

SPRING SUMMER 2020October 7 - 13 2019

Designer Packages







VENUE

- physical space **SECURITY**
- PORT
- Stage, lighting, and sound • Runway 12'x100' • Main LED screen 12'x16' • 12 rows of tiered seating Fitting coordination Rehearsal coordination

- Choreography
- Fully staffed
- 6 Dressers
- Show choreographer

BACKSTAGE EQUIPMENT

- 4 Racks
- Steamers
- Hangers

MODEL MANAGEMENT

- Up to 35 Models
- request)
- Professional Hair Stylists
- Professional Makeup Artist

DIAMOND PACKAGE

Up to 42 Looks **\$ 35,000 USD +** 5% Tax (Only 4 available) Exclusive Show time: Choose opening or closing

• We take care of everything in the

• Front door & backstage security **TECHNICAL AND LOGISTICAL SUP-**

BACKSTAGE MANAGEMENT

 Model Pre Selection upon request • Shoes (images available upon

GUEST LIST

- 30 seven day passes
- 40 show passes
- Up to 10 front row seats for family
- and friends
- Exposure to VIPs/Distributors/Media
- Designer/Company Listing, logo and URL on VFW website
- Designer/ Company Name or Logo on Runway LED Screen

MEDIA

- Brand inclusion in press release via International press agencies, 6 agencies total
- Individual press outreach across Canada and 1 city/country of choice (Please ask for details)
- 1 local pr agency focusing on brand promotion
- Media dinner with two (2) press outlets
- Special celebrity/ influencer attendance

