



City of Birmingham Symphony Orchestra,
CBSO Centre, Berkley Street,
Birmingham, B1 2LF

Friday 7th October, 2016.

Sponsorship Pack



What started out as a one-off fashion show has developed into the biggest and best celebration of the Midlands' fashion design creatives which has helped to raise the national and international profile of fashion and creative talent in the region. Not only does it serve as a ceremony to recognise these talents, it also provides a rich hub of creative networking with an added splash of entertainment in the form of live performances.



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Introduction

Created in Birmingham the Midlands Fashion Awards (MFA) celebrates and rewards fashion, creativity, providing emerging designers across Birmingham and the Midlands with the opportunity to showcase their talent.



The Awards now in its ninth year of production, bring together some of the best up-and-coming design creatives from across the region and attracts over 300 attendees.

Recognised as helping to launch the careers of numerous up-and-coming designers, the event presents a series of fashion shows where the best innovative and cutting edge designers will showcase their talent to hundreds of visitors from across the UK .

The show will be judged by a respected panel of industry professionals consisting of fashion editors, stylists, buyers and designers who will select the next wave of emerging fashion and creative talent.



Designers and creatives will be competing to be the best in one of the following awards:

- ✓ **Best Independent Fashion Designer of the Year**
- ✓ **Best Emerging Fashion Designer of the Year**
- ✓ **Best New Fashion Talent of the Year**
- ✓ **Best Accessory Designer of the Year**
- ✓ **Best Stylist of the Year**
- ✓ **Best Make-up Artist of the Year**

“

I host many events but it's not often the team is so organised and enthusiastic. Congratulations on a great event". **ITV Presenter, Lucy Kite**

“

Incredible night with incredible talent and people" - **Chiara Glorioso, BBC WM Radio Presenter**

“

It was fantastic to see such a diverse mix of styles and ideas coming through at this year's event." - **Fashion Editor at Fashion Capital, London**

“

The biggest and best celebration of the Midlands' fashion design creatives" - **SIXTYNINEDEGREES MAGAZINE**

Why Sponsor

The Midlands Fashion Awards is a great opportunity for businesses to come on board to utilise a unique and innovative promotional platform to promote their products and services.

We offer a number of bespoke tailored sponsorship packages to provide an effective brand awareness platform for your brand.

The annual event attracts an audience of over 300 people aged between 19 – 40, both male and female, exposing your brand to a wide ranging target market. This audience comprises of individuals with a “best dressed fashionista” Experian demographic profiling (i.e. young, urban women, confident style & mid range spending habits) together with media professionals, models, stylists, make-up artists, designers, fashion boutiques and some of the region’s top retail professionals.

This highlight event invites you to join designers, models and media in a unique and exciting celebration of the regions most talented designers hosted in the impressive CBSO Centre in the centre of Birmingham.

“ Proud to have been a sponsor of this great event” **CULT51, London**

“ It’s been a pleasure, and a privilege, to have been a sponsor at this year’s Midlands Fashion Awards. Gruhme has received great publicity and profile as a result through its social media connection and also in the business community. The MFAs always receive a nod of approval whenever I drop it into conversation” **Rob Hallmark, GRUHME, Birmingham**



Demographics

The Midlands Fashion Awards attracts some of the UK's most stylish and fashion forward people. With over 300 guests between 19 - 40 years old, your brand will be exposed to its core audience.

OUR AUDIENCE

ABC1s

65% West Midlands' residents

35% from across the UK

72% Female

28% Male

54% 19 - 24

34% 25 - 34

12% 35 - 40



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Important Dates

The following time line events are currently proposed for this years awards ceremony, please note that these dates are subject to change.

● **JUNE 2016**

Press release distributed to the press/media.

● **7TH OCTOBER**

Midlands Fashion Awards 2016.

● **OCTOBER 2016**

Press release distributed to the press/media.

Marketing & PR

The Midlands Fashion Awards offers the perfect platform for your business to build their brand awareness and gain exposure.

