Color Ads)

(check one)

_____ **\$500 | FULL PAGE advertisement**

_____ **\$250 | ½ PAGE advertisement**

_____ **\$125 | ¼ PAGE advertisement**

_____ **\$75 | Banner Ad (1-1/2in x 6in)**

_____ **\$50 | Business Card Size Ad**



SPONSOR INFORMATION

Name: _____

Company Name (if applicable): _____

Address: _____

City: _____ State _____ Zip _____

Email: _____ Website _____

Office phone: _____ Fax: _____ Cell phone _____

Please email ad artwork/logo to alabamafashionalliance@gmail.com

Checks payable to "Alabama Fashion Alliance"

High-res, copy ready advertisements can be emailed to alabamafasionalliance@gmail.com

_____ **Payment enclosed**

_____ **Invoice me via Paypal**

Mail to: Alabama Fashion Alliance @Huntsville West | 810 Regal Drive, Ste. E

PLACE YOUR AD BEFORE January 31, 2018 AND RECEIVE 15% OFF THE REGULAR ADVERTISING RATE

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