

TALLAHASSEE FASHION WEEK

"Business Dainty: Where Elegance Meets Entrepreneurship"

DATES November 7–8, 2026	VENUE SV Lounge 505 W. Georgia St	CONTACT tallahassee-fashionweek@gmail.com
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EVENT OVERVIEW

Tallahassee Fashion Week (TFW) is the capital city's premier platform celebrating fashion, business, media, and culture. TFW connects visionary designers, boutiques, models, creators, and corporate partners to showcase local creative talent and foster long-term economic growth.

SATURDAY, NOV 7 Marketplace & Network Interactive sponsor activations, content creation hubs, and media coverage.	SATURDAY, NOV 7 Runway Extravaganza Main stage fashion showcase, boutique reveals, and designer collections.	SUNDAY, NOV 8 Business Brunch Panel discussions on branding, fashion business, and media marketing.
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SPONSORSHIP TIERS

GOLD / PRESENTING TITLE SPONSOR <i>Ideal for: Corporations, regional brands, beauty leaders, financial institutions, tourism partners.</i> Naming Rights: "[Sponsor Name] Presents Tallahassee Fashion Week" or Main Runway naming. Branding: Top-tier placement on all collateral, homepage feature, main stage banner, press releases. VIP Access: Dedicated activation lounge, 10 VIP tickets + backstage access, on-stage speaking slot. Exclusivity: Category exclusivity (e.g., Official Beauty Partner).	\$10,000 – \$25,000+
SILVER / OFFICIAL EVENT SPONSOR <i>Ideal for: Medium-to-large businesses, automotive, wellness brands, retailers.</i> Branding: Premium logo placement on marketing, step-and-repeat logo, social media spotlight. Activation: Vendor activation space all weekend; option to sponsor a dedicated runway segment. Access: 4 VIP tickets with reserved runway seating + post-event analytics recap.	\$2,500 – \$5,000
BRONZE / COMMUNITY PARTNER <i>Ideal for: Local boutiques, salons, small businesses, and emerging startups.</i> Branding: Logo on official event flyer, website/social listing, and event shoutouts. Perks: Vendor booth space for one day, 2 General Admission tickets, VIP gift bag placement.	\$500 – \$1,500

IN-KIND & STRATEGIC PARTNERSHIPS

CATEGORY	PARTNER CONTRIBUTION	SPONSORSHIP BENEFIT
Hotel Partner	Room blocks, VIP accommodations, guest discounts	Official Hotel Partner branding & VIP placement
Restaurant Partner	VIP catering, Sunday brunch sponsorship, gift cards	Food experience placement & marketing features
Beauty Partner	Hair, makeup, lash, or skincare support	Backstage branding & high-visibility content
Boutique Partner (\$500 - \$1,000)	Feature garments on main stage runway	Runway photography, video & editorial rights

OFFICIAL SPONSORSHIP INTAKE FORM

1. ORGANIZATION & CONTACT DETAILS

COMPANY / BUSINESS NAME	CONTACT PERSON NAME & TITLE
EMAIL ADDRESS	PHONE NUMBER
BUSINESS STREET ADDRESS	WEBSITE / SOCIAL HANDLES

2. SPONSORSHIP TIER & ADD-ON SELECTION

☐ Gold Presenting Title (\$10k - \$25k+)	☐ Silver Official Sponsor (\$2.5k - \$5k)
☐ Bronze Community Partner (\$500 - \$1.5k)	☐ Boutique Runway Partner (\$500 - \$1k)
☐ In-Kind Partner (Hotel/Food/Beauty)	☐ VIP Gift Bag Inclusion (\$300 - \$750)

3. LOGISTICS & ACTIVATION NEEDS

☐ Standard 6ft Booth Space Needed	☐ Electrical / Power Access Required
☐ Customized Lounge Display (Gold)	☐ Items for VIP Bags (Due Oct 25)

GIFT BAG ITEM / ACTIVATION DESCRIPTION

4. AGREEMENT & SIGN-OFF

Terms & Payment Details: A 50% non-refundable deposit is required upon execution of this agreement. The remaining balance must be paid in full no later than 14 business days prior to the event (October 24, 2026). High-resolution vector logos (EPS, SVG, or PNG) must be provided upon signing.

AUTHORIZED SIGNATURE	DATE
PRINTED NAME & TITLE	PAYMENT METHOD SELECTED
	☐ Check ☐ Credit Card ☐ ACH / Bank Transfer