



NWA Fashion Week Fall 2017 | Fayetteville, AR | November 9-10

Mission:

Northwest Arkansas Fashion Week (NWA F W) exists to highlight designers, artists, boutiques and other creative professionals who are committed to building a vibrant, inspired creative community in Northwest Arkansas.

Vision:

NWA F W strives to support and grow the local design community and remain on the forefront of fashion trends. We aim to showcase and retain the talent that makes our area unique and to act as a catalyst for future collaborative productions.

Values:

NWA F W celebrates Northwest Arkansas' growing arts culture, raises awareness for burgeoning organizations and supports local individuals that are doing incredible things in the world.

All contributions can be made as tax deductible donations through our 501(c)3 certified Fiscal Sponsor while we pursue our own tax-exempt status.

DIAMOND SPONSORSHIP

\$15,000

NWAFW offers five (5) Diamond level sponsorship opportunities for each season. The Diamond level sponsorship will be directly connected to the Fall 2017 NWA Fashion Week to be held in Fayetteville, AR and designated community events. Benefits of the Diamond level sponsorship include:

- name and logo on all advertising and materials for the event
- an exhibitors table (6ft table) OR clothing rack OR a 6'x 8' step and repeat with NWAFW and sponsor branding available in our event lounge area OR exhibit to be determined within the event lounge area. Sponsor will provide staffing for any exhibit displayed within event.
- logo in pre-event slideshows when available
- logo featured on our sponsor signage in high traffic areas
- logo and optional 75 word statement included on our website
- one (1) editorial photo shoot with branding for sponsor to be completed and published online at www.nwafw.com before 10/15/2017
 - * not available for sponsorships finalized after 9/15/2017*
- five (5) social media promotions by NWAFW between 9/01/2017 and 11/30/2017
- three (3) promotional items placed in VIP bags (items at cost to sponsor)
- five (5) VIP passes for staff to the event - must be cash sponsorship to qualify for VIP Front Row Seating
 - * front and second row seating will be held until 10 minutes before runway start time, at which point empty seats will be forfeited by sponsor*
- identification of sponsorship level on event badges
- 1/2 or equivalent page advertisement in event program
- three (3) general admission tickets to full events schedule for give-away

PLATINUM

\$10,000

NWAFW offers ten (10) Platinum level sponsorship opportunities per season. The Platinum level sponsorship will be directly connected to the Fall 2017 NWA Fashion Week to be held in Fayetteville, AR and designated community events. Benefits of the Platinum level sponsorship include:

- name and logo on event advertising and materials for the event
- a 1/2 exhibitors table (3ft of 6ft table) OR 1/2 clothing rack OR a 4'x8' step and repeat with NWAFW and sponsor branding available in our event lounge area OR exhibit to be determined within the event lounge area. Sponsor will provide staffing for any exhibit displayed within event.
- logo in pre-event slideshows when available
- logo featured on our sponsor signage in high traffic areas
- logo and optional 50 word statement included on our website
- three (3) social media promotions by NWAFW between 9/01/2017 and 11/30/2017
- two (2) promotional items placed in VIP bags (items at cost to sponsor)
- three (3) VIP passes for staff to the event - must be cash sponsorship to qualify for VIP Front Row Seating
 - * front and second row seating will be held until 10 minutes before runway start time, at which point empty seats will be forfeited by sponsor*
- identification of sponsorship level on event badges
- identification of sponsorship level on event badges
- 1/4 or equivalent page advertisement in event program
- three (3) general admission tickets to full events schedule for give-away

GOLD SPONSOR \$7,500

NWAFW offers fifteen (15) Gold level sponsorship opportunities per season. The Gold level sponsorship will be directly connected to the Fall 2017 NWA Fashion Week to be held in Fayetteville, AR and designated community events. Benefits of the Gold level sponsorship include:

- name and logo on event advertising and materials for the event
- a 1/2 exhibitors table (3ft of 6ft table) OR 1/2 clothing rack OR a 4'x8' step and repeat with NWAFW and sponsor branding available in our event lounge area OR exhibit to be determined within the event lounge area. Sponsor will provide staffing for any exhibit displayed within event.
- logo in pre-event slideshows when available, logo solo screen
- logo featured on our sponsor signage in high traffic areas
- logo and optional 25 word statement included on our website
- two (2) social media promotions by NWAFW between 9/01/2017 and 11/30/2017
- two (2) promotional items placed in VIP bags (items at cost to sponsor)
- three (3) VIP passes for staff to the event – must be cash sponsorship to qualify for VIP Front Row Seating
** front and second row seating will be held until 10 minutes before runway start time, at which point empty seats will be forfeited by sponsor*
- identification of sponsorship level on event badges
- 1/4 or equivalent page advertisement in event program
- three (3) general admission tickets to full events schedule for give-away

SILVER SPONSOR \$5,000

NWAFW offers unlimited Silver level sponsorship opportunities per season. The Silver level sponsorship will be directly connected to the Fall 2017 NWA Fashion Week to be held in Fayetteville, AR and designated community events. Benefits of the Silver level sponsorship include:

