



# FASHION IN FLIGHT

## SPONSORSHIP PACKET

Presented by The Museum of Flight & Fashion District NW



# EVENT INFORMATION

**Event Title:** Fashion in Flight

**Event Website:** [www.fashioninflight.org](http://www.fashioninflight.org)

**Event Date:** Saturday, November 2, 2024

**Estimated number of attendees:** 500+ (550 attendees in 2023)

**Venue:** The Museum of Flight (<https://www.museumofflight.org/>)



## ABOUT FASHION IN FLIGHT

*Fashion District NW & The Museum of Flight* have partnered for **FASHION IN FLIGHT**. We are putting fashion into flight on the runway on Saturday, November 2, 2024. Showcasing designers from around the northwest.

## ABOUT THE MUSEUM OF FLIGHT

The Museum of Flight is the largest independent, non-profit air and space museum in the world! With over 175 aircraft and spacecraft, tens of thousands of artifacts, millions of rare photographs, dozens of exhibits and experiences and a world-class library, the Museum and its people bring humankind's incredible history of flight to life.

Contact Information:  
The Museum of Flight  
Contact Person: Cindy Messy  
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Phone: 206-251-5606





# ABOUT FASHION DISTRICT NW

Fashion District NW focuses on elevating the fashion industry and community in the northwest. Our events spotlight local designers to help them gain exposure.

Fashion District NW also produces another fashion events the Couture & Cars Fashion Show (<https://www.coutureandcars.com/>) and Fashion is ART ([www.fashionisart.net](http://www.fashionisart.net)).

For more about Fashion District NW please go to our website [www.FashionDistrictNW.com](http://www.FashionDistrictNW.com)

**Fashion District NW Mission Statement:** Fashion District NW is dedicated to educating and connecting the fashion community within the northwest.

## Contact Information:

Fashion District NW

David M. Bailey, C.E.O.

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## TARGET DEMOGRAPHIC

The target demographic for fashion events generally is an audience comprised of 70% females and 30% males, with ages ranging from 21-60. A large portion of the audience falls between ages 25-45, with a college degree and a high annual income.

Our audience consists of people who consider themselves fashion trendy and look for quality rather than quantity. They often attend events to keep up on the local fashion scene and to be a part of the prestige associated with fashion.



## TARGET SPONSORS

We are looking for sponsors that will contribute to the luxury look and feel of a fashion show. We are very selective of the sponsors we bring on to our events. There are multiple ways a sponsor can contribute to Fashion in Flight.





# SPONSORSHIP PACKAGES

## **Presenting Sponsor \$10,000 (Exclusive)**

### **External Media Exposure:**

- <company name> presents “Fashion in Flight,” all verbal mentions
- <company name> presents “Fashion in Flight,” printed marketing materials

### **Social Media Exposure:**

- Company name, logo, and website link included on the official event website
- Company included on the Facebook event page and Eventbrite page, and announced as the presenting sponsor
- Company promoted on all Fashion District NW and The Museum of Flight social media platforms bi-monthly for 2 months leading up to the event (for a total of 4 posts)

### **Event Exposure:**

- Company logo included on the event step & repeat backdrop
- Company logo included in the event program
- Company given the option to have a booth at the event
- Company logo included in all videos created of the event

### **Tickets to Event:**

- 10 VIP tickets to the event (Estimated cash value \$1,000)

*Additional considerations will be made to fit the specific needs of the Presenting Level Sponsor.*

**\*\*\*Note: Tax deduction for sponsorship level will exclude the value of the tickets\*\*\***



## **Gold Level Sponsor \$3,500**

### **External Media Exposure:**

- Company included as contributing sponsor in all printed marketing materials

### **Social Media Exposure:**

- Company name, logo, and website link included on the official event website
- Company included on the Facebook event page and Eventbrite page
- Company promoted on all Fashion District NW and The Museum of Flight social media platforms bi-monthly for 2 months leading up to the event (for a total of 4 posts)

### **Event Exposure:**

- Company logo on the event step & repeat backdrop
- Company logo included in the event program
- Company given the option to have a booth at the event
- Company logo included all videos created of the event
- Company announced by the emcee, during the event

### **Tickets to Event:**

- 6 VIP tickets to the event (Estimated cash value \$600)

*Additional considerations will be made to fit the specific needs of the Gold Level Sponsor.*

**\*\*\*Note: Tax deduction for sponsorship level will exclude the value of the tickets\*\*\***



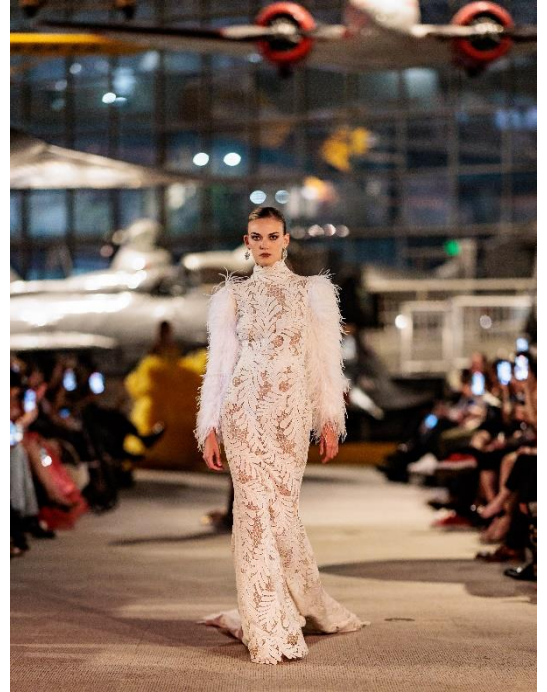
## Silver Level Sponsor \$2,500

### Social Media Exposure:

- Company name, logo, and website link included on the official event website
- Company included on the Facebook event page and Eventbrite page
- Company promoted on all Fashion District NW and The Museum of Flight social media platforms monthly for 2 months leading up to the event (for a total of 2 posts)

### Event Exposure:

- Company logo included in the event program
- Company given the option to have a booth at the event
- Company announced by the emcee, during the event



### Tickets to Event:

- 4 VIP tickets to the event (Estimated cash value \$400)

*Additional considerations will be made to fit the specific needs of the Silver Level Sponsor.*

**\*\*\*Note: Tax deduction for sponsorship level will exclude the value of the tickets\*\*\***



## **Bronze Level Sponsor \$1,500**

### **Social Media Exposure:**

- Company name, logo, and website link included on the official event website
- Company included on the Facebook event page and Eventbrite page
- Company promoted on all Fashion District NW and The Museum of Flight social media platforms once leading up to the event

### **Event Exposure:**

- Company logo included in the event program

### **Tickets to Event:**

- 2 VIP tickets to the event (Estimated cash value \$200)

**\*\*\*Note: Tax deduction for sponsorship level will exclude the value of the tickets\*\*\***

## **In-Kind Level Sponsor (Donation)**

### **Social Media Exposure & Event Exposure:**

- Compensation will be based on the value of the donation

### **Event Exposure:**

- Compensation will be based on the value of the donation

### **Tickets to Event:**

- To be negotiated

