THE SHOWS
FASHION WEEK
SPONSORSHIP PACKET
October 4th – October 11th
Spring/Summer 2021 Collections
OVERVIEW

FashionBar is an agile, business platform that has revitalized interest in and infused new life into the Chicago fashion market. We have successfully produced Chicago’s Fashion Week runway shows and events for the past 4 years as well as other projects/events in Los Angeles, New York City, Miami, and London.

THE SHOWS powered by FashionBar showcase designer collections during Fashion Week in Chicago twice a year during the international Fashion Week calendar schedule. The week of fashion events brings together a diverse mix of media, bloggers, designers, buyers, stylist, celebrities, VIPs, special guests, and fashion lover of all kinds.
THE SHOWS S/S 2021

Not-For-Profit Partner

FashionBar is thrilled to partner with Howard Brown Health as its nonprofit beneficiary who will receive a portion of the proceeds from THE SHOWS S/S 2021 presentation at Water Tower Place. Howard Brown Health is a 501(c)(3) that exists to eliminate the disparities in healthcare experienced by lesbian, gay, bisexual and transgender people through research, education and the provision of services that promote health and wellness.

To kick off Chicago’s Fashion Week events on the Magnificent Mile at Water Tower Place with a VIP Cocktail Reception co-hosted by Howard Brown Heath will precede FashionBar’s Trans, Media and Fashion Show.
THE SHOWS & THE MARKETPLACE

Located in the heart of the Magnificent Mile, Water Tower Place is Chicago’s premiere shopping, dining and entertainment destination with over 100 stores. Within walking distance of Chicago’s favorite attractions and hotels, it offers a unique, high-energy urban shopping experience that is uniquely Chicago with 25 million visitors a year.
T.Y.R.A
A safe-space drop-in for Trans and gender non-conforming youth where they can receive resources and life-skills training.

Triple S (Southside Safe Space)
TGNC Specific safe space where we offer Dance Instruction, Runway Classes with integrated Community Support

COMMUNITY PROMISE PEER ADVOCACY PROGRAM
a community-level intervention geared to promote consistent HIV prevention practices and is a program where we help youth develop facilitation skills, training in STI/HIV testing, basic job skills while helping their community get educated and tested for HIV/STI's.

T.W.I.S.T.
Transgender Women Involved in Strategies for Transformation is a social-skills building and educational intervention for adult transgender women ages 18-29 of color living with HIV.

Trans, Media and Fashion Show
An initiative to help bring awareness to the TGNC Community through Fashion Beauty and Wellness and human interaction installing a safe environment within today’s society.
TRANS MEDIA & FASHION

Models - 20 Trans and Gender Non-Conforming Youth
- Designers – 3 Fashion Designers creating Trans and Gender Non-Conforming Youth Collection
- Triple S (Southside Safe Space) – Vogue Performers
- Walk the Red Carpet Brand Interview

- VIP Seating to Thursday’s Trans Media and Fashion
- VIP Meet and Greet with Designers and Models and Designers
- Donation presentation in-between designer runway segments
- Donor Mixer with the Trans Models and Designers (after the show)
- Tour of Howard Brown Health Clinic
Our business partners seek to transform Chicago into the fashion capital of the Midwest by advancing emerging and established talent. We want to elevate the Chicago fashion industry to a national platform by bridging Los Angeles to New York City. Fashion Week is held twice a year during the months of February/March and September/October.

The next fashion week is October 4th 2020 to October 11th, 2020. Designers will be showcasing Spring/Summer 2021 Designer Collections.
THE SHOWS
S/S 2021 Not-For-Profit Partner

FashionBar is thrilled to partner with Howard Brown Health as its nonprofit beneficiary who will receive portion of the proceeds from THE SHOWS S/S 2021 presentation at the Water Tower Place. Howard Brown Health is a 501©(3) that exists to eliminate the disparities in healthcare experienced by lesbian, gay, bisexual, and transgender people through research, education, and the provision of services that promote health and wellness.

In celebration of Chicago Fashion Week events at Water Tower Place a VIP Cocktail Reception co-hosted by Howard Brown Health will precede FashionBar’s Trans, Media and Fashion Show from 6:00pm to 7:30pm.
Day 1 Kids Wear
Day 1 Bridal Wear
Day 7 Modest Wear
Day 1 Menswear
Day 7 Evening Wear
Day 2 Next GEN
Day 5 Modern Wear
Day 4 Trans Wear
Day 3 Eco-Friendly
Day 6 Urban Wear
THE SHOWS
Day 1 Kids Wear
Day 1 Bridal Wear
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Day 1 Menswear
Day 7 Evening Wear
Day 2 Next GEN
Day 5 Modern Wear
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MEDIA COVERAGE

THE SHOWS has a strong history of impactful media coverage. Partnering with multiple TV, print, and social media outlets to provide our partners effective coverage of the events and their work.

