

**FASHION  
WEEK  
SAN  
ANTONIO**

Sponsorship Booklet

# Fashion Week San Antonio

Inspired by Fashion Week in New York City, Los Angeles, Cleveland, Dallas, and Austin, the first-ever Fashion Week San Antonio was conceived October 5 -10, 2009.

Through the production of Fashion Group International, San Antonio's pre-imminent authority on the business of fashion, Fashion Week San Antonio was launched to showcase the Alamo city's brightest and talented designers and brand houses by displaying their latest collections in a runway show or fashion exhibition.

Contrary to exemplary Fashion Weeks across the world, Fashion Week San Antonio exists to cultivate and broaden a talented local

design community worthy of recognition on a national platform in the global fashion industry. In doing so, San Antonio presents a unique opportunity to reach an affluent, trendsetting, and fashion-conscious market segment via a one-of-a-kind branding and marketing platform.

We encourage businesses and corporations locally and abroad to become involved with creating an opportunity for local designers and artisans within our city through official sponsorship of Fashion Week San Antonio 2011. Please accept our invitation to review the detailed information in the following pages of this booklet for Fashion Week San Antonio 2011 sponsorship opportunities.

## About Fashion Group International

The Fashion Week San Antonio is a global, non-profit, professional organization with over 5000 members in the fashion industry including apparel, accessories, beauty and home.

The FGI mission is to be the pre-eminent authority on the business of fashion and design and to help its members become more effective in their careers. To do this, FGI provides insights on major trends in person, online and in print; access to business professionals and a gateway to the influence fashion plays in the marketplace.

It all began in 1928 when 17 women, gathered by Edna Woolman Chase, editor-in-chief of vogue, met for lunch in a modest midtown New York restaurant. They had three things in common: each held a job of consequence in the business of fashion, each held all the others in high regard and together they held a belief that fashion needed a forum, a stage, or a force to express and enhance a widening awareness of the American fashion business and of women's roles in that business.

The Fashion Group®, conceived at an informal luncheon in 1928 became an organization in 1930, with a place, a purpose, by-laws, officers and women eager to be members. Some of those founding and charter members were: Elizabeth Arden, Margaret Case, Eleanor Roosevelt, Helena Rubinstein, Julia Coburn, Lilly Dache, Jessica Daves, Nan Duskin, Edith Head, Eleanor Lemaire, Claire McCardell, Clare Potter, Virginia Pope, Dorothy Shaver, Adele Simpson, Carmel Snow, and Miss Tobé.

Their first office space was donated by Louis Fairchild in his women's wear daily building on East 12th Street. The second office space was at 572 Madison Avenue, donated by Harper's Bazaar. Then in 1934, from the minutes of the board meeting of October 18: discussion as to how to meet the rent of the contemplated space in 30 Rockefeller Center included a fashion group party using talent within the membership lampooning fashion, to be known as the Fashion Folliestm.

Today, the Fashion Group® offers membership to both men and women.

## Why Sponsor Fashion Week San Antonio?

To stand out as a leader in this groundbreaking annual event as a proponent in the movement to invigorate San Antonio's image and involvement in the global fashion community as well as support our city's local fashion economy.

To support the city's local designers and artisans training in the inter-related industries of fashion, design, graphics, interiors, and

architecture. Thus supporting their creativity and talent; fostering opportunity for them within our local community.

To reinforce the heightening of San Antonio's national presence among the fashion industry. Given its strong ties and position as a gateway to Latin America and Latin American culture, San Antonio is well situated to emerge as a leader in the arts and fashion industries alike.

# Sponsorship Commitment Levels

## **Fashion Week San Antonio Official Sponsor of FGI: \$7,000 or more**

As a Fashion Week San Antonio Official Sponsor, your company will receive supreme visibility throughout annual events sponsored by Fashion Group International of San Antonio, Inc. Displaying the highest quality of advertisement; i.e., event collateral, invitations, television & radio announcements, Fashion Week San Antonio website, billboard advertisements, event programs and handouts, as well as insertion of your company's promotional items in event swag bags.

This level also includes three (3) tables of ten (10) VIP Dinner Tickets, thirty (30) Premium Runway Seating tickets, and ten (10) Valet parking reservations for the Night of Stars Gala. Full page advertisement included in this event's souvenir program.

