

*The Garment League presents...*

**ON CENTRAL**

**Phoenix Fashion & Art Weekend**

March 19, 2022



# ON CENTRAL

## Phoenix Fashion & Art Weekend



We are returning for our fifth year showcasing Phoenix's most talented fashion designers, artists and trendsetters, On Central Phoenix Fashion & Art Weekend (PHXFAW) on March 19, 2022 is one of the premier cultural events in the western region.

This **ONE OF A KIND EXPERIENCE** inspires a community to bring ideas to life and shape the future of Phoenix culture as visionary partners.

### **ABOUT THE EVENT**

Join us for our fifth year and true multimedia event. On Central presents fashion collections from Arizona-Based Designer runway shows, glamorous on-site activities, performances, art displays, forums, pop up shops, chic VIP pre-parties and after-parties, as well as so much more.

# About Us

*“Phoenix is undergoing a renaissance at the intersection of art, design, food, fashion and entertainment – On Central was a natural fit,” said Tricee Thomas, Founder of The Garment League. “During our inaugural event, it was truly a sight of culture being born in downtown phoenix right before our eyes. Together with visionary supporters, we are excited to create an experience that celebrates the city’s vital community.”*



## Who is The Garment League?

A group of extraordinary, creative, industry talents hand picked by Tricee Thomas, Founder and CEO of the non profit organization, to help revitalize the Fashion and Art scene for Arizona.

With The Garment League you will enter into a phenomenal world of fashion and art! Sculpting and reshaping the way fashion is woven into the landscape of Arizona creating a trailblazing and electrifying fashion hub for local, national and international Designers and Artists.

We believe, invest in and empower Arizona’s Fashion & Art Education. Our focus and mission consist of providing scholarships to fashion & art related college majors. We also aid in continued education that include fashion residencies, creative workshops, business planning, manufacturing as well as wholesale and retail trade. While our focus is fashion as an art form, we support all mediums of art and art related industries.

# Why Central Phoenix

## On Central Attendees:

Inaugural Year Attendees 1200

2019 Attendees 2500

2020 Attendees

\*Covid Precautions

2021 Attendees 1000

\*Covid Precautions

2022 Projected Attendees: 2500

## Average Age of Attendees:

25 years – 55 years

## Average Income Level:

\$125k+

## Interests:

Fashion, Art, Entertainment, Luxe

The art scene has been relevant and made quite the impact in downtown Phoenix. With numerous galleries, art walks, and murals, Downtown Phoenix is the home for thriving art.

As an Organization, The Garment League knows that fashion is also an art form and discovered that the only thing that the City was missing downtown was fashion as a relevancy. It made perfect sense to join forces to merge the two parallel worlds together.

## Development:

Downtown Phoenix has been increasing for over a decade with no signs of slowing down. With recent additions of new condominiums, luxury apartments, fine dining and entertainment, people are swarming to Arizona's urban center.

There were more than 1,185 apartment units completed last year with new rental units ranging from \$1,500 to \$3,800. Another 1,636 units are under construction and over 2,500 in pre-development. In late 2021, the price for new condominium sales jumped to the median price of \$456,000.



# Reach High-end Audiences

Sponsors enjoy introductions to CEOs, board of directors, dignitaries, and complimentary bites and libations.

## MIX WITH DIGNITARIES

The Garment League is excited to create an experience that celebrates the city's vital creative community.

On Central's fashion, music and cultural event target market includes a community of approachable, successful fashion forward women who have a sophisticated view of luxury. Targets also includes a large group of new, emerging, eclectic individuals seeking accessible luxury and art-centric lifestyles.





# UNIQUE ART

## EXHIBITS & FORUMS

### **Art in an unexpected place.**

Held at the fabulous, Park Central complex, with upscale shopping, dining and entertainment, where life pulses around every corner. Exhibits and panel discussions will be in a flexible space that provides the ideal 'neutral' background to let the art take center stage.

The On Central event location backdrop is courtesy of the generous support from Park Central, the place where people come together for art, dining, shopping, entertainment, business, community fashion and art events.

**EventAddress:** 3121 N 3<sup>rd</sup> Ave Phoenix, AZ 85013



On Central, Phoenix Fashion and Art Weekend caters to our VIP Guests creating an exclusive and memorable experience.

