

DFW.

Teen FASHION WEEK

DALLAS • FORT WORTH • TEXAS

▶ OCTOBER 1ST & 2ND 2016 ◀

SEASON 2

EXECUTIVE SPONSOR



DFW Teen Fashion Week 2016



It's not an Event, It's an EXPERIENCE!

DFW Teen Fashion Week®

is a registered trademark and the first EVER of its kind!
The “*Oscars*” of the Teen & Young Adult fashion industry !

DFW Teen Fashion Week®

is a independent & diverse fashion industry event which
will be held annually. Produced exclusively for Teen/Young
Adults Models, Emerging Designers & Media Moguls.





DFW Teen Fashion Week®

the premier, largest, and most dynamic convention for
Teen/Young Adult Models & Emerging Designers!

An interactive event experience built to celebrate,
inform, and inspire Teen/Young Adult Models.

DFW Teen Fashion Week®

in itself is a philanthropic event dedicated
to improving the quality of life and boosting positive
self image of today's teen/young adults.

We are proud sponsor of two wonderful charities.

A large portion of our proceeds are donated to
The Red Chair Project & the Divine Group Home for Girls!

This will be a memorable, life changing, and ground breaking
EXPERIENCE for both the teen/young adult community.

DFW Teen Fashion Week®

welcomes models, designers, spokespersons nationwide to
the spectacular The Chandelier Room in the heart of the Dallas fo
an
EMPOWERMENT packed weekend.

Teen Summit • 2 Fashion Shows • Celebrity Guests
• Charity Gala • 2 Day Expo • 2Day Vendor Event



THE EXPERIENCE

Experience the largest, most dynamic exhibition, convention and premier fashion showcase in Dallas.

Luxury entertainment, bold fashion exhibitions, conventions and runway fashion for Teen/Young Adult Models, Designers & all Media outlets.



Powered By: ICONIQ Teen Model Agency, Your Now Network, Play Now Studios, MACY's, Golden Chick, YOUNG Dallas Magazine, ICON Studios, Regal Lane Studios, Styled By V, Couture Cutz, Fuzionz Magazine, Kroger's, Wal green's, DFW Teen Magazine, Key Prod., Ray Williams Collection, Aaron Perry Photography, Pinkk Eye Photography, The Red Chair Project, The Divine Girls Home, LP on the Scene Photography & Media, Steven D. Hill, Kurvz Boutquie, Marta Ruiz Designs, Merocki, Tie Concepts, M.V.C.C., Foxx Mouton, 7 Figures Concierge, BELK Stores, Simply Beautiful Photography, Promo Chics & Marcus Photog.



CHARITY GALA

SATURDAY - OCTOBER 1, 2016

DFW Teen Fashion Week®

gives back the gift of
"APPROACHING LIFE WITH CONFIDENCE & STYLE"
to young ladies and gentleman everywhere.
We Sponsor the following Charities:

- Divine Girls Home
- The Red Chair Project

Saturday Oct 1st will kick off
DFW Teen Fashion Week® 2016!

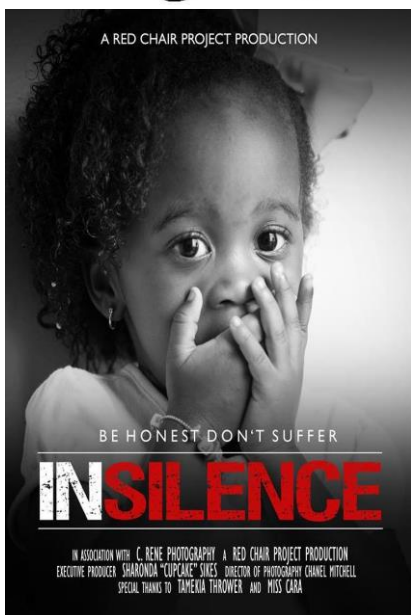
This fabulous red carpet event is presented by
sponsored by visionary, philanthropist and 12 year
NFL Defensive End Football Star and
Executive Producer Greg Ellis, Owner of Play Now
Studios.

Divine Girls Home is a safe nurturing & loving
environment for young ladies to receive love,
encouragement, education and skills to become self
sufficient in society. The owner of this organization is
Beverly Chavers-Foster.

