



DESIGNER ALEX VINASH PHOTOGRAPHER TONY BENTIVEGNA

FASHION WEEK COLUMBUS 2022 SPONSORSHIP PROSPECTUS



FASHION WEEK COLUMBUS

COLUMBUS
FASHION
COUNCIL

COLUMBUS FASHION COUNCIL FOUNDER & EXECUTIVE DIRECTOR THOMAS MCCLURE PHOTOGRAPHER BOBBY & ISOLDA PHOTOGRAPHY

CFDA
CONNECTS

COLUMBUS
FASHION
COUNCIL

FWC
FASHION WEEK COLUMBUS

"Fashion Week Columbus is more than just an event or theater of artistry. It's a very necessary platform (the largest platform of its kind in Ohio) for small businesses in the Central Ohio fashion community (designers, models, makeup artists, hair professionals, photographers, and others) to launch their brands and be part of the Central Ohio fashion ecosystem and fashion economy we've been helping to build since 2010. Fashion Week Columbus and the Columbus Fashion Council helps designers and other fashion related brands become sustainable businesses in Central Ohio, contributing to the city's economic growth and to American Fashion as a whole. This is all made possible by our donors & partners and our partnership with the Council of Fashion Designers of America (CFDA)."

Fashion Week Columbus

Audience Reach & Partners

Broadcast Reach

- Good Day Columbus
- ABC6/Fox 28
- 10TV with Karina Nova
- NBC4
- Spectrum TV
- **Columbus, OH is the 34th largest DMA reaching 900,000 homes**

Print Reach

- FWC21 Lookbook
- The Lantern
- The Columbus Dispatch
- CityScene Magazine
- Columbus Monthly
- Ohio Business Magazine
- The Scout Guide

Digital Reach

- CFC Facebook 837 Followers
- CFC Instagram 2130 Followers
- FWC Facebook 7000 Followers
- FWC Instagram 10,100 Followers
- Newsletter 8000+ Subscribers
- Website 50,000 Page Views
- YouTube 67,000+ Impressions
- Partnered Posts 1 Million+
- FWC Digital LookBook 10,000+ Views

Event Reach (live & virtual)

- The Finale Runway Show 500+
- High Fashion Tea Runway Show 300+
- Passport To Fashion 300+
- Macy's Fall Fashion Show 200+
- Philanthropy Meets Fashion 200+
- The Fashion Industry Mixer 400+
- Virtual Fashion Industry Mixers 10,000+
- FWC21 Launch Party 300+
- CFC Members Mixer 300+
- Summer Fashion Soiree 300+

2021 Sponsors & Donors

- | | | |
|------------------------------------|--------------------------|-------------------------------------|
| • EASTON | • Corona Hard Seltzer | • Dr. Latif, Ohio Cosmetic Dentists |
| • Echo Films | • Byers Auto | • Goodale Station |
| • Macy's | • Gravity | • Good Energy by Julie Wilkes |
| • Nurtur Salon | • Townhall | • Be Louder Group |
| • Le Meridien, The Joseph | • Co-Hatch | • COVA |
| • Columbus College of Art & Design | • BB Aesthetic | • Lola's Kitchen & Bar |
| • TAFT Law | • Silver Confetti Events | • YesPress Graphics |
| • Heyman Talent Agency | • LEC Concierge | • Aimee & Ryan Fogelman |
| • The Scout Guide | • ZenCha Tea Salon | • The Savoy Club |
| • Events Amplified | • Be Louder Group | • The Scout Guide Columbus |
| • Midwest Photo | • The Spice Age | |
| | • IL Moda Brand Dev. | |

Fashion Week Columbus

Featured Media



**Scholarship
Recipient**



**Finale Runway Show
Highlights**



**High Fashion Tea
Highlights**



Alex Vinash



Xantha Ward



Zhane Wiley



Gerardo Encinas



Destiny Howard



Vinci Quevedo



FWC21 LookBook

VIDEOS ECHO FILMS LOOKBOOK THE SPICE AGE

Columbus Fashion Council

Fashion Is A Business

As a **non-profit 501(c)(3) status organization**, the Columbus Fashion Council's mission is to provide scholarships to fashion design students and a platform for local fashion designers. Our vision is to expand the fashion economy in Central Ohio through a combination of industry growth initiatives, community organizations support, funding access opportunities, and creative program development. We strive to nurture and develop the fashion community to keep our fashion talent living and working in Central Ohio.