- Invite Only Pre-Party
- VIP After Party
- Gourmet Catered Bites
- VIP Private Bar & Cocktails
- Preferred Assigned Runway Seating
- Complimentary Luxe Swag Bags
- Access to All Weekend Events and/or Forums
- Designer Meet and Greet
- Butler & Wait Staff
- VIP Security
- Complimentary Parking
- And So Much More

# The VIP Experience



# AVANT- GARDE PARTNERS

*This signature event is an ideal partnership opportunity with a substantial, sophisticated audience who appreciate your commitment to our community. On Central also provides the Title Sponsor the exclusive opportunity to reward clients and employees with a VIP experience and to showcase a product or service during the event, developing new customer prospects. (1 Available)*

## SPONSORSHIP OPPORTUNITIES

Main Stage Title Avant-Garde Partner.....\$25,000

**Benefits:**

- Prominent sponsor name and logo recognition on all pre-post-related event marketing and promotional collateral, website and registration page.
- Proud Charity Supporter: Company logo and mention on all signage, printed and promotional collateral.
- Company name mentioned in all media, PR, broadcast media, news, advertising, print, social media online digital assets, and email blasts.

*Unique Benefits:*

- **Official Main Stage Sponsor**
- Event Website Landing Page.
- Rights to the On Central event property mark and logo in pre-approved advertising, marketing, and packaging material and co-branded promotions.
- Presenting Sponsor recognition in all broadcast/news coverage media.
- Presenting Sponsor recognition/logo on all tickets, name badges.
- Participation in press coverage announcing company involvement.
- Speaking time reserved for use during art and fashion show presentations; stage announcements.
- Event VIP Gift bag logo placement; T-Shirt / Apparel logo placement.
- **Opportunity** to host exclusive one (1) “VIP party” or VIP Lounge section
- Reserved seating at all pre-post VIP Party’s and Lounge or one-table.
- **Opportunity** to host exclusive one (1) “speaking panel/forum/presentation”.



# AVANT- GARDE PARTNERS

*This signature event is an ideal partnership opportunity with a substantial, sophisticated audience who appreciate your commitment to our community. On Central also provides the Title Sponsor the exclusive opportunity to reward clients and employees with a VIP experience and to showcase a product or service during the event, developing new customer prospects.*

## CONTINUED

### *Additional Benefits:*

- **Opportunity** to host exclusive one (1) “Pop-Up Shop” – premium placement location.
- **Opportunity** to provide one (1) “video presentation (2mins max) – content ON CENTRAL approval. Video used on pre-post event marketing and on- site.
- One (1) Full-page magazine advertisement in premium location within event program.
- On-site banner placement as Official Presenting Sponsor throughout event.
- Event and VIP Party Full-Access Passes for the weekend.
- **Opportunity** to provide items for “VIP gift bag ” giveaways (min 50 pieces)
- The Garment League invitation for board-seat membership (1 year term) upon approval.



*On Central – Downtown Phoenix Fashion & Art Weekend provides the perfect opportunity to impress valuable customers, wine and dine new clients and give your brand exposure to high-wealth.*

## SPONSORSHIP OPPORTUNITIES

**Haute Couture Partner**..... \$10,000

### *Benefits:*

- Sponsor name and logo recognition on all pre-post-related event marketing and promotional collateral, website and registration page
- Proud Charity Supporter: Company logo and mention on all signage, printed and promotional collateral
- Company name mentioned in advertising, print, social media online digital assets, and email blasts.

### *Unique Benefits:*

- Company Event Website Landing Page.
- Rights to the On Central event property mark and logo in pre-approved advertising, marketing, and packaging material and co-branded promotions.
- Participation in press coverage announcing company involvement.
- MC Mention from the stage during art and fashion show presentations
- Event VIP Gift bag logo placement; T-Shirt / Apparel logo placement
- Opportunity to host exclusive one (1) “VIP party” or VIP Lounge section
- Reserved seating at VIP Lounge (limit 4 seats) or one-table
- One (1) Full-page magazine advertisement in premium location within event program
- Event and VIP Party Passes for the weekend
- **Opportunity** to provide items for “VIP gift bag ” giveaways (min 50 pieces)
- The Garment League invitation for meet and greet with Board of Directors (1 per year)

# Haute Couture Partner



# PREMIUM PARTNER

*A partner sponsorship shows your serious investment in the arts and your support of local artists who make our city and region an interesting, lively place to live and work. Our sponsors receive long-term recognition and exposure for the duration of the show weekend.*

## SPONSORSHIP OPPORTUNITY

Premium Sponsor.....\$5,000

### Exclusive Benefits:

- Sponsor name and logo recognition on select pre-related event marketing and website Proud Charity Supporter mentions on social and social media online digital assets, and email blasts.
- Step and Repeat Logo placement throughout venue.
- Master of Ceremonies Mention from the stage during art & fashion show presentations.
- Company name listed in magazine within event program.
- Event and VIP Party All-Access Passes for the weekend.
- First rights to reserve premium Pop-Up Shop location before open to others.



