



Model  MAFIA



# MIAMI SWIM WEEK DECK



MAY 31-  
JUNE 4TH

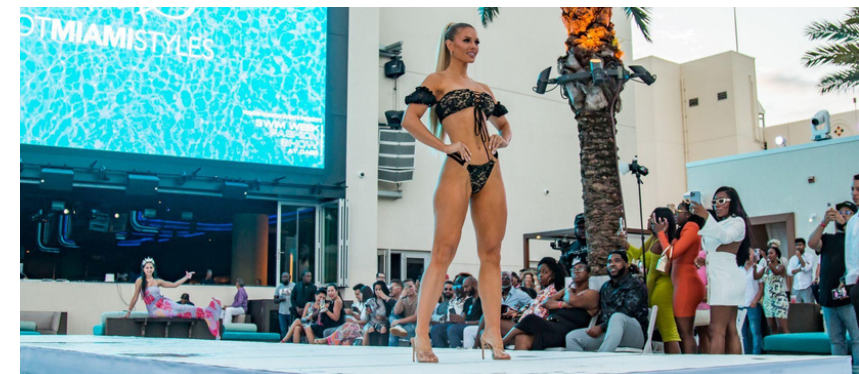
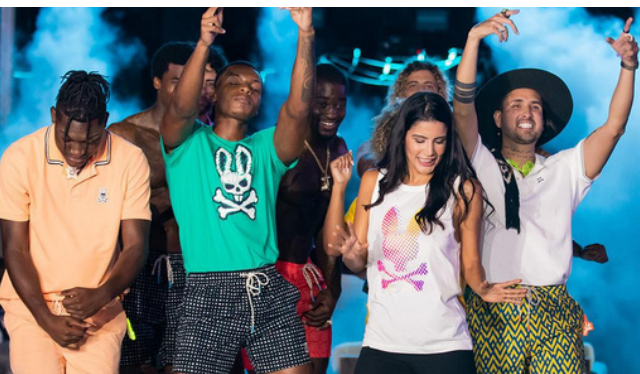


# “Transforming Runway Culture: THE FASHION WEEK TOUR”

FASHION ART MUSIC ENTERTAINMENT



**MODEL MAFIA**  
RECENT SHOWS





**WYNWOOD**

# THE ART DISTRICT OF MIA

This year THE FASHION WEEK TOUR will take the show to 2 different locations with equally as much energy and scenery to make your runway show truly special. Take your collection on the road and do either show or both shows on May 31st and June 1st.

**FRIDAY MAY 31st**



## WYNWOOD

Making our return to Wynwood and the high energy venue ELECTRIC LADY, we will be kicking off SWIM WEEK with a nighttime show and afterparty Friday Night. Wynwood is the art district of Miami and the venue will be filled with artist activations.

## AFTER PARTY

Immediately after the show the party starts. Electric Lady known for its state of the art sound system provides for the perfect scene to celebrate the start to Swim Week 2024. Guests will enjoy Live DJ Sets till 2am



# FULL SERVICE PRODUCTION



## AUDIO & MUSIC

Make sure your Runway Segment has the right energy, sound, and accentuates the designs in your collections. Our team and DJ will help you with your audio tracks and mix.

## VISUALS & LIGHTING

Your visuals and lighting are just as important to your show. Work with our team to ensure you are happy with your brand's visuals and lighting during rehearsals.

## HAIR & MAKEUP

Your Hair & Makeup will be taken care of by the Fusion Fashion Events team. You will coordinate prior to the show the looks you would like for makeup and hair.

## STYLE ASSISTANCE

Our Fusion Fashion Events team is here to help make your Runway Day as efficient and stress free as possible. We will have style assistants and designated dressing areas.

# BRING YOUR VISION TO LIFE



# WORK WITH TOP MODELS

**COLLABORATING** with high-profile and influential models enhances brand exposure and also strategically maximizes growth, elevates engagement metrics, and helps broaden your reach. Our team works with all models and their walks prior to show.