WWD ranks **Columbus third in the nation** for the number of resident fashion designers, right behind LA and NY. **Forbes** recently ranked **Columbus as the number one** city in the nation for startups. **Business.org** ranks **Columbus as a top five** city for entrepreneurs. Columbus is perfectly situated for fashion designers to be successful and contribute to the city's economic growth.

With the support of our partners and the [Council of Fashion Designers of America \(CFDA\)](#), the Columbus Fashion Council continues to develop robust and sustainable programs & initiatives that have a high impact on students, artists, and small businesses in Central Ohio's fashion community.

This year's **Fashion Week Columbus**, our flagship program, will be **October 9th - 15th**, with several activations, initiatives, and programs leading up to the main event. We hope you can help make an impact through fashion.

Thank You, from the [Columbus Fashion Council Board](#):

Thomas McClure
CFC Executive Director

Sasha Saberi
Atlas Partners

Kevin Cothren
Board Member

Lubna Najjar
IL Moda Brand Dev.

Wendy Goldstein
The Ohio State University

Andrea (Shaw) McKee
Aesthetics by Andrea

Rob Oleksa
Abercrombie & Fitch

Tonja Scott
Tandem Regional Mgmt

Maria Seguin
DSW

Jana Al-Akhras
The Ohio State University

Julie Wilkes
Accenture

FWC EVENTS SCHEDULE OCT 9TH-15TH | CFC 2021 SCHOLARSHIP RECIPIENT MARIA MENDOZA

OCT

9

13th Annual High Fashion Tea Runway Show
The Joseph | Sunday, Afternoon

OCT

10

Beautiful Garbage Fashion Show
Venue TBD | Monday, Evening

OCT

11

Passport to Fashion | The Spice Age Partnership
Venue TBD | Tuesday, Evening

OCT

12

Macy's Fall Fashion Show | Macy's Partnership
Macy's at Easton | Wednesday, Evening

OCT

13

Philanthropy Meets Fashion - CCAD Partnership
CCAD | Thursday, Evening

OCT

14


Fashion Industry Mixer | IL Moda Brand Dev. Partnership
Venue TBD | Friday, Evening

OCT

15

13th Annual Finale Runway Show
Venue TBD | Saturday, Evening

Event details are subject to change.



FWC Title Sponsorship \$20,000 - ONE EXCLUSIVE OPPORTUNITY

The Title Sponsorship provides maximum exposure for your company and underwriting support for the Fashion Week Columbus program. Industry exclusivity is guaranteed for your company.

DIGITAL BENEFITS

- Official presenting sponsor, with 'Presented by' prominence on all designated digital references
- Prominent 'Presented by' designation displayed above the fold on front page of FWC website
- Prominent logo & link on front page of FWC website
- Logo & link on sponsor page of FWC website
- Prominent mentions (at least 12X) on FWC social channels before, during & after FWC events
- Prominent mentions (at least 6X) on FWC email campaigns
- Exclusively dedicated FWC Instagram Highlights Icon with related content
- 60 sec Video (self produced) played on social media (at least 4X)
- 60 sec Video (self produced) played during the High Fashion Tea
- 60 sec Video (self produced) played during the Finale Runway Show
- 60 sec Video to replay when viewed on social media channels, website, YouTube
- Logo on plasmas/screens at Finale Runway Show

PRINT BENEFITS

- Official presenting sponsor, with 'Presented by' prominence on all designated print references
- 'Presented by' prominence on FWC Lookbook cover
- Logo on FWC Lookbook cover
- Logo on FWC promotional pieces
- Prominent, 2 page advertisement in FWC Lookbook (must be turned in by deadline)

LIVE EVENT BENEFITS

- Official presenting sponsor, with 'Presented by' prominence on all designated event references
- Corporate Executive will have the opportunity to address the crowd at High Fashion Tea
- Corporate Executive will have the opportunity to address the crowd at Finale Runway Show
- Seating at the High Fashion Tea Runway Show (1 table, 10 tickets total)
- Seating at the Finale Runway Show (6 Front Row VIP tickets)
- Prominent placement of exhibitor space at Finale Runway Show, venue/space permitting
- Permission to distribute promotional items at FWC events, venue/space permitting



FWC Platinum Sponsorship \$15,000 - TWO EXCLUSIVE OPPORTUNITIES

The Platinum Sponsorship provides amazing exposure for your company and foundational support for the Fashion Week Columbus program. Industry exclusivity is guaranteed for your company.