## **Fashion Week San Antonio Title Sponsor: \$5,000**

As a Fashion Week San Antonio Title Sponsor, your company will be recognized as the official sponsor for all Fashion Week San Antonio events taking place during the week long schedule of events. Your company will receive supreme visibility throughout the week displaying the highest quality of advertisement; i.e., event collateral, invitations, Fashion Week San Antonio website, event programs and handouts, as well as insertion of your company's promotional items in event swag bags.

This level also includes two (2) tables of ten (10) VIP Dinner Tickets, twenty (20) Premium Runway Seating tickets, and five (5) Valet parking reservations for the Night of Stars Gala. Full page advertisement included in this event's souvenir program.

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## **Fashion Week San Antonio Event Sponsor: \$3000**

As a Fashion Week San Antonio Event Sponsor, your company will be recognized as the official sponsor for a targeted Fashion Week San Antonio event of your selection. This is uniquely customized for organizations that prefer to target their donation in various ways. (for example, an organization wishing to sponsor educational opportunities for students, may choose to sponsor the career day events or possibly the scholarship awards distributed at the Gala.) Fashion Week San Antonio is welcome to ideas about how to structure this type of sponsorship to best fit your company's needs. For this charitable donation, your company will receive supreme visibility throughout the event's schedule displaying the highest quality of advertisement; i.e., event collateral, invitations, Fashion Week San Antonio website acknowledgement, event program and handouts, as well as insertion of your company's promotional items in the event swag bags.

This level also includes two (2) tables of ten (10) VIP Dinner Tickets, twenty (20) Premium Runway Seating tickets, and two (2) Valet parking reservations for the Night of Stars Gala. Full page advertisement included in this event's souvenir program.

## **Fashion Week San Antonio Friends: \$1000**

As a Fashion Week San Antonio friend, your company will be recognized as a significant donor for Fashion Week San Antonio. Your company will receive acknowledgment visibility in the Night of Stars Gala souvenir program as well as insertion of your company's promotional items in the event swag bags.

This level includes four (4) VIP Dinner Tickets and four (4) Premium Runway Seating tickets for the Night of Stars Gala. Half page advertisement included in this event's souvenir program.

*(continued on pg. 4)*

## **Sponsorship Commitment Levels** (cont.)

### **Fashion Week San Antonio Boutique Level Sponsor: \$500**

As a Fashion Week San Antonio boutique level sponsor, your company will be recognized as a significant donor for Fashion Week San Antonio. Your company will receive acknowledgment visibility in the Going Green Night of Stars Gala souvenir program.

This level includes two (2) Premium Seating tickets for the Night of Stars Gala. Quarter page advertisement included in this event's souvenir program.

### **Fashion Week San Antonio In-Kind Sponsor:**

As a Fashion Week San Antonio in-kind sponsor, your company will be afforded the unique opportunity to offer its services to accommodate the needs of Fashion Week San Antonio as necessary and be respectfully acknowledged with an adequate advertisement opportunity. Fashion Week San Antonio is welcome to ideas about how to structure this type of sponsorship. If you think your company has what we need, please contact us about it.

# FASHION WEEK SAN ANTONIO

## SPONSORSHIP COMMITMENT

Please complete the following Sponsorship Commitment below.

Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

### Special Instructions

Please complete the following sponsorship commitment information below.

**I commit to sponsor Fashion Week San Antonio 2011 in the amount of:**

- Fashion Week San Antonio Official Sponsor of FGI: \$7,000 Or More
- Fashion Week San Antonio Title Sponsor: \$5,000
- Fashion Week San Antonio Event Sponsor: \$3,000
- Fashion Week San Antonio Friends: \$1,000
- Fashion Week San Antonio Boutique Level Sponsors: \$500
- Fashion Week San Antonio In-Kind Sponsor

### Method of Payment

- Check
- Money Order
- Credit Card

\*Checks and money orders must be made payable to Fashion Group International of San Antonio.

### Credit Card Information

- Master Card
- Visa
- American Express

Credit Card Number

Expiration Date

Name on the Credit Card

Cardholder's Signature

(The signature shall be accordance with signature on the card)

### Credit Card Charge Authorization Statement

I hereby authorize Fashion Group International of San Antonio to charge my credit card (card number listed above) in the amount of \$ \_\_\_\_\_ for fashion week 2011 sponsorship.

