



Fashion Awards Australia Sponsorship Proposal

Fashion Awards
AUSTRALIA

- Fashion Awards Australia is a (not-for profit) fashion and design based event that is run and organised by a highly credible team of volunteers and directed by founder Heather Marcus.
- Since its inception, Fashion Awards Australia has grown to become one of the most reputable not-for profit fashion organisations in Australia - which nurtures the growth and creativity of local talent
- The Awards attract Secondary College and TAFE entrants from Mildura, Ballarat, Bendigo, Melton, Bacchus Marsh, St Albans, Geelong, Wyndham and Greater Melbourne, in 2009 entrants have also come from inter-state



- The Awards attract amateur and the top professional designers from across Greater Melbourne and all areas of Victoria and Australia
- Fashion Awards Australia relies solely on the generous financial and in-kind support of corporate business, media-newspaper and radio, local industry and the Wyndham City Council.

“Fashion Awards Australia purpose is to find and give recognition and ultimately help in the education and development of the students in the textile and fashion departments of the Secondary and TAFE Colleges and the Open Designers.” Heather Marcus (Director)



Judging and Presentation

- Fashion Awards Australia provides an extensive program of categories for the award entrants.
- The adjudication of the garments is extended over two days.
- The Award Organisers ensure that a quality program that combines popular and established categories with exciting and innovative designs is maintained.
- In 2010, Fashion Awards Australia plan to present an exciting program of attractions and categories. These Include:

Secondary College

- Calico
- Recycled Wearable Art
- Fantasy Costume
- Day Wear
- Cocktail Wear
- Long Gown

Tafe

- Recycled Wearable Art
- Smart day wear
- Long Gown

Open

- Wedding Gown
- Race Wear
- The Fab Black dress
- Long Gown

The Awards- The Benefits

- Each year the Awards celebrate original creative designs from entrants all over Australia.
- The event is grass roots, community driven therefore reaching growing communities such as Wyndham who is one of the largest growing cities in Victoria
- Fashion Awards Australia is now a key focus of the Secondary College Textile Curriculum and all judges are recognised as Masters of Fashion in Australia.
- The high level of parent and teacher involvement ensures that the Awards remain a genuine part of the Community and the Secondary and TAFE Colleges.



The Awards- The Benefits

- Fashion Awards Australia's Committee is very positive and eager to promote and create an image of fashion and design for all people, including students and designers
- We understand the importance of providing inspirational and creative challenges to all students, therefore providing the students and designers with practical opportunities to present and highlight their talents before sophisticated and critical adjudicators and audiences.
- In the past our sponsors have benefited greatly by investing in the Fashion Awards.
- Sponsors can enjoy direct exposure to the many Secondary and TAFE Colleges, amateur and professional designers
- We promote heavily through all the local media, radio programs, Fashion Awards Australia Website and advertising circulars sent to all Community Groups, Secondary and TAFE Colleges.

Sponsorship



- Fashion Awards Australia has many levels of sponsorship available that will help position your brand with our target market

SPONSORSHIP PACKAGES

Platinum - \$10,000

Gold - \$5,000

Silver - \$3,500

Bronze - \$2,000

Naming rights are available by negotiation

Sponsorship - Bronze

- **Pre-Fashion Award Logo positioning:**
- In official Fashion Awards, advertising featured in local Newspapers distributed to households.
- On Fashion Award Posters.
- On sponsors acknowledgement page in the Fashion Awards program.
- On official entry forms to all colleges and entrants in order of amount sponsored.
- Presentation Evening Signage and other entitlements.
- Company personnel invited to present prize money and certificates to the winners of sponsored categories
- Company personnel invited to Welcome Cocktail Party prior to the evening presentation.
- Acknowledgements by the compere during the evening program.
- Plaque of Appreciation presented during the evening program.
- One-quarter page advertisement in the evening program.
- Two complimentary tickets for evening presentation.
- On sponsors acknowledgement page on Fashion Awards Australia Website

\$2,000

Sponsorship - Silver

- **In addition – All Silver Sponsors additionally receive:**
- One half-page advertisement in the evening program (in lieu of quarter page).
- Company signage around the auditorium.
- Company Logo listed on Fashion Awards Australia Web Page and linked to your Company
- Company Logo displayed on the front cover of the evening program.
- Logo on all media releases.

\$3,500

Sponsorship - Gold

- **Plus – All Gold Sponsors additionally receive:**
- One full-page advertisement in the evening program (in lieu of half-page).
- Two complimentary tickets to the evening program (four tickets in total).
- Premier logo positioning on all Fashion Awards deliverables.
- Extensive Company Signage opportunities at the event – i.e. at entry points.
- Opportunity to conduct information/promotional displays during the daytime judging.
- Company Personnel invited to speak on stage during the presentation evening.