DIGITAL BENEFITS


- Prominent logo & link on front page of FWC website
- Logo & link on sponsor page of FWC website
- Prominent mentions (at least 6X) on FWC social channels before & after FWC events
- Prominent mentions (at least 3X) on FWC email campaigns
- Dedicated FWC Instagram Sponsors Highlights Icon with sponsor logo
- 45 sec Video (self produced) played on social media (at least 3X)
- 45 sec Video (self produced) played during the High Fashion Tea
- 45 sec Video (self produced) played during the Finale Show
- 45 sec Video to replay when viewed on social media channels, website, YouTube
- Logo on plasmas/screens at the Finale Runway Show

PRINT BENEFITS

- Logo on FWC Lookbook cover
- 2 page advertisement in FWC Lookbook (must be turned in by deadline)

LIVE EVENT BENEFITS

- Seating at the Finale Runway Show (4 Front Row VIP tickets)
- Prominent placement of exhibitor space at Finale Show, venue/space permitting
- Permission to distribute promotional items at FWC events, venue/space permitting



FWC Feature Sponsorship \$10,000 - Unlimited Opportunities

The Feature Sponsorship provides great exposure for your company and much needed support for the Fashion Week Columbus program. Industry exclusivity is guaranteed for your company.

DIGITAL BENEFITS

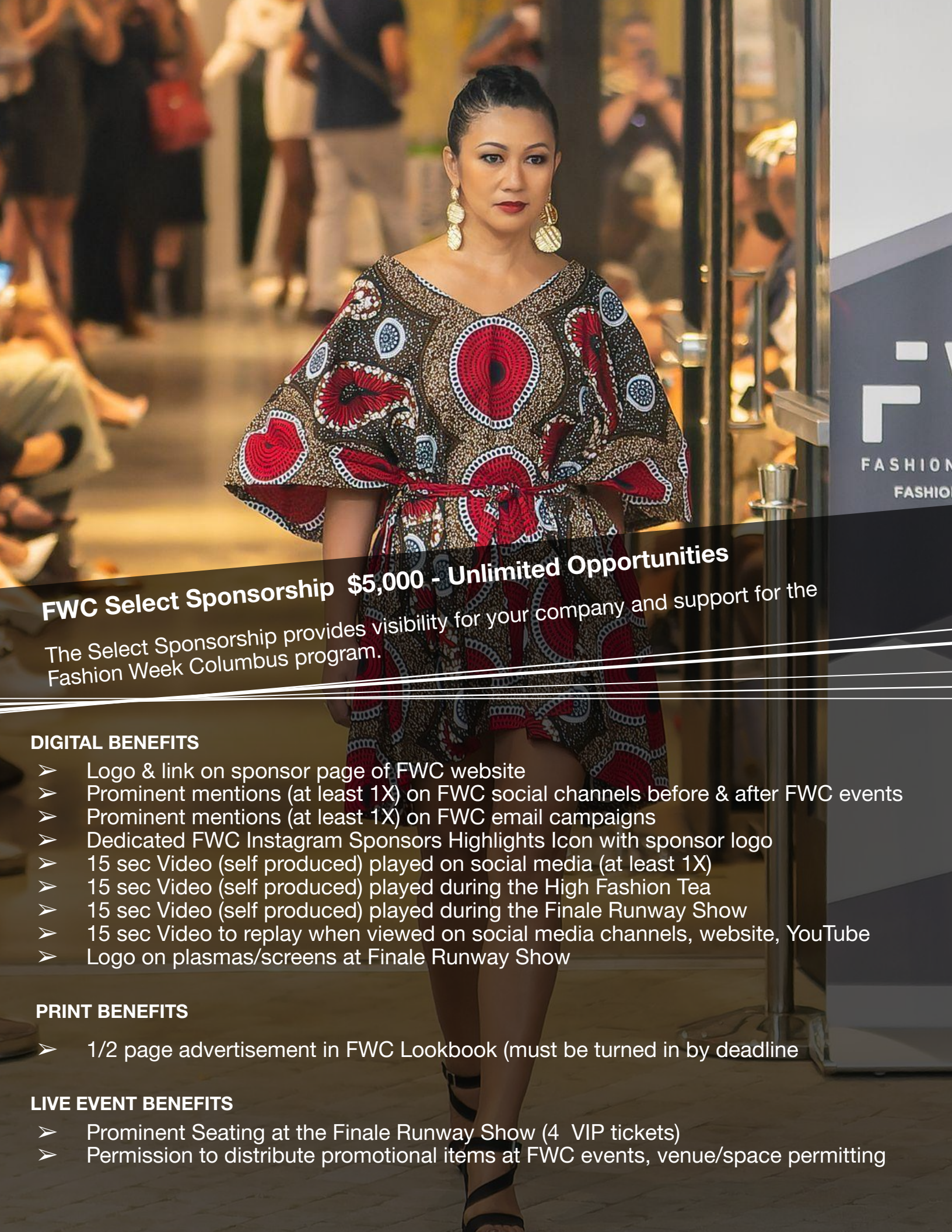
- Prominent logo & link on front page of FWC website
- Logo & link on sponsor page of FWC website
- Prominent mentions (at least 3X) on FWC social channels before & after FWC events
- Prominent mentions (at least 2X) on FWC email campaigns
- Dedicated FWC Instagram Sponsors Highlights Icon with sponsor logo
- 30 sec Video (self produced) played on social media (at least 2X)
- 30 sec Video (self produced) played during the High Fashion Tea
- 30 sec Video (self produced) played during the Finale Show
- 30 sec Video to replay when viewed on social media channels, website, YouTube
- Logo on plasmas at Finale Runway Show