Previous press partners include the Chicago Tribune, Fox News, CBS, Choose Chicago, Water Tower Place Website and numerous Fashion Bloggers.
S/S 2020 FASHION RUNWAY SCHEDULE
Sunday, October 4 – Sunday, October 11

10/04 DAY 1, BRIDAL & KIDS, THE SHOWS
10/06 DAY 2, NEXT GENERATION, THE SHOWS
10/07 DAY 3, ECO-FRIENDLY, THE SHOWS
10/08 DAY 4, TRANS MEDIA FASHION, THE SHOWS
10/09 DAY 5, MODERN/READY2WEAR, THE SHOWS
10/10 DAY 6, BEAUTIFUL BUSINESS, THE SHOWS
10/10 DAY 6, URBAN & STREETWEAR, THE SHOWS
10/11 DAY 7, MODESTWEAR, THE SHOWS
10/11 DAY 7, EVENING WEAR, THE SHOWS
10/11 DAY 7, AVANT GUARDE COMPETITION, THE SHOWS
THE ATTENDANCE

OCTOBER 2018
1,150 Guests

APRIL 2019
1,250 Guests

OCTOBER 2019
1,450 Guests
PRESENTING SPONSOR:
Package Value = $12K

- Identified as the Presenting Sponsor of THE SHOWS
- Category Exclusivity/Official Sponsor of THE SHOWS
- Signage rights at Fashion Week events
- Sponsorship mentions/inclusions in Fashion Week marketing, media materials, and other collateral
- Press release announcing partnership
- Prominent space at Fashion Week events
- Product placement in VIP swag bags at Fashion Week events
- VIP Red Carpet interview
- 10 tickets to VIP Cocktail Reception on Thursday
- 18 VIP Day Passes to all events on Friday, Saturday & Sunday
- 6 Front Row Seats at Water Tower Shows & access to VIP Lounge
- 6 Exclusive backstage passes for pre-show meet and greet with designers for THE SHOWS at Water Tower Place
PLATINUM SPONSOR:
Package Value = $7K
Sponsor recognition on WWW.FASHIONBARCHICAGO.COM website for 6 months
Sponsorship mentions/inclusions in Fashion Week marketing, media materials, and other collateral
Press release announcing sponsorship
Product placement in VIP swag bags at Fashion Week events
Red Carpet interview
6 tickets to VIP Cocktail Reception on Thursday
3 VIP Day Passes to all events on Friday, Saturday & Sunday
6 Front Row Seats at THE SHOWS with access to VIP Lounge
6 Exclusive backstage passes for pre-show meet and
GOLD SPONSOR
Package Value = $5K

Sponsor recognition on WWW.FASHIONBARCHICAGO.COM
Sponsorship mentions/inclusions in FBC’s Fashion Week website, marketing, media materials, and other collateral
Press release announcing sponsorship
Product placement in VIP swag bags at FBC Fashion Week events
2 tickets to VIP Cocktail Reception on Thursday
3 VIP Day Passes to all events on Friday, Saturday & Sunday
2 Preferred seats at THE SHOWS with access to VIP Lounge
DONATION LEVELS

**Advertisement**
- Name/logo displayed on all advertisements (i.e. flyers, posters, newspaper and social media) all printed and electronic material.
- Press Release to over 250+ media outlets
- Opportunity to provide promotional item in VIP gift bag.

**During Fashion Week**
- Press Kit at all shows
- Walk the Red Carpet Brand Interview
- 15 VIP Seating to Thursday’s Trans Media Fashion Week
- VIP Meet and Greet with Designers and Models

Benefits/components include:
- Donation presentation in-between designer runway segments
- Donor Mixer with the Trans Models and Designers (after the show)
DONATION LEVELS

**Advertisement**
- website (up until announcement of 2019 sponsors)
- Name/logo displayed on all advertisements (i.e. flyers, posters, newspaper and social media) all printed and electronic material.
- Press Release to over 250+ media outlets
- Opportunity to provide promotional item in VIP gift bag.

**During Fashion Week**
- Press Kit at all shows
- Walk the Red Carpet Brand Interview
- 10 VIP Seating to Thursday’s Trans Media Fashion show
- VIP Meet and Greet with Designers and Models
- Donation presentation in-between designer runway segments
- Donor Mixer with the Trans Models and Designers (after the show)

BRONZE SPONSOR
$1.5K (10 AVAILABLE)
DONATION LEVELS

Advertisement
• Name/logo displayed on all advertisements (i.e. flyers, posters, newspaper and social media) all printed and electronic material.

During Fashion Week
• Press Kit at all shows
• Walk the Red Carpet Brand Interview
  6 VIP Seating to Thursday’s Trans Media and Fashion show
  Donation presentation in-between designer runway segments
  Donor Mixer with the Trans Models and Designers (after show)
• VIP Meet and Greet with Designers and Models
• Tour of Howard Brown Health Clinic
Our goal is to develop a long term partnership, with relationship growth through each fashion season. As an initial start - we're flexible to build a package tailored to your participation goals.
THE SHOWS: NEXT STEPS

CONTACT:

TONY LONG
CEO & Business Development

TONY_LONG@FASHIONBARCHICAGO.COM

DANIEL POJMAEVICH
Manager of Operations

DAN@FASHIONBARCHICAGO.COM

312.532.4210