**CASTINGS & FITTING EVENTS** will be scheduled the week of the show and will be an event Designers, media, and models can also network and begin promo for the show.



**@REALITYWITHRISS**

**744K FOLLOWERS**

**FASHION & FITNESS**



**@CAAMIBERNAAL**

**1.8 MILLION FOLLOWERS  
MUSIC ARTIST &  
FASHION**



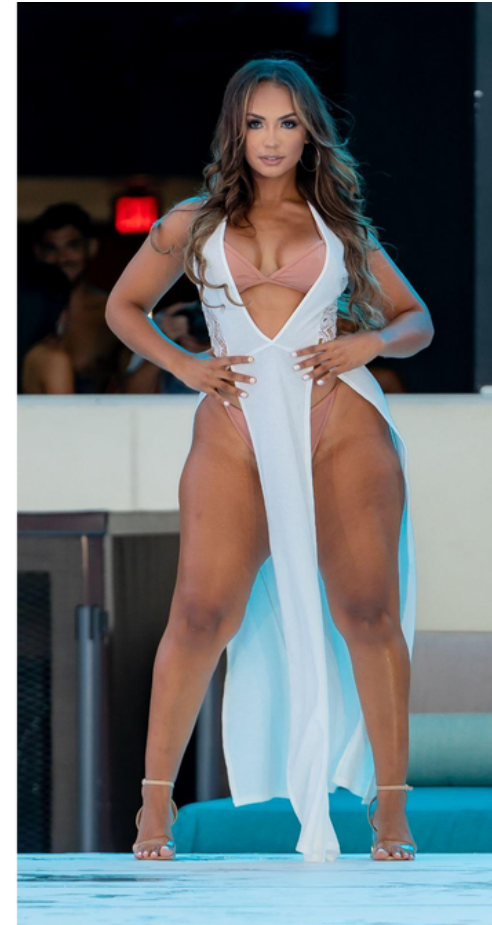
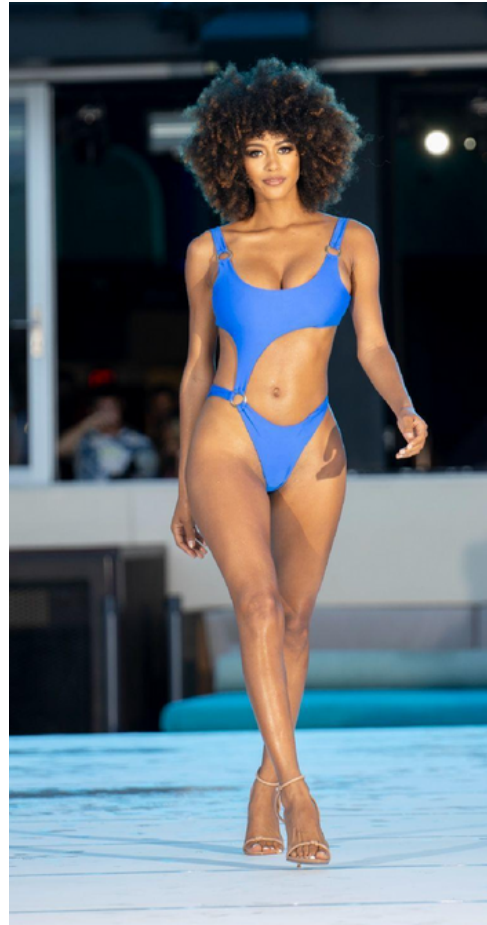
**@TAYLORGALLO467K**

**FOLLOWERS FASHION &  
STREAMING**



**@MIKALAFUENTE**

**1 MILLION FOLLOWERS  
FASHION MODEL**



# CONTENT



## CAPTURING THE LOOKS

### TRENDING VERTICAL FORMAT VIDEO



Vertical format videos are trending and the format that will now work on all media platforms from Tik Tok, Instagram Reels, and Youtube Shorts.

