



SPRING SUMMER 2020

October 7 - 13 2019

Designer Packages





DIAMOND PACKAGE

Up to 42 Looks

\$ 35,000 USD + 5% Tax (Only 4 available)

Exclusive Show time: Choose opening or closing

RUNWAY SHOW IS INCLUSIVE OF

VENUE

- We take care of everything in the 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

BACKSTAGE MANAGEMENT

- Fully staffed
- 6 Dressers
- Show choreographer

BACKSTAGE EQUIPMENT

- 4 Racks
- Steamers
- Hangers

MODEL MANAGEMENT

- Up to 35 Models
- Model Pre Selection upon request
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

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.

ADD-ON

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



PLATINUM PACKAGE

Up to 36 Looks

\$ 25,000 USD + 5% Tax (Only 6 available)

Exclusive Show time: during peak hours

RUNWAY SHOW IS INCLUSIVE OF

VENUE

- We take care of everything in the 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

BACKSTAGE MANAGEMENT

- Fully staffed
- 5 Dressers
- Show choreographer

BACKSTAGE EQUIPMENT

- 3 Racks
- Steamers
- Hangers

MODEL MANAGEMENT

- Up to 30 Models
- Model Pre Selection upon request
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

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

ADD-ON

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



GOLD PACKAGE

18 - 24 Looks

\$ 16,000 USD + 5% Tax (Only 8 available)

Exclusive Show time during peak hours

RUNWAY SHOW IS INCLUSIVE OF

VENUE

- We take care of everything in the 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

BACKSTAGE MANAGEMENT

- Fully staffed
- 4 Dressers
- Show choreographer

BACKSTAGE EQUIPMENT

- 2 Racks
- Steamers
- Hangers

MODEL MANAGEMENT

- Up to 20 Models
- Model Pre Selection upon request
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

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

ADD-ON

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



SILVER PACKAGE

16 - 20 Looks

\$ 7,200 USD + 5% Tax

RUNWAY SHOW IS INCLUSIVE OF

VENUE

- We take care of everything in the 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

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

GUEST LIST

- 8 seven day passes
- 10 show passes
- 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

ADD-ON

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



BRONZE PACKAGE

12 Looks

\$ 5,400 USD + 5% Tax

RUNWAY SHOW IS INCLUSIVE OF

VENUE

- We take care of everything in the 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

BACKSTAGE MANAGEMENT

- Fully staffed
- 2 Dressers

Show choreographer

BACKSTAGE EQUIPMENT

- 1 Racks
- Steamers
- Hangers

MODEL MANAGEMENT

- Up to 12 Models
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

GUEST LIST

- 5 seven day passes
- 10 show passes
- 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

ADD-ON

- 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



VANFASHIONWEEK.COM



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