

SAN FRANCISCO FASHION WEEK™ 2016

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

SPONSORSHIP INFORMATION

San Francisco Fashion and Merchants Alliance, Inc. (SFFAMA) is pleased to announce San Francisco Fashion Week™ 2016 “Innovation Drives Fashion” September 24th – October 02nd, 2016.

EVENT BACKGROUND

SFFAMA produces the annual SAN FRANCISCO FASHION WEEK™ showcasing innovative and emerging designers, innovative brands and sponsors, and a full schedule of events and workshops featuring fashion, design and technology entrepreneurs, retailers and public projects. SAN FRANCISCO FASHION WEEK™ is the premier representative event for individuals, groups and organizations involved in the development and transformation of the fashion industry business vertical in San Francisco into the innovation and technology global industry leader. SAN FRANCISCO FASHION WEEK™ represents the new vanguard in the convergence of fashion, technology and innovation, and is the most pivotal fashion week platform to watch from the innovation and creative capital of the world – San Francisco.

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 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.

www.sanfranciscofashionweek.net

info@fashiontechpr.com

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San Francisco Fashion Week™ 2016, Sept. 24th – Oct. 02nd *

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

- Saturday, September 24, 2016: Fashion Tour Day 01
- Sunday, September 25, 2016 #SFFW2016 Fashion Tour Day 02
- Sunday, September 25, 2016 6:00 PM - Opening Reception
- Monday, September 26, 2016 7:00 PM - Style VR Battle (Virtual Reality)
- Tuesday, September 27, 2016 6:00 PM - Fashion Tech Expo + Exhibit
- Wednesday, September 28, 2016 6:00 PM - Retail Tech Summit
- Thursday, September 29, 2016 6:00 PM - Fashion Bloggers Connect /
- Friday, September 30, 2016 7:00 PM - Emerging Designers
- Saturday, October 1, 2016 11:00 AM - Disrupt Fashion Hackathon 03 - Day 01
- Saturday, October 02, 2016 7:00 PM - RTW Designers
- Sunday, October 2, 2016 12:00 PM - Disrupt Fashion Hackathon 03 - Day 02
- Sunday, October 2, 2016 7:00 PM - Closing Runway Show + After Party

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

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SPONSORSHIP LEVELS

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 all San Francisco Fashion Week™ official events, to host a reception, logo acknowledgment in all advertising, special acknowledgment at events, VIP seating

- PRESS RELEASE Issued Upon Sponsor Agreement Signed & Deposit Received
- YEAR ROUND CORPORATE NAME/LOGO “Principal Sponsor” on all 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
- 10 VIP Tickets to all events

Total Investment: \$15,000 +

OFFICIAL PARTNER SPONSORS:

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 Beauty Partner”) of all San Francisco Fashion Week™ official events, to host a reception, logo acknowledgment in all advertising, special acknowledgment at events, VIP seating

- YEAR ROUND CORPORATE NAME/LOGO “Official Partner” on all media and advertising
- SIGNAGE Placement at all relevant Venues
- LOGO Placement on Step & Repeat Backdrop

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- 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 Tickets to all events

Total Investment: \$10,000

BRAND SPONSORS/Exhibitor \$5000:

- LOGO Inclusion: Flyers, Website
- LINK on Social Networking Sites
- EXHIBITOR TABLE at all major fashion shows during the week
- EVENT Announcements
- SLIDESHOW/Video playing presentation, logos, or ads as negotiated and provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 4 Tickets to all events

Total Investment: \$5,000

COMMUNITY SPONSORS \$2500 or \$3500 w/ hosted event:

- LOGO Inclusion: Website
- LINK on Social Networking Sites
- PERMISSION to Distribute Literature & Promotional items
- 2 Tickets to all events
- Ask for details regarding 2k option/ hosted event

Total Investment: \$2,500 or \$3,500 w/ hosted event

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ADDITIONAL SPONSORSHIP OPPORTUNITIES INCLUDE:

- **Venue and Event Location Sponsors**
- **Alcoholic and Non-Alcoholic Beverages (Liquor License may be required)**
- **Catering (Food, Desserts, Snacks)**
- **Product Samples /Minimum 150 Units (SWAG, Beauty, Apparel, Accessories)**
- **Production Rentals (Lighting, A/V Equipment, Chairs, Backdrops, Banners and Signs)**
- **Media (see ‘Official Partner Sponsor’ section)**

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

SPONSORSHIP AGREEMENT / PACKAGE

- _____ Principal \$15K
- _____ Official Partner \$10K
- _____ Brand Sponsor \$5K
- _____ Community Sponsor \$2500 or \$3500 w/ hosted event
- _____ In Kind (with promotion / \$1000)
- _____ In Kind (with no promotion / product only)
- _____ Other

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CORPORATION / 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

CONTACT INFORMATION

Name: _____

Phone: _____

Email: _____

Mailing Address:

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

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Donation Form

San Francisco Fashion And Merchants Alliance, Inc.
A 501c3 educational and economic development non-profit organization
TIN# 27-2329490

San Francisco Fashion and Merchants Alliance, Incorporated [SFFAMA] is a 501(c)3 education and economic development non-profit corporation supporting fashion, design and technology entrepreneurs, startups, and communities. The largest fashion industry organization in California with various initiatives in fashion, retail and wearable technologies. SFFAMA provides business, technology and fashion industry education and resources while serving as a business and social impact development network for our 50,000 nationwide members and industry partners. Member San Francisco Citizens Initiative for Technology and Innovation (sf.citi)

Donor Information

First name: _____ Last name: _____

Street address: _____

City: _____ State: _____ Zip code: _____

E-mail address: _____ Phone: () _____ - _____

Donation Information

Pledge amount or explain donation items:

Acknowledgement Information

Please use the following name(s) in all acknowledgments:

San Francisco And Merchants Alliance, Inc. / SFFAMA, Inc.
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