The Red Chair Project is a non profit organization for
Sickle Cell Awareness. The visionary behind this project is
Sharonda Sikes who also is a Sickle Cell carrier.
"Don't Suffer in Silence"

Both of these courageous women selflessly give of
themselves in order to help others, mainly our youth.
It is our goal to help assist them on this journey giving
back through fashion.

DFW Teen Fashion Week 2016





FASHION IS LIFE

RUNWAY SHOWCASE

SUNDAY - OCTOBER 2, 2016



www.dfwteenfashionweek.com

◀DESIGNERS▶

Merocki	Foxx Mouton
Rocky J	Lyenise Veasley
Tie Concepts	Sadity
Marta Ruiz	Phantasy99
Glossy Girls	M.V.C.C.
Isys	Graffiti Concepts
Kenneth Udoh	Devaun Robinson
Geo Killingsworth	Jibbie Couture
An'Jele	DRAMA by Tija Monet

More are added every day....





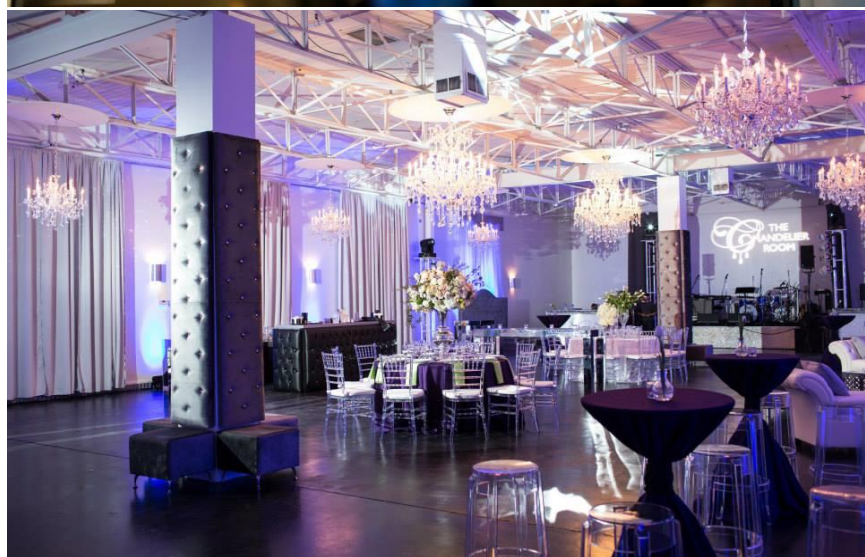
THE VENUE

The Chandelier Room

1130 Dragon Street Suite #120
Dallas, TX 75251

The flavor of Dallas
right in the heart of the
Design District !
Incredibly exquisite
“The Chandelier Room”
A perfect place to
experience the
**DFW Teen Fashion
Week®**

Experience
3 days/3 nights
of fun, fashion and
fabulous!!





MODEL COMPETITION

- ICON AWARD (female)
- ICONI AWARD (male)
- MS. RUNWAY (female)
- MR. RUNWAY (male)
- PEOPLE CHOICE (1 winner by votes)
- DESIGNERS CHOICE





MODEL/RUNWAY COMPETITION

DFW Teen Fashion Week® is a MODEL/RUNWAY COMPETITION.

We serve as a pathway to your next big opportunity! All of our eyes are set for New York, Paris and Milan but you first must put in work!

Take advantage of our platform to get the exposure you need to take your modeling career to the next level.

Every year we are getting bigger and eventually will house big brand name designers and sponsors.

5 Models will walk away with the following Titles, Prizes & Awards:

ICON AWARD

(Grand Prize \$250 each, Photo Shoot & Trophy)

Models will be judged on runway technique, talent, personality and appearance. The winner of this category must represent true professionalism on the runway.

2 Awards will be given for the category; 1 Male /1 Female

RUNWAY AWARD (MR & MS. PERSONALITY)

(Grand Prize \$150 each, Photo Shoot & Trophy)

Models will be judge on the audience reaction to their interaction with them. We have a variety of ages in this show (12-21), we want to acknowledge the models that draw the crowd into them with their energy & charisma. This model may or may not have the best runway walk or technique but has appeals to the crowd. 2 Awards will be given for the category; 1 Male/1 Female

PEOPLES CHOICE (Grand prize \$100, Photo Shoot &Trophy)

1 Winner-Online & Runway Day Voting. We will host an online voting competition and the day of voting. Most votes win. Super simple !



