



**SPONSORSHIP
OPPORTUNITIES
FALL 2024**



PRESENTED BY
INTERFORM

NWAFW FALL '24: A LOVE LETTER TO THE COMMUNITY

This November, we celebrate our community with two days of fashion, culture, and creativity.

Day One features multiple workshops, highlighting topics such as fashion basics, entrepreneurship, and cultural influences.

Day Two offers hands-on activities with DIY accessories and a Kids' Fashion Fun Workshop, and features a Matinee Fashion Show featuring emerging and renowned designers. Following the matinee, a panel discussion provides a platform for dialogue and collaboration among regional designers, industry professionals, and community stakeholders. The event culminates with a Private Evening Fashion Show, exclusively for sponsors and VIPs.

Through our programming, NWAFW Fall '24 aims to inspire, educate, and connect people across diverse backgrounds, fostering a vibrant and inclusive cultural landscape.

INTERFORM PROGRAMS:

- APPAREL EDUCATION
- EMERGE
- TEEN FASHION DESIGN BOOTCAMP
- COMMUNITY WORKSHOPS
- INTERFORM PODCAST
- BLACK GIRLS TALK
- LATINAS CORNER
- NWAFW
- ASSEMBLY

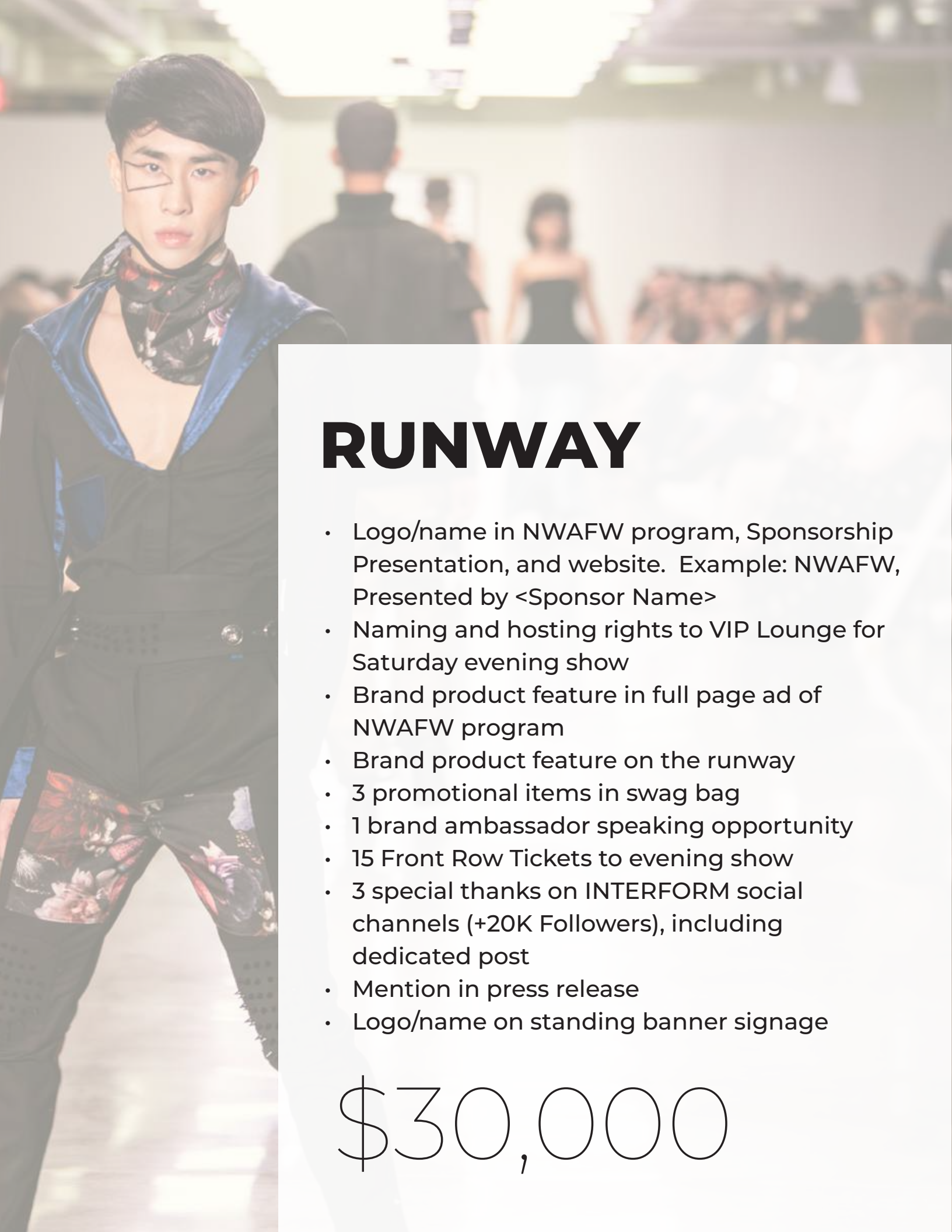


PRESENTING

- Logo/name in NWAFW program, Sponsorship Presentation, and website
Example: NWAFW, Presented by <Sponsor Name>
- Naming and hosting rights to Community Lounge for duration of the event
- Brand product feature in full page ad on back of NWAFW program
- Brand product feature on the runway
- Naming rights to complete daytime workshops in partnership with INTERFORM
Example: The <Sponsor> Speaker Series at NWAFW AW '24 presented by INTERFORM
- 3 promotional items in swag bag
- Logo on one side of swag bag
- 2 brand ambassador speaking opportunities at NWAFW event
- 20 Front Row tickets to evening show
- 4 special thanks on INTERFORM social channels (+20K Followers), including dedicated posts
- Mention in press release
- Logo/name on standing banner signage
- 1 branded influencer post

\$40,000





RUNWAY