### PROFESSIONAL RUNWAY PHOTOGRAPHY



We understand how important and how much work each look on the runway takes, therefore we partner with several media partners to provide professional photography for each look.

### SOCIAL MEDIA COLLABORATIVE CONTENT



By providing professional video and photo content that is relevant to today's market makes it easy for our models and influential models to post and collaborate on social media content expanding reach.

**A FULL VIDEO RECAP OF THE ENTIRE RUNWAY SHOW WILL BE PROVIDED TO ALL DESIGNERS**

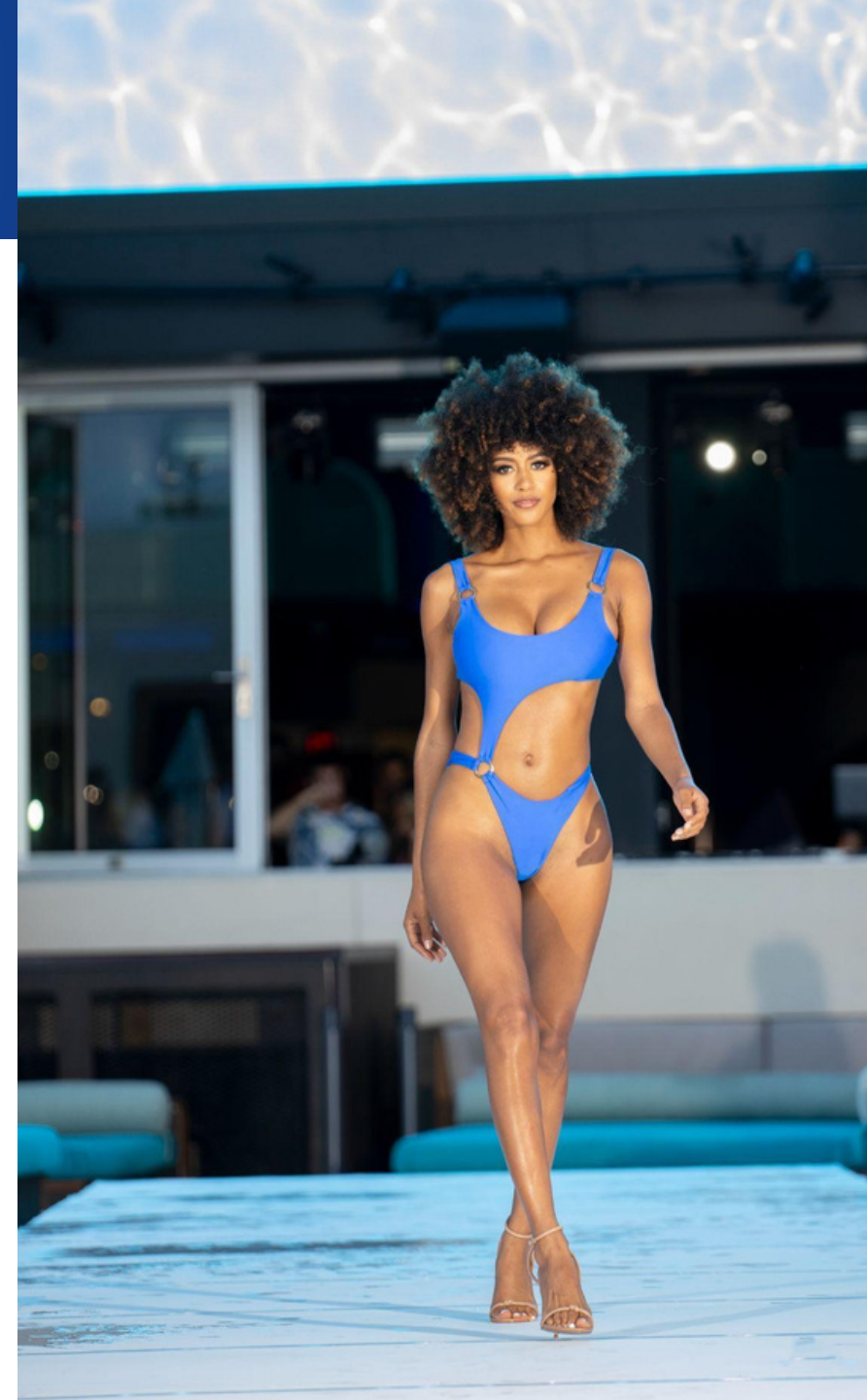
# LIVE STREAM GLOBALLY



ALL PERFORMANCES, SHOWS, & ACTIVATIONS WILL BE BROADCASTED LIVE VIA YOUTUBE & THE RESPECTIVE CHANNELS OF EVERYONE INVOLVED WILL BE TAGGED AND ACCREDITED

- ◆ GREAT FOR CUSTOMERS OR BUYERS THAT CAN'T ATTEND
- ◆ LIVE STREAM AVAILABLE FOR VIEWING AFTER SHOW
- ◆ BRANDING & SPONSORSHIP OPPORTUNITIES AVAILABLE
- ◆ 4K QUALITY VIDEO FOR LIVE STREAM

LIVE STREAM HOSTED ON:  



# SPONSORS

STARTING AT \$2,500

From Liquor Sponsors to new product startups get your product or beverages into consumers hands and obtain live feedback and content.



# EXHIBITORS

STARTING AT \$15,000

Artists, Art installations, and exhibitor activations are welcome and will have space to create memorable content worthy activations during the fashion show and after party.



# VENDORS

STARTING AT \$1999

Sell your products and educate consumers with a small table setup or a full vendor booth activation. Vendors will sell product during the fashion show and after party.



SELLING OPPORTUNITIES



# BEVERAGE / WINE / SPIRITS SPONSORSHIP

## PRICES STARTING AT \$5,000 ALL SPONSORSHIP PACKAGES INCLUDE THE FOLLOWING.

Brand recognition and logo placement on invitation marketing materials, newsletters, company/ ticketing websites and press releases

- Brand recognition and video or commercial played on social media platforms (content provided by you)
