



Fashion Show Partner Application

*“With the Right Shoe,
She Can Conquer the World”
Marilyn Monroe*

I would like to participate in Wine Women & Shoes as a Fashion Show Partner.

Radisson at the Port * Cape Canaveral * August 24th, 2024

Benefits as a Fashion Show Partner Boutique:

- Highlighted in the most highly anticipated piece of Wine Women & Shoes, the Fashion Show! Fashion Show Partners to be showcased in a professionally-produced, elevated runway experience for our focused group of luxury brand consumer guests.
- Marketing exposure for your brand/boutique to include:
 - Logo in some event e-blasts
 - Logo on event website
 - Boutique featured on event Facebook page before and after the event
 - Logo and thank you in Wine Women & Shoes program booklet
 - Promotion of boutique's partnership on event signage
 - Logo featured on the stage screens during Fashion Show
 - Opportunity to the Boutique owner to come on stage for recognition at end of the fashion show.
 - Boutique Owner and 1 guest may request general admission tickets (2 total) to the event, so they may enjoy the marketplace and seated portion of the event, prior to the fashion show. Note, if you plan to model or be hands-on organizing the models prior to the fashion show, this may not be feasible. Ticket benefit is not transferrable.
- Charity to provide:
 - Detailed Show Flow and clear directions for day of to distribute to models.
 - Space at event venue for prep and item storage.
 - Volunteer assistance with loading and unloading looks
 - Snacks and water for boutique staff who may be assisting
- Opportunity to market to all event attendees. In addition to looks on the runway, and the verbal and print recognition listed above, partners are invited to:
 - Donate a product or promotional materials to the swag bags all guests receive. All items for the bags must be delivered to weVENTURE WBC by August 11th, 2024.
 - Donate products to our raffles. Items valued \$50 - \$150 for our Mystery Bag Raffle. Clothing & Products valued \$50-100 for the Key to the Closet Raffle. Includes print recognition as in-kind supporter.
- Opportunity to also be a vendor in the Marketplace. Note this is not a guarantee nor a requirement. If you are interested in also selling items in the Marketplace, see Wine Women & Shoes planning team to discuss! There is a separate application to be a vendor.

Fashion Show Partner Boutique will:

- Meet with Fashion Show Committee Chair to discuss and agree upon show's artistic and visual direction
 - Provide 3-4 professional or community models
 - Organize 3-4 looks (1 look per model)
 - Arrive at the venue no later than 12:30pm on August 24th and all items must be removed from the venue no later than 10pm on the 24th.
 - Opportunity to promote their businesses both on stage, by including gift items in the Swag Bags and signature raffles.
 - Not hold weVENTURE WBC liable for any product damage or loss as a result of event participation.
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Name as you would like it to appear for recognition purposes:

Contact Name: _____

Address/City/ST/Zip: _____

Phone: _____ Facebook: _____

Email: _____ Website: _____

Other online sites where your business is promoted or sells: _____

Models: By checking this box, you acknowledge that you are responsible for providing models to showcase your fashions. Models must be at least 18 years old, and 21+ preferred. Models walking the runway must be sober and will not be allowed on stage if they appear intoxicated. They are event volunteers, not ticketed guests. If you or they purchase tickets to attend the event as guests, they must still abide by sobriety policy. I agree ___

Signature: _____ Date: _____

*Please send both grayscale and color high-resolution logos for use in marketing materials and this completed form to wine womenshoes@fit.edu .

Please note that by signing and returning this application to weVENTURE WBC, you indicate that you have read, understand, and agree with all details regarding your involvement with Wine Women & Shoes. If selected to participate, you agree with the terms as outlined on the form.

Please keep a copy for your records. Thank you!