

SAN FRANCISCO FASHION WEEK™ 2016

‘Tech Drives Fashion’

SFFAMA, Inc., 537 Jones Street, #3151, San Francisco, CA, 94102

#DisruptFashion VR (Virtual Reality) Fashion Hackathon Event Information

San Francisco Fashion and Merchants Alliance, Inc. (SFFAMA) is pleased to announce San Francisco Fashion Week™ 2016 - “#DisruptFashion” VR (Virtual Reality) Fashion Hackathon - September 24th – 25th, 2016.

EVENT BACKGROUND

San Francisco embraces the intertwined relationship between fashion, retail and technology like no other city. Understanding this relationship, San Francisco Fashion Merchants and Alliance, Inc. (SFFAMA) will present San Francisco Fashion Week 2016 on September 24, 2016 - October 2, 2016. With the city being known as the ultimate hub where technology and fashion intermix, it’s only fitting that this year’s theme is “Tech Drives Fashion.”

San Francisco Fashion Week 2016 will explore how technology has become an integral part of the fashion industry by showcasing emerging and student designer collections, virtual reality, 3D fashion, fashion tech, wearable tech, retail and so much more. Join us in this fashion revolution during the 7th annual San Francisco Fashion Week 2016 and explore how “Tech Drives Fashion” in the world’s leading hub of technology. San Francisco Fashion Week™ 2016 is a celebration highlighting the strategic convergence of fashion, design and technology unique to the San Francisco fashion industry. Attendees include key influencers in fashion, retail and tech, entrepreneurs, startups, students, the design-world community, and a full range of industry, city and institutional professionals. This city-wide event will feature multiple locations celebrating the style, spirit and leading innovation of San Francisco fashion.

DEMOGRAPHICS

SAN FRANCISCO FASHION WEEK™ attracts a growing worldwide audience of educated, affluent creative professionals and passionate early adopters in the 21 to 55 years old age range who are key influencers in fashion, design, technology and retail industries. Overall event participation is 60% female with male participation growing year-on-year. Typical participants (both female and male) are trend and tech savvy, educated, creative professionals and entrepreneurs from leading startups and organizations in the San Francisco Bay Area and Silicon Valley. In 2014, over 2000 guests participated in programs and attended the live events. SAN FRANCISCO FASHION WEEK™ generates over 10,000 unique media images with a media reach of over 1.7 million Bay Area adults and numerous national and global sites reporting.

Despite a general decline in overall US apparel and manufacturing sectors, San Francisco’s fashion industry, with 120 years of history and innovation, still ranks 3rd in the US and is

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currently undergoing a major renaissance as the leading strategic development hub for fashion and technology startups, wearable technologies, and retail and brand technology R&D and innovation eco-systems.

According to the Americans for the Arts 2012 industry report, San Francisco’s Arts and Culture activities have the highest per capita economic impact in the United States and enjoy broad-based community and industry support and recognition.

San Francisco Fashion Week™ 2016

San Francisco Fashion Week™ 2016 is a growing celebration highlighting the strategic convergence of fashion, design and technology unique to the San Francisco fashion industry - showcasing innovative, emerging designers, and week-long events, public projects and workshops featuring fashion, design and technology entrepreneurs, startups, and retailers.

Runway shows feature Couture, Ready-to-Wear, and Emerging Designers. Attendees include key influencers in fashion, retail and tech, entrepreneurs, startups, students, the design-world community, and a full range of industry, city and institutional professionals. This city-wide event will feature multiple locations celebrating the style, spirit and leading innovation of San Francisco fashion.

EVENT SCHEDULE

- Sat, Sept. 24, 2016 12pm - VR Fashion Hackathon 03 - Day 01
- Sun, Sept. 25, 2016 12pm - VR Fashion Hackathon 03 - Day 02
- Sun, Sept. 25, 2016 6:00pm - Opening Reception
- Mon, Sept. 26, 2016 6:00pm - Style VR Battle (Virtual Reality)
- Tues, Sept. 27, 2016 6:00pm - Fashion Tech Expo + Exhibit
- Weds, Sept. 28, 2016 6:00pm - Retail Tech Summit
- Thu, Sept. 29, 2016 6:00pm - Fashion Bloggers Connect
- Fri, Sept. 30, 2016 7:00pm – Runway 01: Emerging Designers
- Sat, Oct. 1, 2016 12:00pm - Fashion Tour Day 01
- Sat, Oct. 02, 2016 7:00pm – Runway 02: RTW Designers
- Sun, Oct.2, 2016 12:00pm - Fashion Tour Day 02
- Sun, Oct. 2, 2016 7:00pm – Runway 03: Closing Show + After Party

- **SFFW Event Schedule may be subject to change*

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#DisruptFashion VR Fashion Hackathon Outline /Draft