# Ala carte customize a package

*Mix and match to create your own customized package. Any of the following items can be purchased individually or added to an existing package.*

- o A-List Entertainment Sponsor - \$30,000
- o Hair & Makeup Sponsorship - \$5,000
- o The Industry Assignment Sponsor Prelude Project - \$20,000
- o Live Stream Friday Events - \$1,500
- o Live Stream Saturday Main Events - \$3,500
- o Opportunity to host (1) speaking panel/forum - \$1,800
- o Opportunity to host (1) "Pop Up Shop" premium placement location - \$2000
- o Opportunity to host weekend VIP Title Party w/ signage - \$4,000
- o Full-Page magazine advertisement - \$1,000
- o Half-page magazine advertisement - \$500
- o Lighting, Sound, A/V - \$4,500



# IN KIND SPONSORS

As a participating in-kind sponsor, we appreciate your contribution to the success of our event. **We are open to any offers and recommendations.**

If you are providing beverage or food items, we suggest:

- Tasting size food and/or full size (8oz) beverages to serve at least 500 participants (we expect 4,500 participants at the event)
- All necessary cooking/serving equipment and staffing (if applicable)
- Deliver items at least 2 days prior to Friday, March 18, 2022 by 10:00 a.m.

## IN- KIND TRADE FROM US:

We will provide exposure for your company in the following manner throughout the event:

- Acknowledgement of your company name or logo for all event days viewed by 2,500 attendees. (in-kind sponsor to provide print-ready artwork and materials).





# The Garment League Magazine



## Schedule of Events, Editorial and Advertising

Advertise in our Event magazine highlighting Sponsors, Designers, Artists, Creative Talents, Business and much more!

The Garment League Magazine serves as a fashion and art weekend editorial guide as well as a keep sake for all attendees.

### Rates:

Full Page:	\$1000
Half Page:	\$500
1/4 Page:	\$250
Business Listing:	\$100

# ON CENTRAL POP- UP SHOPS

## ABOUT THE STORES

On Central offers the very best in art, fashion and decor shopping in our pop up shops.

Your investment gives you the opportunity to participate in the exhibits and pop up shops featuring a “Boutique” style set-up decorated as a small upscale store or gallery. There will be an opportunity for attendees to shop inside each “store” with a personal one-on-one lounge experience.



Early Registration: \$125  
(Before 1/31/22)  
General Location: \$250  
Premium Location: 350  
VIP Location: \$500

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Renee' Hall, at [info@thegarmentleague.org](mailto:info@thegarmentleague.org) or by phone at : **480-771-5522**. Please contact us with any questions.

## CONTACT INFORMATION:

\_\_\_\_\_  
CompanyName

\_\_\_\_\_  
ContactPerson

\_\_\_\_\_  
Contact E-mailAddress

\_\_\_\_\_  
Contact PhoneNumber

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP PACKAGES:

\_\_\_\_ \$25,000 Title Avante-Garde Sponsor  
\_\_\_\_ \$10,000 Haute-Couture Sponsor  
\_\_\_\_ \$5,000 Premium Sponsor

## A LACARTE / POP UP / AD ELECTIONS

\_\_\_\_ \$ \_\_\_\_\_ Item: \_\_\_\_\_  
\_\_\_\_ \$ \_\_\_\_\_ Item: \_\_\_\_\_  
\_\_\_\_ \$ \_\_\_\_\_ Item: \_\_\_\_\_

## CHARITABLE DONATION

\_\_\_\_ \$ \_\_\_\_\_

## PAYMENT INFORMATION:

\_\_\_\_ Please send me an invoice

\_\_\_\_ I have enclosed a check made payable  
to The Garment League

\_\_\_\_ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
SecurityCode

\_\_\_\_\_  
\$ \_\_\_\_\_  
Total Sponsorship Cost

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## THANK YOU FOR SUPPORTING THE FASHION COMMUNITY!

Once we receive your completed sponsorship form, The Garment League staff will contact you to discuss event arrangements, sponsorship benefits and recognition. Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to Email: [info@thegarmentleague.org](mailto:info@thegarmentleague.org). All materials will be sent for your approval before going to print.

