



FASHANNE



Fashanne Awards 2022

Sponsorship Packages





FASHANNE

THE FASHANNE AWARDS

FASHANNE is the **Fashion Designers of the Future Awards**, which champions our fashion and textile 3rd year students, showcasing their designs to top businesses and leading fashion experts. Back in 2016, BBC's Anne Davies founded Fashanne, which was held at Belvoir Castle with 2 awards. This year for 2022, the Fashanne Awards will be hosting 10 awards and will take place on **5th May at the stunning St Mary's Church in Nottingham** and is expected to attract over 300 guests. The evening event will be hosted by the founder of Fashanne, BBC's **Anne Davies** and **Patrick Grant**. The event will include: drinks reception with entertainment, the fashion show with special guest models, and the presentation of the awards.

Sponsorship of Fashanne will support the growing innovation and entrepreneurship in the Midlands and beyond, 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. Our aims are to bring the focus of fashion back to the Midlands, the historical heart of the clothing and textile industry. We champion diversity and inclusion both on and off the catwalk.

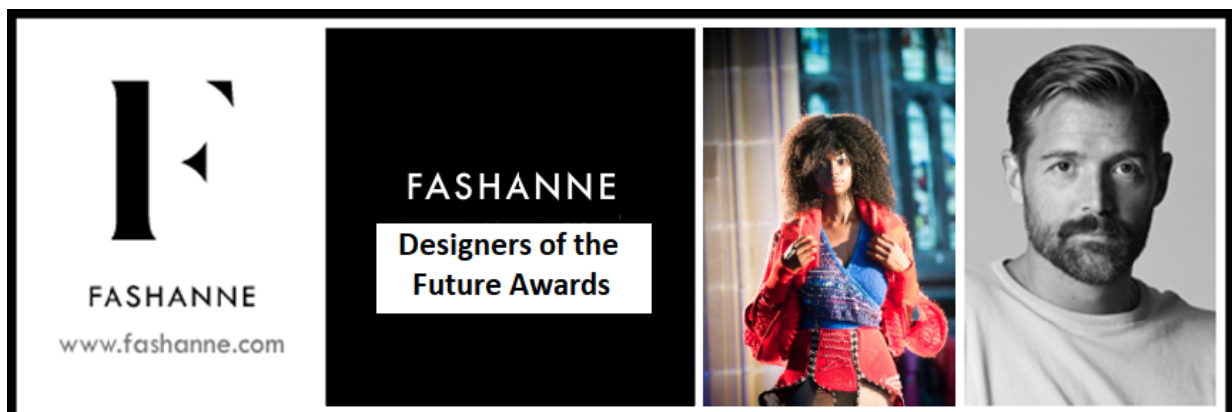
Involving five universities, namely: Nottingham Trent University, De Montfort University, University of Derby, University of Northampton and University of Huddersfield. 8 category awards and 2 special awards (The People's Choice and The Daniel Hanson Award for Excellence) - the most talented students compete to be put forward to the Fashanne Awards.

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**. In 2020 and 2021 we went online for Covid reasons. Now with 2022, we are all set to be back to the live event!

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, All Saints, Boden, Pentland** and **Ted Baker** to name a few.

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 + 2 month paid internship/ 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*

The People's Choice Award - *sponsored by DB Wood*

The Daniel Hanson Award

Opportunity to sponsor one or more of the above Awards. Each package to include a paid 2 month internship or mentoring for the winner of that Award.

- Logo on all marketing material - printed collateral, leaflets, A-boards, banners
- Presence on big screen throughout the evening
- Social media posts - 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
- Featured in any films that Fashanne does for the event

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 the winner is announced - accompanying Anne Davies & Patrick to present your award
- Company logo on official Fashanne photo backdrop & banners
- Presence on social media throughout evening
- Company logo on the big screen 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