

20
23

FTM FASHION WEEK
Sponsorship
Deck

Hollywood

FTM

FASHION WEEK



**Final Touch
Models, Co**

contactus@finaltouchmodels.com
www.ftmfashionweek.com

INTRODUCTION

FTM FASHION WEEK

FTM Fashion Week Season 11 is coming to Jacksonville, North Carolina on October 14th at 6pm; featuring celebrity hosts Boris & Nicole! Our highly anticipated, season 11 showcase is expertly produced by 2021 AFI Camp Lejeune Military Spouse of the Year, Latoya Scott.

Latoya leads a team comprised of local and international industry professionals, military spouses, active duty servicemembers, and veterans. The FTM team has showcased its talents during the successful execution of nine previous seasons in Onslow County, multiple cities along the East Coast, and most recently in Okinawa, Japan.

Final Touch Models Fashion Week is the premiere fashion showcase for emerging designers, models, and other industry professionals such as; but not limited too, celebrities, agents, magazines, and buyers. Our upscale quality shows enable designers to feature their collection before dozens of fashion professionals, media representatives and hundreds of people representing the everyday consumer. All while helping the communities we're in by contributing to city tourism and the local economy.

Master of Ceremony & Celebrity Guests

Boris & Nicole



Our Team

Latoya Scott
CEO/FOUNDER

Michelle Collins-Windle
OPERATIONS DIRECTOR

Nikki Parker
SPONSORSHIP COORDINATOR

Tia Crooms
COMMUNICATIONS DIRECTOR

Love Batts
VOLUNTEER COORDINATOR

Model Mentor - Rachael
PRODUCTION MANAGER

DeNelle Lunsford
CREATIVE DIRECTOR

Kisha Martin-Riley
FRONT OF THE HOUSE MANAGER

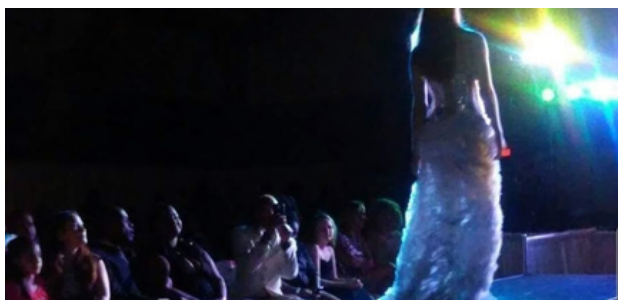
Damien Villanova
MERCHANDISE DIRECTOR

Junita Phillips
EXECUTIVE ADMINISTRATOR

Nell Waller
MILIARTY LIASON



Event Gallery



Bite of the Big Apple
2014 FTM FASHION WEEK NC



Revamped
2015 FTM FASHION WEEK NC



Fashionaby Rooted
2016 FTM FASHION WEEK NC



Spring Into Fashion
2018 FTM FASHION WEEK NC



Winter in Paris
2019 FTM FASHION WEEK NC



Passport 2 Fashion
2022 FTM FASHION WEEK NC

FTM Fashion Week at a Glance

FTM Fashion Week has grown tremendously since its birth in 2014. We are now in two states: NYC, and NC. We are one of the only fashion industry showcases that hire A/B list celebrities as part of our community expansion plan. Our economic impact each year range from \$20,000 to \$40,000 based on overnight and daytime impact.

- Overnight Stays Impact
- Number of Attendees
- Daytime Impact

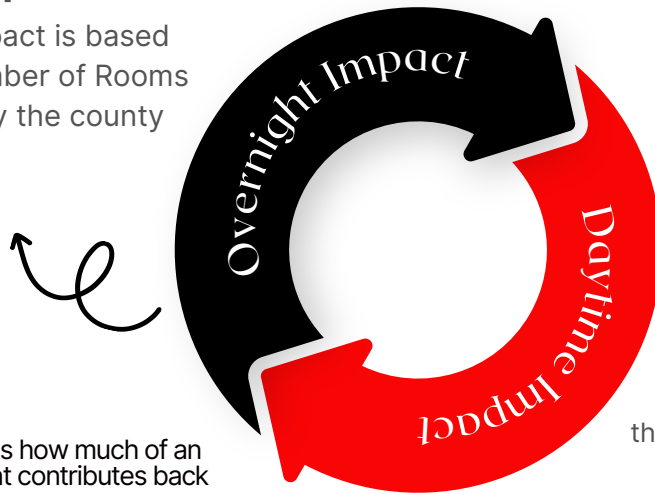
FTM Fashion Week's

60%

Overnight Impact

The overnight impact is based on the actual Number of Rooms Used multiplied by the county impact dollar.

Community Impact



40%

Daytime Impact

The daytime impact is based on the number of attendees and their family size. Multiplied by the attendees spending outside of the event and the county impact dollar.

The percentage represents how much of an economic impact our event contributes back to the community