SOCIAL MEDIA

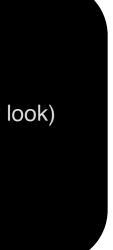
• \$2000 Social Media credit

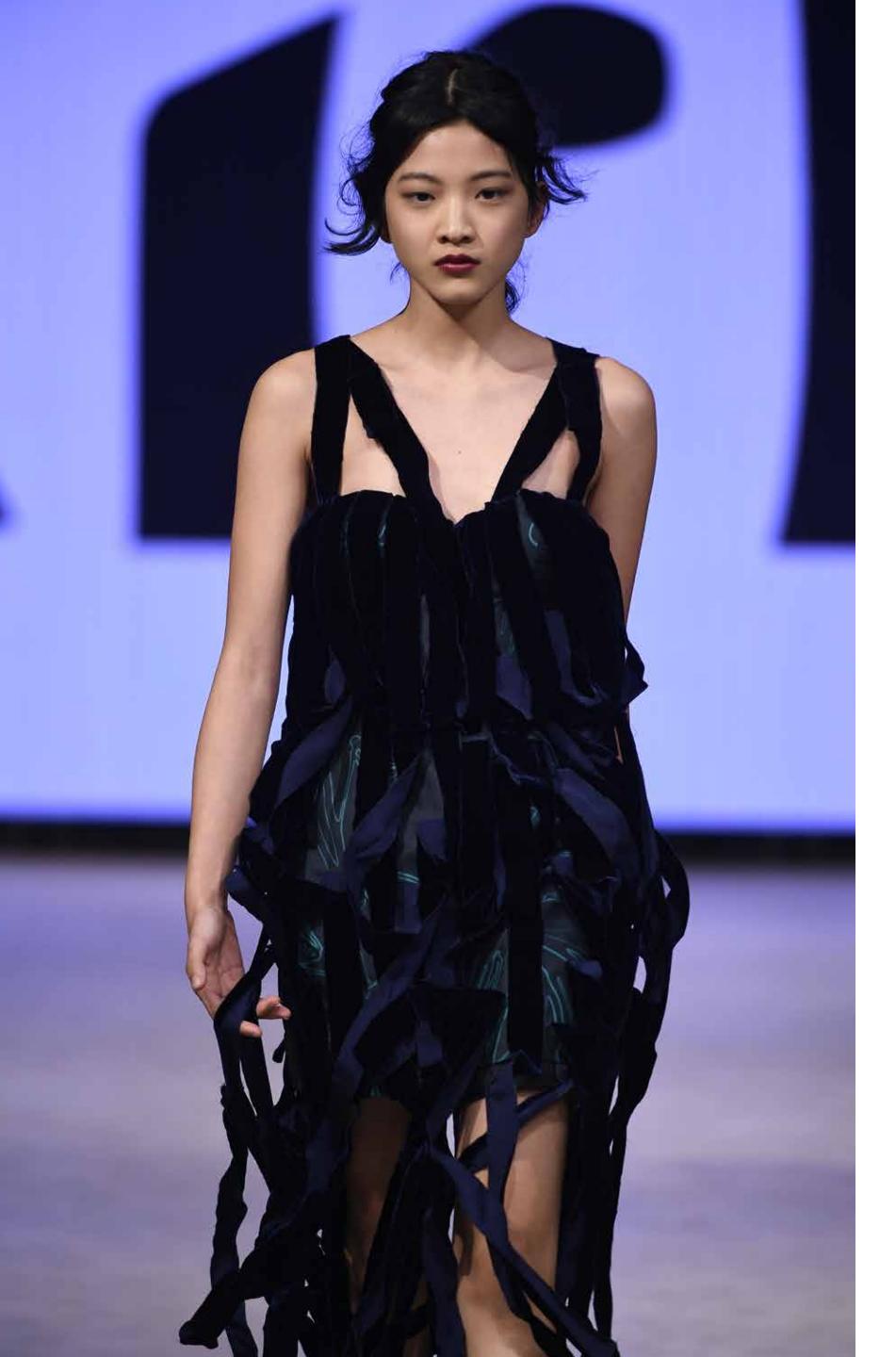
VIP SERVICE

7 days, 6 nights Hotel (4.5 Stars) Car service with staff pickup from airport to hotel

Car service from hotel to venue on Opening Gala, show date, and one additional day.

- Edited runway photos (2 per look)
- \$ 600 USD
- Edited runway video
- \$ 400 USD







VENUE

- physical space SECURITY
- **TECHNICAL AND LOGISTICAL SUP-**PORT
- Stage, lighting, and sound
- Runway 12'x100'
- Main LED screen 12'x16'
- 12 rows of tiered seating
- Fitting coordination
- Rehearsal coordination
- Choreography
- Fully staffed
- 5 Dressers
- Show choreographer
- **BACKSTAGE EQUIPMENT**
- 3 Racks
- Steamers
- Hangers

MODEL MANAGEMENT

- Up to 30 Models
- request)
- Professional Hair Stylists
- Professional Makeup Artist

PLATINUM PACKAGE

Up to 36 Looks \$ 25,000 USD + 5% Tax (Only 6 available) Exclusive Show time: during peak hours

• We take care of everything in the

• Front door & backstage security

BACKSTAGE MANAGEMENT

 Model Pre Selection upon request • Shoes (images available upon

GUEST LIST

- 15 seven day passes
- 20 show passes
- Up to 10 front row seats for family and friends
- **MARKETING OPPORTUNITIES**
- Exposure to VIPs/Distributors/Media
- Designer/Company Listing, logo and URL on

VFW website

• Designer/ Company Name or Logo on Runway LED Screen

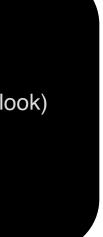
MEDIA

- Brand inclusion in press release via International
- press agencies, 6 agencies total
- Individual press outreach across Canada and 1
- city/country of choice (Please ask for details).

SOCIAL MEDIA

- \$1000 Social Media credit **VIP SERVICE**
- 7 days, 6 nights Hotel (4.5 Stars)
- Car service with staff pickup from airport to hotel

- Edited runway photos (2 per look)
- \$ 400 USD
- Edited runway video
- \$ 250 USD







VENUE

- physical space **SECURITY**
- Front door & backstage security
- Stage, lighting, and sound
- Runway 12'x100'
- Main LED screen 12'x16'
- 12 rows of tiered seating
- Fitting coordination
- Rehearsal coordination
- Choreography
- Fully staffed
- 4 Dressers
- Show choreographer
- **BACKSTAGE EQUIPMENT**
- 2 Racks
- Steamers
- Hangers

MODEL MANAGEMENT

- Up to 20 Models
- request)
- Professional Hair Stylists
- Professional Makeup Artist



GOLD PACKAGE

18 - 24 Looks **\$ 16,000 USD +** 5% Tax (Only 8 available) Exclusive Show time during peak hours

