

Sponsorship Deck
Thursday, October 17, 2013
www.FashionMinga.com



Through our effective and event-driven product placement, *Fashion Minga* has successfully helped launch new lines, rehabilitate old products, and kept healthy brands ahead of the competition consistently for the past five years. One of *Fashion Minga's* greatest benefits is the opportunity to capture photos of celebrities with your product. There are innumerable advantages to securing these images; ranging from helping to garner editorial coverage to pitching targeted press outlets; from usage in sales, tradeshow, & showrooms, to usage on your website.

Why should my company **Sponsor** *Fashion Minga*?

- By becoming a *Fashion Minga* Sponsor, your company is investing very little time, money or productivity while gaining maximum exposure during LA's prestigious Fashion Week.
- *Fashion Minga* dominates the competition as we are the largest audience show, attracting a broad demographic and outgrowing our original home, Boulevard3 in only 3 short years.
- Your company will be seen by over 2,000 guests including: celebrities, media and entertainment industry professionals, agents and managers, various press outlets, fashion buyers and numerous blogs and social media outlets.
- *Fashion Minga* is held in Downtown in the heart of the Los Angeles Fashion District, where the whirl of culture, art, commerce and people unite.
- *Fashion Minga* is held at Exchange LA; home of the original stock exchange. Paying homage to its rich and opulent Art Deco past, spanning 25,000 square feet and four floors.
- *Fashion Minga* is a non-traditional format fashion show. We incorporate the industry's finest entertainment acts, where each number is paired to fit the respective fashion line.
- *Fashion Minga* gives back; a portion of all proceeds is donated to a charity organization.

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DIAMOND (TITLE) SPONSOR - \$50,000

- Your company name as lead title
- PR & Advertising:
 - (2) Co-branded digital billboard (*location: TBD/1 month*)
 - (3) Co-branded bus wraps (*duration: 1 month*)
 - (2) ½ page ad in Los Angeles Times
 - Social media ads (*duration: 1 month*)
 - (4) Press releases via PR Newswire
 - (800) Co-branded posters (*distribution: greater LA*)
 - Recognition during radio & television appearances
 - Pre and post-show print and on-line coverage
 - (3) Mention in all email newsletters (15,000 + ppl)
 - Your logo printed on all purchased tickets
- On-Premise Marketing:
 - Lane closure in front of venue to display company likeness
 - (2) 4x6 co-branded marquee banners outside of venue
 - Full-screen revolving logo: 200 sq. ft./1.25M Bulb LED screen
 - (4) Meter board (3x10 ft.)
 - (4) Column wraps in The Gallery (red-carpet room)
 - (3) Jumbo gobo's
 - (6) 3x4 ft. VIP balcony banners
 - All venue staff dressed with co-branded apparel
 - (4) Model hostesses to promote your corporate identity
 - (500) Co-branded t-shirts
 - (300) Co-branded VIP Gift Bag Totes
 - Literature distribution
- Company logo placement on media wall
- (2) Private tables with complimentary bottle service on VIP balcony
- VIP entrance for 25 guests
- Your logo and link on the *Fashion Minga* website homepage
- Edited 60-second promotional trailer featuring your company

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PLATINUM SPONSOR - \$25,000

• PR & Advertising:

- (1) Co-branded digital billboard (*location: TBD/1 month*)
- (1) Co-branded bus wraps (*duration: 1 month*)
- (1) ½ page ad in Los Angeles Times
- Social media ads (*duration: 1 month*)
- (2) Press releases via PR Newswire
- (800) Co-branded posters (*distribution: greater LA*)
- Recognition during radio & television appearances
- Pre and post-show print and on-line coverage
- (3) Mention in all email newsletters (15,000 + ppl)
- Your logo printed on all purchased tickets

• On-Premise Marketing:

- (2) 4x6 co-branded marquee banners outside of venue
- Full-screen revolving logo: 200 sq. ft./1.25M Bulb LED screen
- (2) Meter board (3x10 ft.)
- (2) Column wraps in The Gallery (red-carpet room)
- (1) Jumbo gobo's
- (4) 3x4 ft. VIP balcony banners
- (500) Co-branded t-shirts
- (300) Co-branded VIP gift bag totes
- Literature distribution

- Company logo placement on media wall

- (2) Private tables with complimentary bottle service on VIP balcony

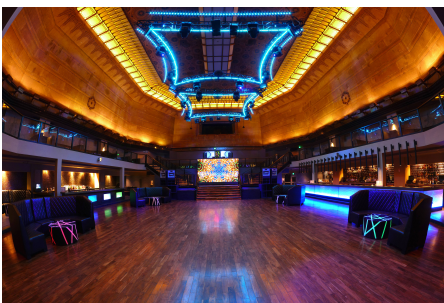
- VIP entrance for 20 guests

- Your logo and link on the *Fashion Minga* website homepage

- Edited DVD copy of final *Fashion Minga* show footage

- Buy in fee waived for gift bag participation

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GOLD SPONSOR - \$15,000

• PR & Advertising:

- (1) ½ page ad in Los Angeles Times
- Social media ads (*duration: 1 month*)
- (2) Press releases via PR Newswire
- (800) Co-branded posters (*distribution: greater LA*)
- Recognition during radio & television appearances
- Pre and post-show print and on-line coverage
- (3) Mention in all email newsletters (15,000 + ppl)
- Your logo printed on all purchased tickets

• On-Premise Marketing:

- (2) 4x6 co-branded marquee banners outside of venue
- Full-screen revolving logo: 200 sq. ft./1.25M Bulb LED screen
- (500) Co-branded t-shirts
- (300) Co-branded VIP gift bag totes
- Literature distribution

• Company logo placement on media wall

- (1) Private table with complimentary bottle service on VIP balcony

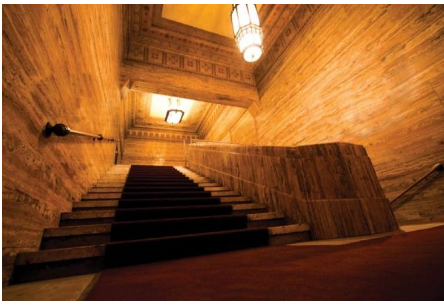
• VIP entrance for 12 guests

• Your logo and link on the *Fashion Minga* website homepage

• Edited DVD copy of final *Fashion Minga* show footage

• Buy in fee waived for gift bag participation

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SILVER SPONSOR - \$7,500

- PR & Advertising:
Social media ads (*duration: 1 month*)
(2) Press releases via PR Newswire
(800) Co-branded posters (*distribution: greater LA*)
Pre and post-show print and on-line coverage
(3) Mention in all email newsletters (15,000 + ppl)
Your logo printed on all purchased tickets
- On-Premise Marketing:
Half-screen revolving logo: 200 sq. ft./1.25M Bulb LED screen
(300) Co-branded VIP gift bag totes
Literature distribution
- Company logo placement on media wall
- (1) Private table with complimentary bottle service on ballroom floor
- VIP entrance for 12 guests
- Your logo and link on the *Fashion Minga* website homepage
- Edited DVD copy of final *Fashion Minga* show footage
- Buy in fee waived for gift bag participation

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BRONZE SPONSOR - \$2,500

- PR & Advertising:
 - (2) Press releases via PR Newswire
 - (800) Co-branded posters (*distribution: greater LA*)
 - Pre and post-show print and on-line coverage
 - (3) Mention in all email newsletters (15,000 + ppl)
- On-Premises Marketing:
 - Half-screen revolving logo: 200 sq. ft./1.25M Bulb LED screen
 - Literature distribution
- (1) Private table with complimentary bottle service on ballroom floor
- VIP entrance for 10 guests
- Your logo and link on the *Fashion Minga* website homepage
- Buy in fee waived for gift bag participation