- Logo/name in NWAFFW program, Sponsorship Presentation, and website. Example: NWAFFW, Presented by <Sponsor Name>
- Naming and hosting rights to VIP Lounge for Saturday evening show
- Brand product feature in full page ad of NWAFFW program
- Brand product feature on the runway
- 3 promotional items in swag bag
- 1 brand ambassador speaking opportunity
- 15 Front Row Tickets to evening show
- 3 special thanks on INTERFORM social channels (+20K Followers), including dedicated post
- Mention in press release
- Logo/name on standing banner signage

\$30,000



SPOTLIGHT

- Logo/name in NWAFFW program, Sponsorship Presentation, and website. Example: NWAFFW, Presented by <Sponsor Name>
- Brand product feature in full page ad of NWAFFW program
- Brand product feature on the runway
- 2 Special thanks on INTERFORM social channels (+20K Followers), including dedicated post
- Mention in press release
- Logo/name on standing banner signage
- 2 promotional items in swag bag
- 8 Front Row Tickets to evening show

\$20,000



PLATINUM

\$10,000

- Logo/name in NWAFFW program, Sponsorship Presentation, and website
- ½ page ad in NWAFFW program
- Special thanks on INTERFORM social channels
- Logo placement on a grouped standing banner
- 1 promotional item in swag bag
- 6 Front Row Tickets to evening show

DIAMOND

\$7,500

- Logo/name in NWAFFW program, Sponsorship Presentation, and website
- ¼ page ad in NWAFFW Program
- Logo placement on a grouped standing banner
- Special thanks on INTERFORM social channels
- 4 Front Row Tickets to evening show

GOLD

\$5,000

- Logo/name in NWAFFW program, Sponsorship Presentation, and website
- Special thanks on INTERFORM social channels
- Logo placement on a grouped standing banner
- Story feature on our social channels day of event
- 4 Front Row Tickets to evening show

FRIENDS OF FASHION

\$2,500

- Logo/name in NWAFFW program, Sponsorship Presentation, and website
- Special thanks on INTERFORM social channels
- 2 Front Row VIP tickets