

FTM FASHION WEEK • SEASON 13

BECOME A FOUNDING PASSPORT DESTINATION

The FTM Passport Challenge

THE ROADWAY TO THE RUNWAY



DRIVE FOOT TRAFFIC. MEET NEW CUSTOMERS. HELP BUILD A NEW JACKSONVILLE TRADITION.

THE OPPORTUNITY

From September 1 through October 16, participants visit Jacksonville storefronts to collect custom passport stamps. On October 17, they bring their passports to FTM Fashion Week, finish at sponsor booths, and qualify for prizes.

SEPT. 1

PASSPORTS LAUNCH

Pickup begins at participating storefronts.

SEPT. 1-OCT. 16

EXPLORE & COLLECT

Guests visit destinations and earn stamps.

OCT. 17

RUNWAY FINALE

Final stamps, sponsor booths and prizes.

FOUNDING DESTINATION INVESTMENT

\$250

ONE-TIME PARTICIPATION

YOUR \$250 FOUNDING DESTINATION PACKAGE INCLUDES

- ✓ A customized passport stamp created for your business
- ✓ Placement in the FTM Fashion Passport and Destination List
- ✓ Passport pickup materials designed to encourage in-store visits
- ✓ A dedicated business spotlight across FTM social media
- ✓ Challenge marketing through radio, billboards, digital and community outreach
- ✓ An Official Destination Kit and Founding Destination certificate
- ✓ An opportunity to stamp passports at the Season 13 showcase

MARKETING THAT GOES BEYOND SOCIAL MEDIA

FTM will market the challenge through social media, radio, billboards and community outreach using Jacksonville Tourism Development Authority funding.

IDEAL FOR: SHOP • DINE • BEAUTY • FITNESS • SERVICES • CULTURE

YOUR DESTINATION KIT

- Custom business stamp
- Window decal + counter sign
- Social media graphics
- Sample passport + pickup supply
- Quick-start guide
- Founding Destination certificate

YOUR SIMPLE COMMITMENT

- 1 DISPLAY**
Keep passports and provided signs visible.
- 2 WELCOME**
Stamp visitors during normal business hours.
- 3 SHARE**
Post the ready-made campaign graphics.

RESERVE YOUR DESTINATION

Scan the code or visit:

ftmfashionweek.com/sponsorship

contactus@finaltouchmodels.com • (215) 888-1393

Season 13 Showcase: October 17, 2026 • Jacksonville Country Club

FTM TEAM REPRESENTATIVE: _____

One community. One journey. One unforgettable experience.

Program details and showcase activation are subject to final participation guidelines.

SCAN TO JOIN