PRESS & PUBLICATIONS

The Midlands Fashion Awards receives increasing press coverage year on year by both national and regional press titles. Regional press coverage to date include:

- Birmingham Mail
- Style Birmingham Magazine
- SIXTYNINEDEGREES Magazine
- Dlux Magazine
- Birmingham Living Magazine
- Touchbase Magazine
- Insight Magazine
- Area Magazine
- The Debut Magazine
- Niji Magazine

MFA has also seen an increase in interest from established fashion influencers who blog about the event providing further exposure across social media platforms to enhance the significant reach achieved from traditional media channels.

CRM/DIRECT MAIL

The event will be promoted to a database of over 5,000. This e-mailer will include promotion of your company branding. Leaflets will also be circulated and distributed to strategic locations within Birmingham and the wider Midlands region.

SOCIAL MEDIA

The event will be promoted across various social media platforms including Twitter, Facebook, Instagram and LinkedIn.

Our network of influential fashion bloggers will also be invited to blog about the event for further advocacy and sharing across their own social media pages.



Lead Sponsor

Price £5,000

PACKAGE INCLUDES

- Reserved Seating Front row at the Runway shows.
 - Complimentary Sparkling Wine and Canapés on arrival.
 - Exclusive status as primary sponsor of Midlands Fashion Awards.
 - Promotion as headline sponsor on all literature and display material during our Fashion Networking Soiree, Fashion Shows and the Awards Ceremony.
 - Company profile on website and in the event programme.
 - Full colour back page of programme advert.
- Company logo on all AV screen slides on the night.
 - Logo inclusion via the Midlands Fashion Awards website with a link to your website.
 - Inclusion in press releases and announcements via social media.
 - Opportunity to present an Award to a winning designer.
 - Promotional material in all visitors gift bags.
 - 6 passes to attend the VIP Reception, Fashion Show and Award Ceremony.

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Other Packages

SUPPORTING SPONSOR - £3,000

- Reserved Seating Front Row at the runway shows.
- Complimentary Sparkling Wine and Canapés on arrival.
- Company logo on 5,000 promotional flyers circulated across the Midlands and beyond.
- Company profile and photo in the event programme.
- Company logo on AV screen slides on the night.
- Company profile and logo inclusion via the Midlands Fashion Awards website.
- Inclusion in press releases and announcements via social media.
- Opportunity to present an Award to a winning designer.
- Promotional material in all visitors gift bags.

SILVER SPONSOR - £2,000

- Reserved seating (Row B) at the fashion show.
- Complimentary glass of sparkling wine on arrival.
- Promotion as Midlands Fashion awards Catwalk Sponsor.
- Promotional opportunities at Midlands Fashion Awards.
- Your company profile and write up in the event programme.
- Company logo on AV Screen slides on the night.
- Logo inclusion via the Midlands Fashion Awards website.
- Promotional materials in all visitors gift bags.
- 2 VIP tickets to attend the event.

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Other Packages...

VIP DRINKS SPONSOR - £500

- The Midlands Fashion Awards drinks reception will allow attendees to network with designers, stylists, editors, press, bloggers fashionistas and the public.
- Your company branding placed during the cocktail hour.
- Your company logo and link placed on Midlands Fashion Awards website for one year.
- Logo presence on sponsorship section in events programme.
- Your company logo on the video loop as Champagne Drinks sponsor.
- Logo presence on sponsorship section in events programme.
- Your company logo on the video loop as Champagne Drinks sponsor.
- 2 VIP tickets to attend the event.

CATEGORY SPONSOR - £500

- Recognition on Midlands Fashion Awards website.
- Complimentary Sparkling Wine and Canapés on arrival.
- Recognition in the events programme.
- Opportunity to present the Award to the winning designer.
- Sponsor will be acknowledged at the Midlands Fashion Awards and thanked for being a Category Sponsor.
- Your company logo and link placed on Midlands Fashion Awards website.
- 2 VIP tickets to the event.

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Other Packages...

GIFT BAG SPONSOR - £300

- Gain access for your business to Birmingham/ Midlands most prominent guest list.
- You will have the opportunity of placing branded items in each of the gift bags for the show.
- Your company logo placed on Midlands Fashion Awards website for one year.
- Recognition in the events programme as Gift Bag Sponsor.
- 2 tickets to the event.

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Previous Sponsors



Contact Us

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MFA

**MIDLANDS
FASHION
AWARDS**