\$5,000

Sponsorship - Platinum

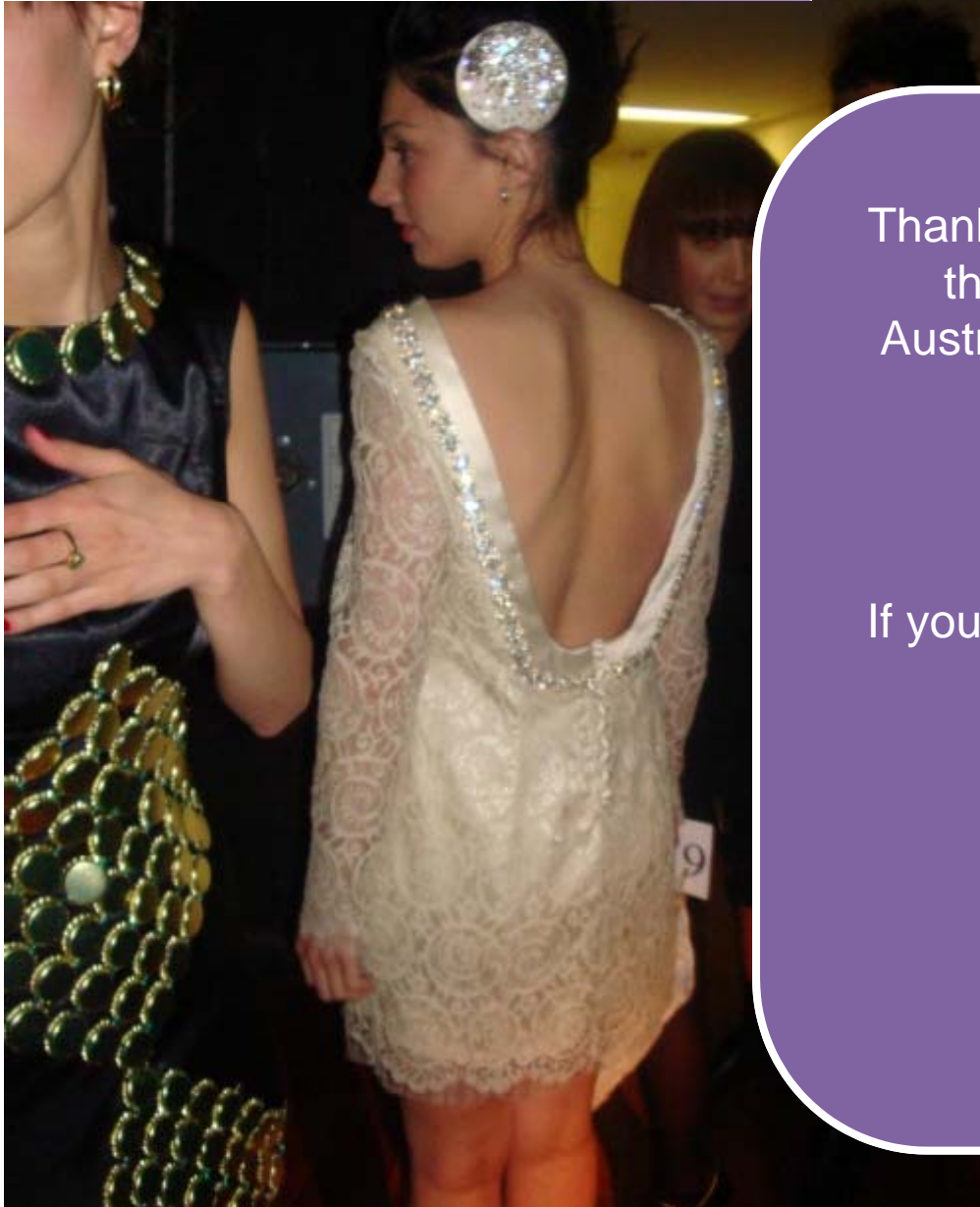
- **Plus – Platinum sponsor – financial contribution only**
- **Additionally receive:**
- Naming rights to all TAFE Awards.
- Company Name engraved on the winning cups for the above TAFE Categories.
- Display of Winning gowns at your Company's Showrooms.
- One inside back cover-page advertisement in the evening program plus a full page in program.
- Four Complimentary tickets to the evening presentation (10 tickets in total)

\$10,000

We want to hear from you...



- The above range of sponsorship packages are offered as a guideline only. We would be more than happy to tailor a package that would best suit you and your company. Please call us for a confidential discussion
- Fashion Awards Australia has a new website www.fashionawardsaustralia.org this website attracts many visitors.
- We would be happy to also sell the naming rights of these prestigious awards and would be happy to discuss
- Finally, we would be willing to enter into a long-term partnership that would continue to evolve and deliver win-win benefits to both parties
- We love working with the community in helping them achieve their goals



Thank you

Thank you for the opportunity afforded to the committee of the Fashion Awards Australia Inc. in being able to submit our sponsorship proposal for your consideration.

If you have any questions please contact
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