



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](mailto: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.*



## HEADLINE SPONSOR

- Company name in association with the awards
- Logo on all marketing material - printed collateral, leaflets, banners
- Presence on filming being made during the campaign (and possibility of filming at the Sponsor company itself)
- Included in the judging process (optional & dependent on industry)
- Logo on social media platforms - Twitter, Facebook, Instagram and LinkedIn
- Headline Sponsor mentioned in all press releases
- Presence on the Fashanne website, including backlinks
- Interview on community aspects, supporting local businesses and universities
- Opportunities to meet local businesses and other sponsors

### On the night

- 2 x VIP tables (to include 10 tickets, champagne and canapes)
- Announcements throughout the evening
- Presence on stage when all winners announced - accompanying Anne Davies
- Company banners in the room
- Company logo on official Fashanne photo backdrop
- Advert & feature of company on Fashanne website
- Company logo on the big screen throughout the evening
- Presence on social media throughout the evening
- 10 x reserved front row seats for catwalk show
- Discount on any additional tickets (20% for Headline Sponsors)

### After the event

- Headline Sponsor interview included on the website
- Information on the Headline Sponsor included in all editorial reports
- Logo included on any YouTube videos made
- All official pictures taken on the evening available for sponsors to use at their own discretion
- Social media coverage for a further 8 weeks after the event
- Opportunity to secure sponsorship for 2023 awards

Contact [Laura@annedavies.tv](mailto:Laura@annedavies.tv) for more information about Fashanne's exclusive sponsorship opportunities and to book your package.