Audience and Activities		Resources Needed
<p><u>Target Audience:</u></p> <ul style="list-style-type: none"> • 75-100 people: <ul style="list-style-type: none"> ○ 75-100 participants ○ 15 volunteers, speakers, judges, coaches (walk around the help teams with industry knowledge or technical expertise) sponsors • Desired participants' background: <ul style="list-style-type: none"> ○ Technical (engineers) ○ Business (students, business professionals interested in retail and fashion) ○ Design (UX / UI designers, illustrators, artists) • Fashion professionals (stylists, designers) 		<ul style="list-style-type: none"> • Event bright form specifying the roles / skill requirements • Space with multiple break out spaces • WiFi • Prize(s)
DAY 1 - 9/24/2016: Proposed Agenda		Resources Needed
12 pm – 1 pm	<ul style="list-style-type: none"> • <u>Kick off and Introductions:</u> <ul style="list-style-type: none"> ○ Agenda overview – for two days (print out of the agenda on the wall to ensure that people are aware what they are supposed to do for two days) ○ Define challenges (expert speakers discuss the challenges in the fashion industry that can be addressed with technology; API sponsor discusses their company and how their technology could be used to address some of the challenges) ○ Sponsor presentations ○ Lunch 	<ul style="list-style-type: none"> • Name tags • Volunteers (check-in desk (1-2 people); set up (3-4 people) • Large poster with the 2-day agenda printed out (or agenda written on a white board) • 4 – 6 speakers (one per topic / challenge) • 4 – 6 judges (could be speakers that introduced challenges) • 4 coaches (could be speakers and / or judges) • API sponsor • Other sponsors (food, space)
1 pm – 2 pm	<ul style="list-style-type: none"> • <u>Initial brainstorming:</u> <ul style="list-style-type: none"> ○ Participants work individually or in small teams to define / outline the projects they want to work on 	<ul style="list-style-type: none"> • Paper, pens, flip chart, white boards, power outlets
2 pm – 5 pm	<ul style="list-style-type: none"> • <u>Project presentations and team recruiting:</u> 	

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	<ul style="list-style-type: none"> ○ Interested participants present the projects they want to work on (1-5 minutes) and try to recruit the team: <ul style="list-style-type: none"> ▪ E.g., “I am working on.... I need engineers, fashion designers, and business person” want to work on ○ Participants “vote with their feet” the projects they want to work on; hackathon teams are formed • <u>Wrap up work and prepare for the next day:</u> <ul style="list-style-type: none"> ○ Teams wrap up their activities and prepare for the next day ○ Those who want to, can chose to continue working past 9 pm else where • <u>Working time:</u> <ul style="list-style-type: none"> ○ Teams work together on their projects <p>Judges and / or coaches walk around to advise teams as needed</p>	
5 pm	<ul style="list-style-type: none"> • <u>Day 1 END</u> 	
DAY 2 - 9/25/2016: Proposed Agenda		Resources Needed
12 pm – 1 pm	<ul style="list-style-type: none"> • <u>Working lunch</u> <ul style="list-style-type: none"> ○ Team work on their projects ○ Finish Up 	<ul style="list-style-type: none"> • Lunch • Drinks: Soft drinks and water
1 pm – 3 pm	<ul style="list-style-type: none"> • <u>Judging time till 4pm</u> 	
3 pm – 4 pm	<ul style="list-style-type: none"> • <u>Report out:</u> <ul style="list-style-type: none"> ○ Teams present their project: 5 minutes per team + quick demo ○ Judges ask questions: 5 minutes per team ○ Judges select the winner ○ Prize is awarded 	
5 pm	<ul style="list-style-type: none"> • <u>Day 2 END:</u> <ul style="list-style-type: none"> ○ Those interested travel to the opening reception 	

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Hackathon Topics / Draft: Overall Theme: #DisruptFashion

Proposed Topics:

- **Topic 1: Retail & Shopping**
 - Overall, shopping is an integral consumer habit that is essential to the fashion industry many stores and shopping technologies are not user friendly. How can we make shopping experience easier to the consumers.
- **Topic 2: Real Time Tracking in Retail**
 - Real track inventory tracking and in-store analytics is the next big thing in retail. Many retailers are not aware what items they have in store at the point of time. Inventory is checked once in 6 months, typically, at which point it is matched to the inventory on books. Today's technology allows for cheap real time inventory tracking using RFID technology. Additionally, RFID can be used to provide consumer recommendations and styling suggestions (based on the items selected), enable consumer engagement, prevent loss, and provide analytics (traffic flow patterns, customer interest, wait times, etc).
- **Topic 3: Closet Monetization**
 - For many fashion people, their closet is there “net worth.” What solutions can be developed to help individuals monetize the items in their closet? Potential strategies can include not only sharing and re-selling, but also using the “closet” as a tacit representation of the styling capabilities. How can this skill be shared and monetized?
- **Topic 4: Luxury + eCommerce**
 - Many luxury brands refuse to be on line and participate in eCommerce. Luxury fashion is exclusive while the Internet is accessible. However, eCommerce is increasingly becoming an important step in the shopping journey. Is there a way for the luxury brands to participant in the eCommerce while still maintaining exclusivity?
- **Topic 5: Style & Current Trends**
 - San Francisco has very unique style. Create SF mood board and outline fashion and retail opportunities specific to San Francisco.
- **Topic 6: Fixing Fashion’s Current Challenges**
 - What are some key challenges or pain points in fashion and / or retail today? For which consumer segment? How can technology be used to solve this challenge?
- **Topic 7: San Francisco Fashion Week App**
 - Design an app for San Francisco Fashion Week! - Event Management – Event Info – Event Engagement - Community Organization – Community Participation – Year-long Community Outreach – Fundraising and Sponsorship - Entertainment