• We take care of everything in the

BACKSTAGE MANAGEMENT

 Model Pre Selection upon request • Shoes (images available upon

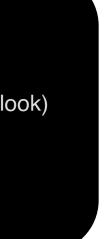
GUEST LIST

- 15 seven day passes
- 20 show passes
- Up to 6 front row seats for family and friends
- **MARKETING OPPORTUNITIES**
- Exposure to VIPs/Distributors/Media
- Designer/Company Listing, logo and URL on
- VFW website
- Designer/ Company Name or Logo on Runway
- LED Screen

MEDIA

- Brand inclusion in press release via
- International press agencies, 3 agencies total SOCIAL MEDIA
- \$500 Social Media credit
- **VIP SERVICE**
- 5 days, 4 nights Hotel (3.5 Stars)
- Car service with staff pickup from airport to hotel

- Edited runway photos (2 per look)
- \$ 300 USD
- Edited runway video
- \$ 200 USD







VENUE

- physical space **SECURITY**
- Front door & backstage security PORT
- Stage, lighting, and sound • Runway 12'x100' • Main LED screen 12'x16' • 12 rows of tiered seating Fitting coordination Rehearsal coordination

- Choreography

BACKSTAGE MANAGEMENT

- Fully staffed
- 3 Dressers

Show choreographer **BACKSTAGE EQUIPMENT**

- 1 Racks
- Steamers
- Hangers

MODEL MANAGEMENT

- Up to 16 Model
- Model Pre Selection upon request
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

SILVER PACKAGE

16 - 20 Looks \$ 7,200 USD + 5% Tax

• We take care of everything in the

GUEST LIST

- 8 seven day passes
- 10 show passes
- TECHNICAL AND LOGISTICAL SUP-

• Up to 4 front row seats for family and friends

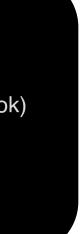
MARKETING OPPORTUNITIES

- Exposure to VIPs/Distributors/Media
- Designer/Company Listing, logo and URL
- on VFW website
- Designer/ Company Name or Logo on Runway
- LED Screen

MEDIA

- Brand inclusion in press release via International press agency, 1 agency total SOCIAL MEDIA
- \$200 Social Media credit

- Edited runway photos (2 per look)
- \$ 300 USD
- Edited runway video
- \$ 200 USD







VENUE

- physical space **SECURITY**
- Front door & backstage security **TECHNICAL AND LOGISTICAL SUPPORT**
- Stage, lighting, and sound
- Runway 12'x100'
- Main LED screen 12'x16'
- 12 rows of tiered seating
- Fitting coordination
- Rehearsal coordination
- Choreography
- Fully staffed
- 2 Dressers
- Show choreographer **BACKSTAGE EQUIPMENT**
- 1 Racks
- Steamers
- Hangers

MODEL MANAGEMENT

- Up to 12 Models
- quest)
- Professional Hair Stylists
- Professional Makeup Artist

BRONZE PACKAGE

12 Looks \$ 5,400 USD + 5% Tax

• We take care of everything in the

GUEST LIST

- 5 seven day passes
- 10 show passes

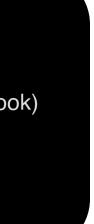
BACKSTAGE MANAGEMENT

• Shoes (images available upon re-

• Up to 4 front row seats for family and friends **MARKETING OPPORTUNITIES**

- Exposure to VIPs/Distributors/ Media
- Designer/Company Listing, logo and
- URL on VFW website
- Designer/ Company Name or Logo on Runway LED screen

- Edited runway photos (2 per look)
- \$ 300 USD
- Edited runway video
- \$ 200 USD





ADDITIONAL OPTION DESIGNER GALLERY

\$ 500 USD + 5% Tax

- Exclusive to VFW Designers is the opportunity to showcase your samples in an intimate gallery.
- 2 consecutive days in VFW designer gallery.
- 1 Rolling rack, 1 table and 2 chairs.
- Online marketing during the week on VFW Website and VFW social media sites.

BACKSTAGE MEDIA CONTENT

\$ 1000 USD + 5% Tax

• Backstage photographer for social media content. This will include photos of your collection backstage and behind the scenes. To include minimum 20 edited photos.

CONTACT

DESIGNER backstage@vanfashionweek.com SPONSOR sponsor@vanfashionweek.com MEDIA media@vanfashionweek.com