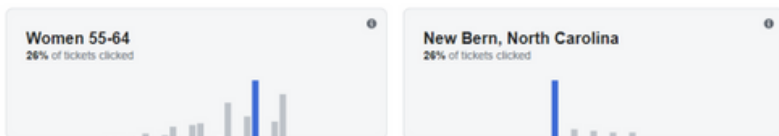
Event Performance

Since Oct 17, 2019



Audience

Ticket link clicks



FASHION WEEK VISITOR FACTS

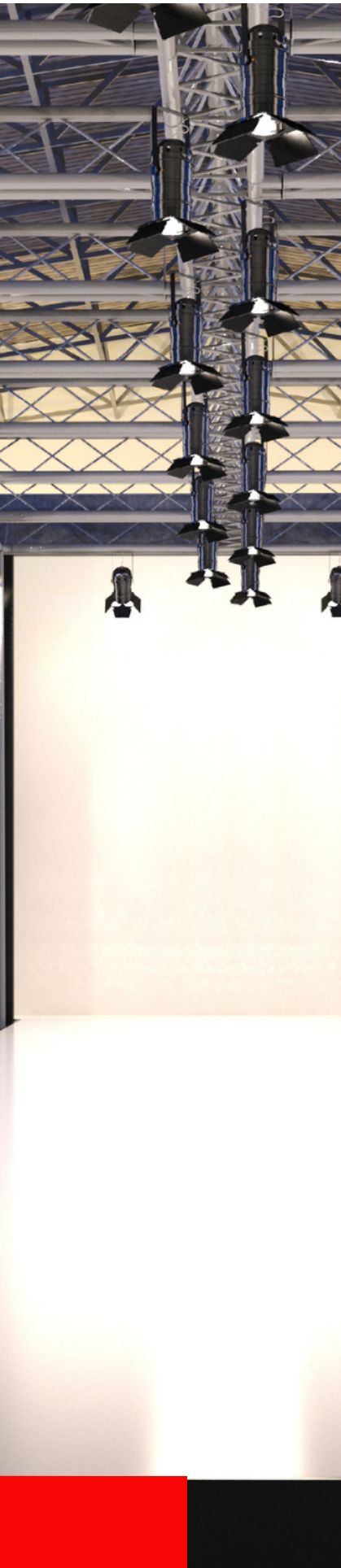
- 1,275 visits - 16% increase from previous FTM Fashion Week
- 30% were Owners or Managers
- 30% had the authority to make a purchase
- Average purchase value increased by 37% compared to 2019
- 70% made a purchase
- Over 100,00 views for our red-carpet backdrop photos
- 62% are likely to purchase products in the 3 months post show
- Visitors spent an average of 2 hours viewing the exhibits/vendors
- 59% came to see what is new and interesting in the industry

FTM FASHION WEEK WEBSITE

Extend your reach beyond the weeklong of activities. Pre-event exposure is an essential tool for driving customers to our designers at the event while post-event exposure ensures we are visible to those customers looking to place orders with our designers online or after the event.

Source for all numbers: 2020/2021 post-show visitor survey, Web-Stat Live Traffic Analyst, & social media ad stat

Sponsor Packages



Title \$20,000 (2 Position):

Sponsor Exclusive name/logo on Step & Repeat, utilized in NC After Party Access & Stage Banner
News Release announcing sponsorship, Included in TV/Radio promotions
Name/Logo on print advertisements (Program, Flyers, Posters)
Logo on event themed t-shirts
Ability to put items in the VIP Frow Bag (100 total) **

Celebrity meet & greet (product shot)

12 VIP passes with preferred seating (great incentive for employee of the month)
Exclusive category rights

Platinum \$10,000 (5 positions):

Name/Logo on Step & Repeat utilized during entire event.
News Release announcing sponsorship
Name/Logo on print advertisements (Program, Flyers, Posters)
Logo/link on #FTMFW Website/social media
Logo on event themed t-shirts
Ability to put items in the VIP Frow Bag (100 total) **

Celebrity meet & greet (product shot)

6 VIP passes with preferred seating (great incentive for employee of the month)
After Party Access & Stage banner

Gold \$6,500 (15 positions):

Name/Logo on print advertisements (Program, Flyers, Posters)
Logo placement on the step & repeat red carpet
Logo/link on #FTMFW Website/social media

Celebrity meet & greet (product shot)

Ability to put items in the VIP Frow Bag (100 total)**
Logo on event themed t-shirts
4 VIP passes with preferred seating (great incentive for employee of the month)
After Party Access

Silver \$3,500 (10 positions):

Name/Logo on print advertisements (Program, Flyers, Posters)
Logo/link on #FTMFW Website/social media
Vending Table during Fashion Show

Ability to put items in the VIP Frow Bag (100 total)**
2 VIP passes (great incentive for employee of the month)
2 General Admission passes (great incentive for employee of the month)

Sponsorship must be paid in full by August 15th, 2023. If not paid in full by this date, all monies and position will be forfeited.

****Frow Bag sponsorship must be fulfilled by September 15th, 2023. All items must be given to event coordinator by October 1st.**

Sponsor Packages

Bronze \$1,500 (10 Positions):

Name/Logo on print advertisements (Flyers, Posters)
Logo/link on #FTMFW Website/social media
Name/Logo in event program
4 General Admission passes (great incentive for employee of the month)
After Party Access & Stage banner

Titanium \$700 (5 positions):

Name/Logo on Step & Repeat utilized during entire event.
Flyer announcing sponsorship
Name/Logo on print advertisements (Program, Flyers, Posters)
2 General Admission passes (great incentive for employee of the month)
After Party Access & Stage banner

T-Shirt \$475 (4 positions):

Name/Logo on print advertisements (Program, Flyers, Posters)
Logo on event themed t-shirts
2 General Admission passes (great incentive for employee of the month)
After Party Access

Backdrop \$350 (4 positions):

Name/Logo on print advertisements (Program, Flyers, Posters)
Logo placement on the step & repeat red carpet
Ability to put items in the VIP Frow Bag (100 total)**
2 General Admission passes (great incentive for employee of the month)

Sponsorship must be paid in full by August 15th, 2023. If not paid in full by this date, all monies and position will be forfeited.

****Frow Bag sponsorship must be fulfilled by September 15th, 2023. All items must be given to event coordinator by October 1st.**

Get In Touch

We invite your Company to be a sponsor represented at FTM Fashion Week for 2023. And we are looking forward to working with you!



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