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FASHANNE



Fashanne 2026 Sponsorship Packages



THE 2026 FASHANNE PROGRAMME

Founded in 2016, Fashanne is the only major, not for profit, design awards outside the capital to bring together the talent in our universities and showcase it, under one roof, to industry. Now based in the historic home of Nottingham's Lace Market, Fashanne has grown significantly – from just two award categories in year 1 to twelve and so is a huge opportunity for companies to not only form relationships with the next generation of talent, but to also support CSR/ESG goals, build brand engagement outside the M25, and take advantage of the marketing benefits and brand exposure that go hand in hand with these Awards.

Reaching more than 4 million people every year through a large photographic display at East Midlands airport alone, Fashanne also connects with countries beyond UK borders as international students garner votes on the online People's Choice award. This year almost fifty thousand votes were cast.

In Fashanne's inaugural year at Belvoir Castle, Tatler likened the Awards to Dior showing at Blenheim – participating companies are able to take full advantage of this annual corporate hospitality event, shining a light on their business in a unique and unforgettable way.

Fashanne also helps enhance the collective value of the Fashion and Textiles Industry in this country and through sponsorship packages, companies can access and form long term sustainable relationships with some of the most talented graduates of our universities. Alongside that sponsors are invited to join our bespoke online workshop programme, connecting with the next generation through mentoring and internships, underlining the importance of investing in the future generation.

Participating in Fashanne supports the newest generation of fashion talent. Almost 500 students have taken part since 2016 from universities including NTU, DMU, Derby, Lincoln, Northamptonshire, Loughborough, BCU and Huddersfield. More than thirty internships have been taken up with participating companies that include Pentland Brands, NEXT, Paul Smith, ITL Group, Stoll GB, GreenEarth Cleaning and Waring Brooke.



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“A massive thank you to the Fashanne Awards and their judges for awarding me as the winner of the 2023 High Street Menswear Fashanne Award. I am so grateful that judges from such well-renowned fashion brands and platforms are fascinated by my work, and I thoroughly look forward to see where it will take me in my career. Thank you so much to Next for offering me an internship as part of the award, I’m eager to bring an alternative approach to multi-purpose outerwear and look forward to becoming a part of your welcoming team.”

Scarlett Simpson, Fashion Design Graduate from Nottingham Trent University

Besboke Sponsorship packages 2026

Besboke package for headline sponsors are also available. Fashanne relies on partnering with companies on a longer-term basis and asks for commitment for 3 years.

1.

Headline Sponsor £50,000

2.

Diamond Sponsor £30,000

3.

Platinum Sponsor £20,000

4.

Gold Extra package £10,000

5.

Gold package £5000

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“The standard at Fashanne is phenomenal. For me, it’s a treat to spend time with such engaged, enthusiastic and talented young people. We have a big challenge ahead of us in this industry, and only with ingenuity and creativity in design and the making of the clothes, we are going to solve this problem. Every year I’m delighted and surprised to see what the students produce.”

Patrick Grant, Fashion Designer and Businessman



AWARD "GOLD" SPONSOR

£5000 + 2-8wks paid internship/ mentoring

Sponsor an Award (choice of 12):

Designer Menswear - *sponsored by Paul Smith*
Womenswear Design - *sponsored by Next*
High Street Menswear - *sponsored by Next*
Textile Design
Knitwear Design
Footwear & Accessory Design - *sponsored by Pentland Brands*
Commercial Design - sponsored by ITL - *Intelligent Label Solutions*
Athleisure Design
Sustainability
The ASBCI Innovation Award
The People's Choice Award
The Daniel Hanson Award

Opportunity to sponsor **one or more** Awards (from above list or '**new ones**' – please **contact us**).

The package includes a paid 2-8 week internship or mentoring for the winner of that Award.

- Nominate a judge from your company and set the criteria for the award
- Be involved in the judging process
- assess the 2D submissions and provide feedback
- Logo on all marketing material | printed collateral
- Presence on video wall throughout the evening
- Social media posts | Twitter, Facebook, Instagram, TikTok 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

- 1 x VIP table (to include 4 tickets, champagne and canapes)
- Opportunities to meet local businesses and other sponsors
- Announcements throughout the evening
- Presence on stage when the winner is announced
- Company logo on official Fashanne photo backdrop & banners
- Presence on social media throughout evening
- Company logo on the video wall throughout the evening

AFTER THE EVENT

- Information on the Award Sponsors included in all editorial reports
- 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 future awards
- Internship opportunity for winning student valid for up to a year after graduation

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“The Fashanne Awards are brilliant! I don’t think people know how amazing they are. I hope you feel proud of what you and your team have achieved.”

Katie Greenyer, Creative Director, Pentland Brands



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We look foreward to hearing from you, pleast contact Laura at laura@annedaviestv.co.uk to discuss details and any other option you might prefer.

Best Wishes,

Anne Davis