



MEMPHIS
FASHION WEEK



VIP Ticket holders shopping Brave Design Design

DESIGNER TRUNK SHOW

Join our featured designers as they showcase signature pieces from their collections. A private Fashion Night Out (FNO) event will also be included.



Demographics

Gender: 80% female
Ages: 30-65
Median HHI: \$100k
Attendees: 200
GNO Target Audience: East Memphis moms and young professionals



Location

Pop-Up Shop location in the heart of Memphis.

Sponsorship Opportunities

Event Sponsor (\$10,000)
Limited Vendor Tables (min. \$150)

FASHION NIGHT OUT KICK OFF PARTY

Sip Shop and celebrate Memphis Fashion Week and local designers. Get an exclusive sneak peek before the designs hit the runway.



Demographics

Gender: 90% female
Ages: 30 – 65
Median HHI: \$100k
Attendees: 150
Target Audience: East Memphis, VIP and Sponsors



Location

Memphis gallery or restaurant space

Date

Thursday April 12, 2018

Sponsorship Opportunities

Event Sponsor (\$10,000)
GNO Shopping sponsor (\$1,500)
-includes 10 GNO tickets
Appetizer + Bar Sponsorship Trade



Garment by EMDP designer Kathryn Heard'



Nicole Miller with EMDP designer and MFW Board Member

HEADLINING DESIGNER LUNCHEON

Join Memphis Fashion Week for an exclusive luncheon event with our special fashion week guest designer.



Demographics

Gender: 90% female
Ages: 40 – 65
Median HHI: \$150k
Attendees: 120



Location

Prominent Memphis luncheon restaurant

Date

Friday April 12, 2018

Sponsorship Opportunities

Event Sponsor (\$10,000)
Limited Table Sponsorship (\$1200)
-includes business info on all tables
Limited Vendor Tables (\$600)

FEATURED DESIGNER
RUNWAY SHOWS

Join us in an exciting setting to see local and National designers. It's a little Paris chic, some NYC high fashion, with a lot Memphis grit & glam.



Demographics

Gender: 40% male; 60% female
Ages: 20 – 65
Median HHI: \$100k
Attendees: 400
Target Audience: Fashion forward ticket holders, Sponsors & Media



Location

Hot new Memphis location

Date

Friday April 13, 2018

Sponsorship Opportunities

Event Sponsor (\$10,000)
Headlining Designer Presenter (\$5000)
Featured Designer Presenter (\$2,500)
VIP Lounge (\$2000)
Freeze Model Hair or Makeup (\$1500)
Program Advertising (\$500-\$750)



Model wearing EMDP garment

EMERGING DESIGNER
RUNWAY SHOWS

Join the local fashion design community as emerging designers present their new Spring collections.



Demographics

Gender: 45% male; 55% female
Ages: 15 – 65
Median HHI: \$100k
Attendees: 350
Target Audience: EMDP Friends & Family, Sponsors & Media



Location

Hot new Memphis location

Date

Saturday April 14, 2018

Sponsorship Opportunities

Event Sponsor (\$10,000)
Emerging Designer Presenter (\$2,500)
VIP Lounge (\$2000)
Freeze Model Hair or Makeup (\$1500)
Program Advertising (\$500-\$750)



Model wearing Nicole Miller at Crosstown Concourse

TITLE SPONSOR
(2 YEAR COMMITMENT)

- Business featured in MFW branding
- Logo on all marketing materials
- 10 VIP* + 20 GA** tickets
- 2 full-page ads in event program
- 24 social media mentions
- inclusion in the VIP swag bag (\$15+ value)

EVENT SPONSOR
\$10,000 (limited availability)

- Business name featured in event titles
- 4 VIP* + 10 GA** tickets
- Full-page ad in the event program
- Recognition in all MFW ads
- 18 social media mentions
- inclusion in the VIP swag bag (\$15+ value)

HEADLINING DESIGNER
SPONSOR
\$6,000 (limited availability)

- Business featured along headlining designer
- Logo on all marketing materials
- 4 VIP* + 6 GA** tickets
- Full-page ad in the event program
- 12 social media mentions
- inclusion in the VIP swag bag (\$15+ value)
- Table at Headliner Luncheon (\$1,200 value)
- Meet and greet opportunity with designer

VIP SPONSOR
\$2,000 (limited availability)

- Business featured in the VIP lounge
- 10 GA** tickets with VIP Lounge Access
- Half-page ad in the Event Program
- 8 social media mentions
- inclusion in the VIP swag bag (\$15+ value)

FEATURED DESIGNER SPONSOR
\$2,500 (limited availability)

- Business featured at one Featured Designer show
- 4 VIP* tickets
- Half-page ad in the Event Program
- 10 social media mentions
- inclusion in the VIP swag bag (\$15+ value)
- Possible meet & greet with the designer

FREEZE MODEL SPONSOR
\$850/one night or \$1500/two

Showcase up to 25 pieces from your store to appear on freeze models designated solely for your store. This may include apparel, jewelry, accessories and shoes.

- 8 GA tickets** per night showing (may be upgraded to 2 VIP tickets if showing both nights)
- Quarter-page ad in the event program
- Sponsor recognition upon mention of freeze models
- 8 social media mentions
- inclusion in the VIP swag bag (\$15+ value)

HALF PAGE AD - \$500

with inclusion in the VIP swag bag (\$15+ value) + discounted tickets to the MFW shows

FULL PAGE AD - \$750

with inclusion in the VIP swag bag (\$15+ value) + discounted tickets to the MFW shows

Proceeds from events benefit



MEMPHIS
FASHION DESIGN
NETWORK