PRINT BENEFITS

- Logo on FWC Lookbook cover
- 1 page advertisement in FWC Lookbook (must be turned in by deadline)

LIVE EVENT BENEFITS

- Prominent Seating at the Finale Runway Show (4 VIP tickets)
- Prominent placement of exhibitor space at Finale Show, venue/space permitting
- Permission to distribute promotional items at FWC events, venue/space permitting

A woman with dark hair pulled back, wearing large gold hoop earrings and a black dress with a vibrant red and white geometric pattern. She is walking on a runway, with a blurred crowd of people in the background. To her right is a glass railing and a sign that partially reads 'FASHION' and 'FASHIO'.

FWC Select Sponsorship \$5,000 - Unlimited Opportunities

The Select Sponsorship provides visibility for your company and support for the Fashion Week Columbus program.

DIGITAL BENEFITS

- Logo & link on sponsor page of FWC website
- Prominent mentions (at least 1X) on FWC social channels before & after FWC events
- Prominent mentions (at least 1X) on FWC email campaigns
- Dedicated FWC Instagram Sponsors Highlights Icon with sponsor logo
- 15 sec Video (self produced) played on social media (at least 1X)
- 15 sec Video (self produced) played during the High Fashion Tea
- 15 sec Video (self produced) played during the Finale Runway Show
- 15 sec Video to replay when viewed on social media channels, website, YouTube
- Logo on plasmas/screens at Finale Runway Show

PRINT BENEFITS

- 1/2 page advertisement in FWC Lookbook (must be turned in by deadline)

LIVE EVENT BENEFITS

- Prominent Seating at the Finale Runway Show (4 VIP tickets)
- Permission to distribute promotional items at FWC events, venue/space permitting



Fashion Patron Sponsorship \$500 - \$2000 - Unlimited Opportunities

The Fashion Patron Sponsorship provides a range of visibility for your company and support for the Fashion Week Columbus program.

HAUTE COUTURE \$2000

- Prominent Seating at the Finale Runway Show (4 VIP tickets)
- Name Mention on sponsor page of FWC website (non-logo)
- Name Mention on plasmas at Finale Runway Show (non-logo)
- Name Mention on FWC social media (non-logo)
- 15 sec Video (self produced) played on social media (at least 1X)
- 15 sec Video (self produced) played during the Finale Show
- 15 sec Video to replay when viewed on social media channels, website, YouTube
- One page advertisement in FWC Lookbook (must be turned in by deadline)

PRET-A-PORTER \$1000

- Seating at the Finale Runway Show (4 VIP tickets)
- Name Mention on sponsor page of FWC website (non-logo)
- Name Mention on plasmas at Finale Runway Show (non-logo)
- Name Mention on FWC social media (non-logo)
- 1/2 page advertisement in FWC Lookbook (must be turned in by deadline)

TREND-SETTER \$500

- Seating at the Finale Runway Show (2 VIP tickets)
- Name Mention on sponsor page of FWC website (non-logo)
- Name Mention on plasmas at Finale Runway Show (non-logo)
- Name Mention on FWC social media (non-logo)
- 1/4 page advertisement in FWC Lookbook (must be turned in by deadline)



DESIGNER ALEX VINASH PHOTOGRAPHER ADAM HOFFMAN

FWC

FASHION WEEK COLUMBUS

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