

Who We Are:

The Fashion Group International is a global, non-profit, professional organization with over 7,00 members in more than thirty regions around the world representing all areas of the fashion industry including apparel, accessories, beauty and home. The Dallas chapter is ranked fifth in both size and success and is highly regarded as one of the leading professional organizations dedicated to promoting and fostering business in Dallas for the fashion and lifestyle industries.

What We Do:

The Fashion Group provides a high-profile forum to promote the fashion business through hosting events that educate and also facilitate the exchange of ideas and common resources. Fashion Group events and programs are ongoing throughout the year bringing together speakers and industry leaders to address the state of business in forums devoted to retailing, cosmetics, health and beauty, accessories, apparel, home decor, marketing and communications, publishing, international trade and development as well as sociological trends. The Dallas chapter of Fashion Group International also gives back to the community through scholarships in excess of \$30,000 each year and fund-raising to help support the fashion and design industries.

Benefits of Corporate Sponsorship:

In partnering with the Dallas chapter of Fashion Group International, local and national sponsors are given the opportunity of reaching a unique and desirable market segment in the Dallas-Ft. Worth area. Our membership is broad based, comprised of over 150 business owners, retailers, and executives of Dallas-based corporations with experts ranging from designers to media executives to fashion educators. Corporate sponsors receive wide-ranging benefits designed to complement their strategic marketing initiatives to reach our high-profile audience of fashionable influencers and decision makers. The Fashion Group International of Dallas offers various sponsorship levels that allow corporations to utilize Fashion Group as an important partner in building competitive advantage through relationship marketing and align themselves with leading authorities in the fashion and lifestyle industries.

A Preview of the Premium Sponsorship Benefits:

VISIBILITY

Sponsors are prominently credited (text, logo, and/or verbally) in the following locations **as applicable to sponsorship level:**

ADVERTISING

- Signage at the entrance of programs
- Collateral materials including invitations, programs, and advertising (where applicable)
- Membership e-Newsletter (monthly to 150+ fashion subscribers)
- Fashion Group International of Dallas Website - www.dallas.fgi.org (company logo and link to Website)
- Gift bag enclosure or product/promotional materials at events (where applicable)
- Inclusion in Benefits Style program offering the opportunity to reach members directly through marketing an exclusive benefit

ADMISSION

- Complimentary passes to programs/events
- Complimentary tickets to annual Rising Star Awards event
- Invitation to members-only events
- Opportunity to purchase additional passes to programs/events at member's rate

HOSPITALITY

- Opportunity to host members-only exclusive events and receptions**
- Opportunity to invite clients and key employees to programs at member's rate.

** Event must be coordinated with Director of corporate sponsorship and is subject to board approval.

Sponsorship Levels:

ICON \$10,000

- Recognition as ICON Sponsor, VIP Table of 10 at Night of Stars Awards Gala (\$3,000)
 - Fashion/Product to be featured in the Star Ambassadors photo shoot: Patron Magazine September Fall Fashion issue
 - Fashion/Product to be featured on the runway, worn/with the Star Ambassadors and listed in event program
 - Two (2) complimentary Executive Membership (\$480)
 - Opportunity to host an event with FGI Dallas and members
 - Signage at the event
 - Full Page Ad and Logo in Event Program
 - Logo included on all marketing materials, invitations, programs, and advertising (where applicable)
 - Logo on membership e-Newsletter and website
 - Gift bag – include product, or promotional items
 - Invitation to members-only events and parties*
- * Event must be coordinated with Director of Corporate Sponsorship and subject to board approval.

MUSE \$5,000

- Recognition as Muse Sponsor, Table of 10 at Night of Stars Awards Gala (\$1,500)
 - Two (2) complimentary Executive Membership (\$480)
 - Opportunity to host an event with FGI Dallas and members
 - Signage at the event, and designated area as Muse Cocktail Lounge Sponsor
 - Full Page Ad and Logo in Event Program
 - Logo included on all marketing materials, invitations, programs, and advertising (where applicable)
 - Logo on membership e-Newsletter and website
 - Gift bag – include product, or promotional items
 - Invitation to members-only events and parties*
- * Event must be coordinated with Director of Corporate Sponsorship and subject to board approval.

DESIGNER \$2,500

- Seating for four (4) guests at Night of Stars Awards Gala (\$600)
 - One (1) complimentary Executive Membership (\$240)
 - Signage at the event
 - Half Page Ad and Logo in Event Program
 - Logo included on all marketing materials, invitations, programs, and advertising (where applicable)
 - Logo on membership e-Newsletter and website
 - Gift bag – include product, or promotional items
 - Invitation to members-only events and parties*
- * Event must be coordinated with Director of Corporate Sponsorship and subject to board approval.

STYLIST \$1,000

- Seating for two (2) guests at Night of Stars Awards Gala
- Signage at one event
- Logo on membership e-Newsletter and website
- Gift bag – include product, or promotional items
- Invitation to Night of Stars Announcement Party

FASHION \$500

- General admission of two (2) guests at Night of Stars Awards Gala (\$150)
- Signage at one event
- Logo on membership e-Newsletter and website
- Gift bag – include product, or promotional items
- Invitation to Night of Stars Announcement Party



We appreciate your consideration of one of our 5 levels of Corporate Sponsorship. Please check the level in which you choose to participate as well as the payment plan you wish to use and return to us via mail, or **fax to 214-749-0757 or email to fgidallas-staff@sbcglobal.net**. If you any questions, please contact FGI Dallas at **214-634-0204**.

Corporate Sponsor Name: _____

Corporate Sponsor Address: _____

Corporate Sponsor Phone: _____ Fax: _____ Email: _____

Yes, I wish to participate as a FGI Corporate Sponsor for 2012-2013.

Please email your logo in eps or pdf format for all levels and your Website address for Patron, Benefactor and Supporter levels

No, I do not wish to participate as a FGI Corporate Sponsor at this time but I would like to support FGI Dallas as event sponsors.

Sponsorship Levels:

ICON: \$10,000 +

MUSE: \$ 5,000 +

DESIGNER: \$ 2,500 +

STYLIST: \$ 1,000 +

FASHION: \$ 500+

Payment Plan:

PAYMENT IN FULL

SPLIT PAYMENT

Payment #1 due at time of sponsorship

Payment #2 due June 30th

Check attached

Credit Card Information Below

Name on Card: _____

Credit Card #: _____ Expiry: _____

Billing Address: _____

Billing City: _____ Billing State: _____ Billing Zip Code: _____

Signature: _____

Print Name Here: _____

