

F

FASHANNE



Fashanne Awards 2022 Sponsorship Packages

NOTTINGHAM
TRENT UNIVERSITY

UNIVERSITY
of DERBY



next
NEXT CODE



uo
N University of
Nottingham

DE MONTFORT
UNIVERSITY
LEICESTER

Paul Smith

JOHN SMEDLEY
THE WORLD'S FINEST KNITWEAR

rainbows
haspice for children and young people

GREEN EARTH
CLEANING



FASHANNE

THE FASHANNE AWARDS

FASHANNE is the **Fashion Designers of the Future Awards**, which champions our region's design students and showcases their work to top businesses and leading fashion experts. We held these awards online for 2020 and 2021 due to the Covid-19 pandemic. In 2022, the 4th Fashanne Awards will take place on the **5th May at the stunning St Mary's Church in Nottingham** and is expected to attract over 300 guests. Throughout the day, the judging of the students' work which will be exhibited throughout the church, will take place. The main evening event hosted by the founder of Fashanne, BBC's Anne Davies and lead judge Patrick Grant, to include a fashion show showcasing the students designs with special guest models and the presentation of the awards.

Sponsorship of Fashanne will support the growing innovation and entrepreneurship in the East Midlands, provide a perfect opportunity for an unforgettable corporate hospitality event and shine a spotlight on your business, as you network with some of the region's leading business names.

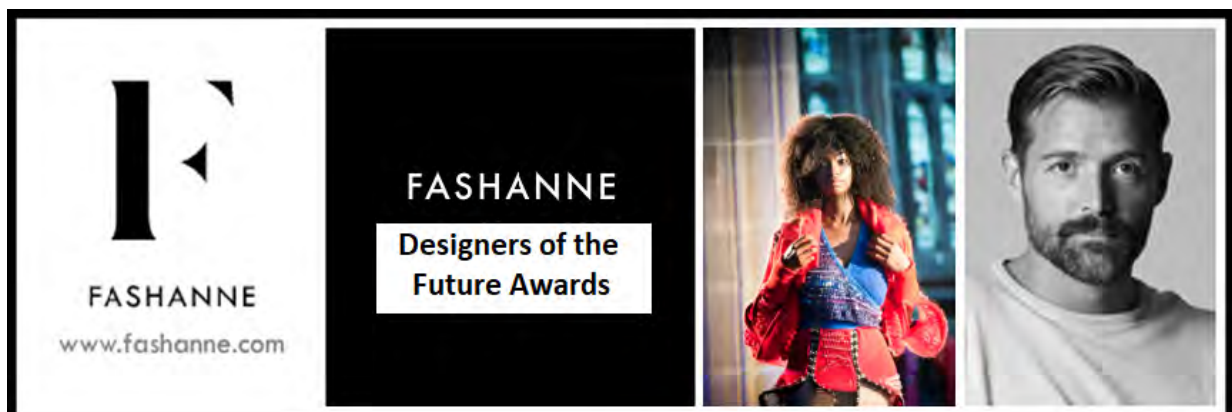
Involving up to six Midlands universities and with nine award categories, talented students compete to be put forward to the Fashanne finals. Our first Awards night held at Belvoir Castle brought us to the attention of **Tatler** who likened Fashanne to Dior showing at Blenheim. Fashanne 2017 and 2018 achieved significant coverage too on **BBC TV, radio and online**, with 2022 set to attract even more attention across the UK and beyond.

Not only do the Fashanne Awards offer a glittering evening for industry leaders, sponsors and guests, but for students it's an occasion like no other, as Fashanne nurtures the next generation of talent. Our models are students, our make-up artists are students and we support all young people at the beginning of their careers. Our winners have gone on to design jobs at **Hugo Boss** in Switzerland, **All Saints, Boden** and **Ted Baker** to name a few.

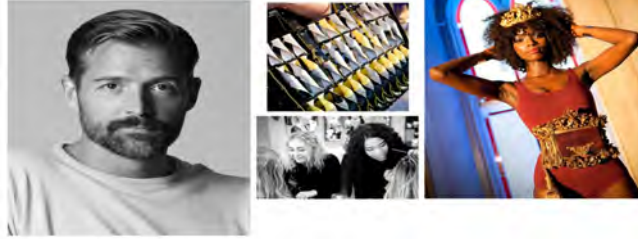
Winners become automatic members of **The Fashanne Academy** which, with designers and industry leaders will grow alongside the Awards to provide a hub of talent to foster opportunities for members and to help and guide new talent coming through in the world of textiles, fashion and design.

Fashanne is a product of our great design past, celebrating and investing in an even greater future, giving opportunities to business to form lifelong relationships with some of the most exciting design talent in the world.

Contact Laura@annedaviestv.co.uk for more information about Fashanne's exclusive sponsorship opportunities and to book your sponsorship package.



Join us on our journey to make FASHANNE a bi-word for young talent.



AWARD "GOLD" SPONSOR

£5000 + internship or mentoring

Sponsor an Award (choice of 9):

Menswear Design - *sponsored by Paul Smith*

Womenswear Design - *sponsored by Next*

Textile Design

Knitwear Design - *sponsored by John Smedley*

Footwear & Accessory Design - *sponsored by Pentland Brands*

Commercial Design - *sponsored by ITL- Intelligent Label Solutions*

Athleisure Design

Sustainability - *sponsored by GreenEarth Cleaning*

People's Choice - *sponsored by DB Wood*

Opportunity to sponsor one or more of the above Awards. Each package to include a paid internship or mentoring for the winner of that Award.

- Logo on all marketing material - printed collateral, leaflets, A-boards, banners
- Promotional film to include what the Sponsor is about & looking for in the winner.
- Logo on social media platforms - Twitter, Facebook, Instagram and LinkedIn
- Award Sponsor mentioned in all press releases when relevant to their chosen category
- Presence on the Fashanne website, including backlinks

On the night

- 2 x VIP tables (to include 8 tickets, champagne and canapes)
- Opportunities to meet local businesses and other sponsors
- Announcements throughout the evening
- Presence on stage when all winners announced - accompanying Anne Davies
- Company logo on big screen
- Marketing material on all guest seats
- Company logo on official Fashanne photo backdrop
- Full page advert in online souvenir brochure
- Full page interview/ feature in the online souvenir brochure
- Presence on social media, live links throughout the evening
- 8 x reserved front row seats for catwalk show

After the event

- Information on the Award Sponsors included in all editorial reports
- Logo included on the YouTube video
- All official pictures taken on the evening available for sponsors to use at their own discretion
- Social media coverage after the event
- Opportunity to secure sponsorship for 2023 awards