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BECOME A SPONSOR OF SFFW15 #DISRUPTFASHION HACKATHON

This Package only applies to the Fashion Hackathon, Sept 24th – 25th, 2016

Fashion Hackathon PRINCIPAL SPONSOR (1 Currently Available):

San Francisco Fashion Week™ will work with Principal Sponsor on an individual basis to help create promotional or special event opportunities to maximize partnership. This includes the opportunity to act as principal sponsor of #DisruptFashion Hackathon and MAIN PRIZE sponsor, to host a reception, logo acknowledgment in all advertising, special acknowledgment at event, VIP passes for SFFW15 events

- PRESS RELEASE Issued Upon Sponsor Agreement Signed & Deposit Received
- YEAR ROUND CORPORATE NAME/LOGO “Principal Sponsor” on all #DisruptFashion Hackathon media and advertising
- SIGNAGE Placement at all relevant Venues
- LOGO Placement on Step & Repeat Backdrop
- PROMINENTLY PLACED TABLE OR PRODUCT DISPLAY AT ANY OR ALL EVENTS as requested
- SLIDESHOW/VIDEO playing presentation as negotiated and/or provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 8 VIP Passes to all SFFW15 events

Total Investment: \$7,500 +

Fashion Hackathon OFFICIAL PARTNER SPONSOR:

San Francisco Fashion Week™ will work with Official Partner Sponsors on an individual basis to help create promotional or special event opportunities to maximize partnership. This includes the opportunity to act as a main category sponsor (ex. “Official Technology Partner”) of #DisruptFashion Hackathon and OFFICIAL PRIZE Sponsor, to host a reception, logo acknowledgment in all advertising, special acknowledgment at event, VIP passes for all SFFW15 events

- YEAR ROUND CORPORATE NAME/LOGO “Official Partner” on all media and advertising
- SIGNAGE Placement at all relevant Venues
- PROMINENTLY PLACED TABLE OR PRODUCT DISPLAY AT ANY OR ALL EVENTS as requested
- SLIDESHOW/VIDEO playing presentation as negotiated and/or provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 6 VIP Passes to all SFFW15 events

Total Investment: \$5,000

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Fashion Hackathon CORPORATE SPONSOR:

- Corporate Prize Sponsor Eligible
- LOGO Inclusion: Flyers, Website
- LINK on Social Networking Sites
- EXHIBITOR TABLE
- EVENT Announcement
- SLIDESHOW/Video playing presentation, logos, or ads as negotiated and provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 4 VIP Passes to all SFFW15 events

Total Investment: \$2,500

Fashion Hackathon ADDITIONAL SPONSORSHIP OPPORTUNITIES INCLUDE:

- Venue and Event Location Sponsors
- Hardware /Software _____
- Technical _____
- Production Rentals (Lighting, A/V Equipment, Chairs, Backdrops, Banners and Signs)
- Additional Hackathon PRIZES
- Beverage – Alcoholic/Non-Alcoholic Beverages
- Catering (Food, Desserts, Snacks)
- Product Giveaways (SWAG)
- Media (see ‘Official Partner Sponsor’ section)
- Community Sponsor / Donation \$ _____
- OTHER _____

For inquiries, please email Owen Geronimo at info@fashiontechpr.com

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#DISRUPTFASHION HACKATHON SPONSORSHIP AGREEMENT

- _____ Principal \$7.5K
- _____ Official Partner \$5K
- _____ Corporate \$2.5K
- _____ Community Sponsor /Donation \$ _____
- _____ In Kind _____
- _____ H/W, S/W, Technical _____
- _____ OTHER _____

FASHION HACKATHON SPONSOR INFORMATION

SPONSOR NAME

Total INVESTMENT: \$ _____

Amount RECEIVED: \$ _____

Additional Payment(s) to be made:

Sponsor/Agency understands that payments are due in full upon receipt of invoice. Sponsor shall indemnify, defend and protect San Francisco Fashion Week™, its promoters and producers, San Francisco Fashion and Merchants Alliance, Inc. and all representatives and save San Francisco Fashion Week™ harmless from any and all claims, demands, suits, liability damages, loss, costs, attorneys fees and expenses of any kind which might result from or arise from fire, theft, water, or accident or from any action or failure to act on the part of the sponsor or its officers, agents, employees or other representatives. It is the responsibility of sponsor to maintain insurance on its property and liability.

_____/_____
Signature / Date

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CONTACT INFORMATION

Name: _____

Phone: _____

Email: _____

Mailing Address:

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