# FASHION WEEK SAN ANTONIO

## FASHION WEEK SAN ANTONIO 2010 SOUVENIR MAGAZINE ADVERTISEMENT REQUEST FORM

Please complete the following Advertisement Request Form.  
Advertisements and advertisement fees must be submitted no later than  
submission deadline, September 16, 2011.

**Company Name**

**Contact**

**Address**

**City**

**State**

**Zip**

**Phone**

**Fax**

**Email**

**Website**

Guests of Fashion Week San Antonio 2011 will have access to the 2011 FWSA Souvenir Magazine during the Night of Stars to unfold on October 15, 2011 at the Historic Sunset Station at 7:00pm. These guests will have direct access to your services and/or product advertisements.

**Please indicate your Ad size and price by checking the appropriate box:**

- Back Cover \$350     Inside Front Cover \$350     Inside Back Cover \$350     2 Page Spread \$280
- 6 Page Designer Fashion Spread (May include more than one designer) \$500     ½ Page \$100     ¼ Page \$70

### Credit Card Information

All images and artwork provided for ads should be final, color corrected, hi-resolution (300 dpi) CMYK files. TIF or EPS file types recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

**I wish to reserve advertisement space (as indicated above) for the 2011 Fashion Week San Antonio Souvenir Magazine, my payment is included.**

**Purchaser's Signature**

**Date**

**Purchaser's Printed Name**

# Advertising Info

Fashion Week San Antonio exists to cultivate and broaden a talented local design community worthy of recognition on a national platform in the global fashion industry. We seek to simultaneously provide equal visibility for supporting product businesses, corporations, and vendors. As a result, the Official Fashion Week Souvenir Magazine satisfies that need.

Guests Fashion Week San Antonio 2011 will have access to the 2011 FWSA Souvenir Magazine during the Night of Stars / Going Green Gala to unfold on November 5, 2010 at the Historic Sunset Station at 7:00pm. These guests will have direct access to your services and/or product advertisements.

The souvenir program book run will yield approximately 1000 programs.

**Magazine Size:** 8.5" x 5.5"

**Advertisement Style:** Color or Black & White

### Preferred Submission Method

- CD or DVD, along two printable proofs, and contact information.
- Contact Information: Advertiser/Company Name, Contact Person, Phone Number, Email Address and Ad Name/#. Disks will NOT be returned unless requested.

### Ad Specifications

All images and artwork provided for ads should be final, color corrected, hi-resolution (300 dpi) CMYK files. TIF or EPS file types recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

- All spread ads should be prepared as two individual bleed pages.  
(See full page bleed dimensions.)
- All ads submitted should be suitable to print as is. Fashion Group International of San Antonio cannot be responsible for any errors in content.
- If artwork for souvenir magazine ad needs to be created, please contact Fashion Week San Antonio Committee @ (210) 314-9309, additional charges will apply.
- Ads created in an unacceptable format will not be accepted and will need to be resubmitted or recreated for inclusion in the FWSA Souvenir Magazine.

### Payment Procedures

All advertisement fees and advertisements must be paid in full by October 12, 2010. Payments will be accepted by cash, money order, certified check, or via PayPal on the event website, [www.fashionweeksa.com](http://www.fashionweeksa.com). For questions, contact the Fashion Week San Antonio Committee at [info@fashionweeksa.com](mailto:info@fashionweeksa.com).

# Advertisement Pricing / Sizing Chart

### Special Display Ad Pricing

Back Cover: \$350  
Inside Front Cover: \$350  
Inside Back Cover: \$350  
\*Page availability on a first-come-first-served basis.

### Display Ad Pricing

6 Page Fashion Spread: \*\$500  
(Designer Special)

2 Page Spread: \$280

Full Page: \$210

½ Page: \$100

¼ Page: \$70

\*Designer Special MAY contain artwork of more than one designer.

### Display Ad Sizing

Two Page Spread: 11"(w) x 8.5"(h)  
\*Add ¼" for all bleeds

Full Page: 5.5"(w) x 8.5"(h)  
\*Add ¼" for all bleeds

Vertical / Horizontal:

½ Page 5.25"(w) x 4.0625"(h)

¼ Page 2.5625"(w) x 4.0625"(h)

**1/2 Ad**  
5.25" w  
4.0625" h

**Full Page Ad**  
5.75" w  
8.75" h

**1/4 Ad**  
2.5625" w  
4.0625" h

**2 pg. Spread Ad**

11.25" w

8.75" h