THE FACE COMPETITION

A close-up photograph of a woman's face. She has blonde hair, blue eyes, and bright red lipstick. Her hand is raised to her face, with her index finger pointing towards her eye. She is wearing a large, ornate, silver-colored ring with multiple clear stones on her ring finger. The background is a solid light color.

ARE YOU THE FACE ?

The logo for D.F.W. Teen Fashion Week, identical to the one at the top of the page, is overlaid on the bottom right of the image.

www.dfwteenfashionweek.com



ARE YOU THE FACE ?

DFW Teen Fashion Week® 2016 celebrates all things Teen!

We have officially opened REGISTRATION for models all over the world to compete & become "THE FACE" of DFW Teen Fashion Week® 2016 !

We realize that all models are not meant to rip runway, but that doesn't mean they are any less fabulous or debonair !

This year, we are excited to announce there will be 1 Female & 1 Male Model winners of the competition !

Winners will be named "The FACE"
As AMBASSADORS winners will be featured on all promotional items, website and all social media outlets for 1 year.

Winner will be expected to attend social engagements in representation of DFW Teen Fashion Week® 2016!

The winners will walk away with
The FACE title & over \$500 in cash & other prizes



FUTURE FACE OF FASHION

AGES 5-11

Future Faces of Fashion ARE YOU READY ?



REGISTER NOW

www.dfwteenfashionweek.com





FUTURE FACE OF FASHION

DFW Teen Fashion Week® celebrates all things fashion!

We invite all models ages 5-11 to showcase!

We are excited to extend the **FFOF Models** participation this year to more than just opening our show!

At the launch of **DFW Teen Fashion Week®** the **FFOF MODELS** wow'd our guest & had them standing on their feet begging for more.

Although this is a teen young adult event, **FFOF Models** are welcome to take advantage of this platform.

FFOF Models will hit the red carpet, open the show, compete and walk the runway representing our **Executive Sponsor MACY's!**
Isn't that exciting ?

COMPETITION

Only 1 Winner for each title!
All winners will receive a Photo shoot,
trophy and carry the title for 1 year.
Winners will also be welcomed back to next year show

Future Face of Fashion 2016

Ms. Personality 2016

Mr. Personality 2016



EXECUTIVE SPONSORS



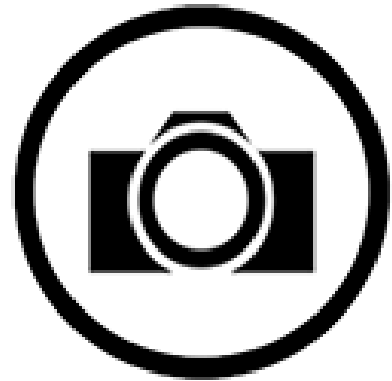


CORPORATE SPONSORS





SPONSORS



MARCUS PHOTO





SPONSORSHIP LEVELS

Executive Sponsor • \$10,000 (1)

- ☐ Inclusion in all press releases
- ☐ Inclusion in promotional video displayed at The Chandelier Room –
- ☐ Inclusion in all email and social media updates (over 50,000 Subscribers/Followers)
- ☐ Inclusion on in DFWTFW® commercials
- ☐ Banner and signage at all events
- ☐ Inclusion in video commercials
- ☐ Inclusion in radio commercials
- ☐ Company logo on all printed and electronic materials
- ☐ Logo on official website for 1 year
- ☐ Front Page advertisement on DFWTeenFashionWeek.com & IAmIconiq.com
- ☐ Corporate profile/advertisement & five marketing items included in attendees' reg pckg.
- ☐ 20 VIP Passes
- ☐ Full Page Ad in both Fashion Show Program and Convention Booklet
- ☐ Reserved seating at all events
- ☐ Two vendor spaces
- ☐ Company Logo on Promotional Convention T-shirts
- ☐ Company Brand mentioned at all events by the Event Host/Disc Jockey
- ☐ 2 night complimentary stay at Omni Hotel Dallas during convention
- ☐ Logo on Promotional Convention T-shirts DFWTFW® 2015 Sponsor



