

Fact Sheet }

background

Now in it's third year, Wisconsin Fashion Week empowers women and men in the Upper Midwest to live stylishly through its annual series of runway shows, workshops, shopping events and parties. Open to the general public, Wisconsin Fashion Week has two major goals: to be a collaborative effort uniting the area's fashion industry, and to make fashion more accessible for everyone.

demographics

16-55 (median age 26)
71% female / 29% male
3,000+ attendees
63% shop for style items at least once a week
65% expect to spend more this year than Aug 2008-09
51% regularly shop independent brands for style items

details

Dates: October 2-9, 2010
Locations: TBA
Attendance Goal: 5,000

components

Aug 17: Press Party
Sept 10: Model Casting on Vogue's Fashion's Nite Out
Oct 2: Opening Party / Designer + Model Meet & Greet
Oct 3-6: Various Affiliate Events (registration required)
Oct 7: Fashion as Art Gallery Exhibition
Oct 8: Fashion Friday
(Red Carpet Reception, Designers Runway Show, After-Party)
Oct 9: Shop-Til-You-Drop Saturday
(Pop-up Boutiques, Retailers Runway Show, Fresh Faces Model Competition, Experiential Vignettes, Workshops, VIP Hospitality Lounge, After-Party)

marketing opportunities

Naming rights
Advertising campaign inclusion
PR campaign inclusion
Event booklet / mini-mag
WFW website ad banner or advertorial
WFW newsletter ad banner or advertorial
WFW Facebook page integration (4,000+ fans)
Inclusion on posters, flyers, street team efforts
On-site signage
Ticketing / Lanyards

promotional ideas

Catwalk/Exhibit participant
Celebrity sponsor
Transportation / Lodging Sponsor
Product sampling
Product sales
Database development (register to win)
Contest
Premium incentives
Couponing / bouncebacks
Cross promotions



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Sponsorship options ranging from Title to Swag Bag. Let us tailor one that works for you!