- name and logo on event advertising and materials for the event
- logo in pre-event slideshows when available, logo on grouped screen
- logo featured on our sponsor signage in high traffic areas
- logo included on our website
- one (1) social media promotions by NWAFW between 9/01/2017 and 11/30/2017
- one (1) promotional items placed in VIP bags (items at cost to sponsor)
- two (2) VIP passes for staff to the event – must be cash sponsorship to qualify for VIP Front Row Seating
** front and second row seating will be held until 10 minutes before runway start time, at which point empty seats will be forfeited by sponsor*
- identification of sponsorship level on event badges
- 1/8 page or equivalent advertisement in event program
- two (2) general admission tickets to full events schedule for give-away

BRONZE SPONSOR \$2,500

NWAFW offers unlimited Bronze level sponsorship opportunities per season. The Bronze level sponsorship will be directly connected to the Fall 2017 NWA Fashion Week to be held in Fayetteville, AR and designated community events. Benefits of the Bronze level sponsorship include:

- name and logo on event advertising and materials for the event
- logo in pre-event slideshows when available, logo on grouped screen
- logo featured on our sponsor signage in high traffic areas

- logo included on our website
- one (1) social media promotion by NWAFFW between 9/01/2017 and 11/30/2017
- one (1) promotional items placed in VIP bags (items at cost to sponsor)
- two (2) VIP passes for staff to the event - must be cash sponsorship to qualify for VIP Front Row Seating
 - * *front and second row seating will be held until 10 minutes before runway start time, at which point empty seats will be forfeited by sponsor*
- identification of sponsorship level on event badges
- logo included in acknowledgements in event program

FRIENDS OF FASHION \$1,000

NWAFFW offers unlimited Friends of Fashion level sponsorship opportunities per season. The Friends of Fashion level sponsorship will be directly connected to the Fall 2017 NWA Fashion Week to be held in Fayetteville, AR and designated community events. Benefits of the Friends of Fashion level sponsorship include:

- name and logo on event advertising and materials for the event
- special thank you by event MC when available
- logo included on our website
- special thank you on social media
- two (2) VIP passes for staff to the event - must be cash sponsorship to qualify for VIP Front Row Seating
 - * *front and second row seating will be held until 10 minutes before runway start time, at which point empty seats will be forfeited by sponsor*
- identification of sponsorship level on event badges
- logo included in acknowledgements in event program

NWA Fashion Week Spring 2017 PRESS HIGHLIGHTS

Citiscapes Magazine

- http://flipbook.citiscapes.com/flipbook_0217/?page=72
- http://flipbook.citiscapes.com/flipbook_0517/?page=10

Celebrate Magazine

- [http://onlinedigitalpublishing.com/publication/?i=388459#{"issue_id":388459,"page":72}](http://onlinedigitalpublishing.com/publication/?i=388459#{)

Idleclass Magazine

- <http://idleclassmag.com/nwa-fashion-week-returns/>
- <http://idleclassmag.com/nwa-fashion-week-day-1/>
- <http://idleclassmag.com/nwa-fashion-week-day-2/>

Fayetteville Free Weekly

- <http://www.freeweekly.com/2017/03/13/scenes-from-nwa-fashion-week/>
- <http://www.freeweekly.com/2017/02/23/northwest-arkansas-fashion-week-returns/>
- <http://www.freeweekly.com/2016/12/21/northwest-arkansas-fashion-week-announces-featured-designers-boutiques/>

Fayetteville Flyer

- <https://www.fayettevilleflyer.com/2016/11/10/new-leadership-looks-to-revive-re-invent-nwa-fashion-week/>

40/29 News

- <http://www.4029tv.com/article/designers-prepare-for-nwa-fashion-week/8694995>
- <http://www.4029tv.com/article/nwa-fashion-week-kicks-off-with-gala-tonight-in-bentonville/9087237>
- <http://www.4029tv.com/article/local-designers-give-sneak-peek-of-looks-ahead-of-nwa-fashion-week/8983264>

KNWA

- <http://www.nwahomepage.com/news/fashion-week-returns-to-northwest-arkansas/659886445>

Arkansas Channel 5

- <http://5newsonline.com/2017/02/17/nwa-fashion-week-returns-to-bentonville-this-march/>

Arkansas CW

- <http://www.thearkansascwcrew.com/2017/03/nwa-fashion-week-put-on-spectacular.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-fashion-designer-amy-johnson.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-fashion-designer-chloe-carter.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-fashion-designer-ashley.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-fashion-designer-gavin.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-fashion-designer-felix-bui.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-fashion-designer-rosie-rose.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-fashion-designer-chavon-shree.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-fashion-designer-alyece-lenae.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-fashion-designer-dallas-musick.html>
- <http://www.thearkansascwcrew.com/2017/03/featured-fashion-designer-richard-cotto.html>
- <http://www.thearkansascwcrew.com/2017/03/featuring-designer-nancy-martin.html>
- <http://www.thearkansascwcrew.com/2017/04/the-museum-of-native-american-history.html>