SPONSORSHIP LEVELS

DFWTFW® Corporate Sponsor • \$5,000 (3)

- ☐ Inclusion in press releases
- ☐ Banner and signage at all events
- ☐ Inclusion in promotional video displayed at The Chandelier Room
- ☐ Inclusion in all email & social media updates (over 50,000 Subscribers/Followers)
- ☐ Inclusion on in DFWTFW® commercials
- ☐ Inclusion in radio commercials
- ☐ Company Logo on Promotional Convention T-shirts
- ☐ Company Brand mentioned at all events by the Event Host/Disc Jockey
- ☐ 2 night complimentary stay at Omni Hotel Dallas during convention
- ☐ Company logo on all printed and electronic materials
- ☐ Front Page advertisement on DFWTeenFashionWeek.com & IAmIconiq.com
- ☐ Full Page Ad in both Fashion Show Program and Convention Booklet
- ☐ Corporate profile/advertisement and 3 marketing items included in attendees' reg pckg.
- ☐ 10 VIP passes
- ☐ Reserved seating at all convention events
- ☐ Two vendor spaces



SPONSORSHIP LEVELS

DFWTFW® Sponsor - Platinum • \$3,500 (4)

- ☐ Inclusion in press releases
- ☐ Banner and signage at all events
- ☐ Inclusion in promotional video displayed at The Chandelier Room
- ☐ Inclusion in all email & social media updates (over 50,000 Subscribers/Followers)
- ☐ Inclusion on in DFWTFW® commercials
- ☐ Inclusion in radio commercials
- ☐ Company Logo on Promotional Convention T-shirts
- ☐ Company Brand mentioned at all events by the Event Host/Disc Jockey
- ☐ 2 night complimentary stay at Omni Hotel Dallas during convention
- ☐ Company logo on all printed and electronic materials
- ☐ Front Page advertisement on DFWTeenFashionWeek.com & IAmIconiq.com
- ☐ Full Page Ad in both Fashion Show Program and Convention Booklet
- ☐ Corporate profile/advertisement and 3 marketing items included in attendees' reg pckg.
- ☐ 10 VIP passes
- ☐ Reserved seating at all convention events
- ☐ Two vendor spaces



SPONSORSHIP LEVELS

In-kind Donations

DFW Teen Fashion Week®

does accept non monetary donations to aid us in our efforts. Every donation valued at \$300.00 or more receives a business card size advertisement in our convention booklet and vendor table.

Accepted Donations: Clothing, Accessories, Shoes, hair/make up services, printing services, photography, videography, and advertisement services.



SPONSORSHIP LEVELS

DFW Teen Fashion® Sponsor – Gold • \$2,000 (4)

- ☐ Inclusion in all press releases
- ☐ Signage at all events
- ☐ Inclusion in all email & social media updates (over 50,000 Subscribers/Followers)
- ☐ Inclusion on in DFWTFW® video commercial
- ☐ Company logo on all printed and electronic materials
- ☐ 1 full page ad in Convention Booklet
- ☐ Company Logo on Promotional Convention T-shirts
- ☐ Company Brand mentioned at all events by the Event Host/Disc Jockey
- ☐ Advertisement on www.DFWTeenFashionWeek.com
- ☐ Corporate profile and 2 marketing items included in attendees' registration package
- ☐ 5 VIP Passes
- ☐ Reserved seating at all events
- ☐ Two Vendor Spaces

DFW Teen Fashion Week® Sponsor – Silver • \$1,200 (3)

- ☐ Inclusion in all email & social media updates (over 50,000 Subscribers/Followers)
- ☐ Signage at all events
- ☐ Logo listed on www.DFWTeenFashionWeek.com
- ☐ Company name/logo on all printed materials
- ☐ ½ page ad in program booklet
- ☐ ½ page ad in attendees' registration package
- ☐ 3 VIP Passes at all events
- ☐ One Vendor Space



VENDOR LEVELS

DFWTFW®2015 Premier Vendor • \$160

(Space: Premier space of choice - Guaranteed)

- ☐ Full Page ad in convention booklet
- ☐ 1/2 Page ad in attendees' registration package
- ☐ 2 VIP Passes for Guest
- ☐ Logo listed on www.DFWTeenFashionWeek.com
- ☐ Company Brand mentioned at EXPO by the Event Host/Disc Jockey
- ☐ One Vendor Space

DFWTFW®2015 Vendor • \$120

(Space: 2nd Level Premier space of choice-set up 1 hour before vendors)

- ☐ 1/2 Page ad in program booklet
- ☐ 2 General Admission Passes for Guest
- ☐ Logo listed on www.DFWTeenFashionWeek.com
- ☐ One Vendor Space

DFWTFW®2015 Partial Vendor • \$80 (Space: 1st come, 1st serve)

- ☐ ¼ Page ad in program booklet
- ☐ 1 General Admission Pass for Guest
- ☐ Logo listed on www.DFWTeenFashionWeek.com
- ☐ One Vendor Space

Gift/Swag Bag Sponsor • \$60

- ☐ Company brand advertised to over 600 event participants
- ☐ Logo listed on www.DFWTeenFashionWeek.com
- ☐ Minimum of 100 items for distribution
- ☐ Sponsorship recognition on internet advertising
- ☐ Complimentary General Admission for (2) Guests

We are able to structure the gift bag sponsorship package to meet your needs



SPONSORSHIP FORM

All sponsorships are due 90 days prior to the event date. A 50% deposit is due upon submitting registration form. Please complete the form and then scan and email it to sponsorship@dfwteenfashionweek.com or fax

COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP CODE - _____
CONTACT _____ TITLE _____
PHONE _____ EMAIL _____

SPONSORSHIP LEVEL - PLEASE CIRCLE ONE

Executive DFWTFW 2015® Sponsor • \$10,000

Corporate DFWTFW 2015® Sponsor • \$5,000

DFWTFW 2015® Platinum Sponsor • \$3,500

DFWTFW 2015® Gold • \$2,000

DFWTFW 2015® Silver • \$1,200

Premier DFWTFW 2015 Vendor • \$160

DFWTFW 2015 Vendor • \$120

Partial DFWTFW 2015 Vendor • \$80

Gift/Swag Bag Sponsor • \$60

Payment Total \$ _____ Amount Paid \$ _____

PLEASE CHECK ONE

- ☐ Check or Money Order Enclosed Payable to DFW Teen Fashion Week
- ☐ Credit/Debit Card via PayPal Invoice

You will be contacted regarding payment within 48 to 72 hours.
All sponsorships over \$1000 requires Business Certified Check



About Us

DFW Teen Fashion Week® is the world's largest Teen/Young Adult Fashion organization which launched Oct 2015. Currently have 5 chapters USA with over 35,000 members worldwide. **DFW Teen Fashion Week®** was founded in 2014 by visionary & Executive Producer Cassie Cole. Cassie partnered with Co-Founder/CFO Finance guru TaWanna Haswell.

Mrs. Cole is also the Owner of the nationally known Kurvz Boutique & Founder/CEO of ICONIQ Teen Model Agency®.

Mrs. Haswell is a financial mogul, Owner of Affluent Affiliates and CFO/Executive Director of ICONIQ Teen Model Agency®.

This powerhouse better known as the Dynamic Duo are gifted ladies with a love for their community, an eye for fashion and a vision for the future. Together they have developed an incredible innovative platform to bring forth a one of a kind amazing experience for Teens/Young Adults, Emerging Designers and all Media Outlets. **DFW Teen Fashion Week®**. Is unequivocally the first and only of it's kind!

Office: 469.526.3737

- ❖ General Mail connect@dfwteenfashionweek.com
- ❖ Advertise advertise@dfwteenfashionweek.com
- ❖ Sponsorship sponsorship@dfwteenfashionweek.com
- ❖ Producer (Cassie Cole) cassie@dfwteenfashionweek.com
- ❖ Co-Producer (TaWanna) tawanna@dfwteenfashionweek.com
- ❖ For all other info please log on to www.DFWTeenFashionWeek.com

SEE YOU ON THE RUNWAY !



www.DFWTeenFashionWeek.com