- Access to engage with curated list of influencers, designers, VIPs, sponsorship partners & media
- Option to provide branded products or materials in VIP gift bags or to all attendees/guests
- Logo or Brand Name on step and repeat (Red Carpet)
- Brand video or commercial will be played on LED Screen (content provided by you)
- 4 VIP Tickets for 4 General Admission tickets for Brand Guests
- Personal Guest List for influencers, affiliates, and media (upon approval)
- Event photos and videos featuring your Brand and products
- Verbal Brand Recognition via Live Host during event
- Ability to sell products and sign up customers for newsletters, contests, downloads, etc.



**PRICES VARY BASED ON SETUP SIZE  
AND OFFERINGS**



# RUNWAY DESIGNER PACKAGE

**PACKAGE A: \$7,500**  
**INCLUDES 10 LOOKS**

**PACKAGE B: \$12,500**  
**INCLUDES 15 LOOKS**

**PACKAGE B: \$14,999**  
**INCLUDES 30 LOOKS**

- Brand Recognition and Logo placement on Step & Repeat at Red Carpet, LED Screen, and all marketing materials, press releases, and newsletters
- 4 VIP Front Row Tickets and 2 2nd Row tickets and a VIP Section with 1 bottle included.
- Personal Brand Ambassador, Family, and Influencer Guest List (upon approval)
- 6FT Vendor table included to sell merchandise night of event
- Brand recognition and logo placement on invitation marketing materials, newsletters, company/ticketing websites and press releases
- Brand recognition and video or commercial played on social media platforms (content provided by you)
- Access to engage with curated list of influencers, designers, VIPs, sponsorship partners & media
- Option to provide branded products or materials as VIP gift bags
- Event photos and videos featuring your Brand will be provided post show.

Verbal Brand Recognition via Live Host during the event. (Brand Bio provided by you)  
DESIGNER PACKAGES VARY BY THE AMOUNT OF LOOKS BEING PRESENTED. THE NUMBER OF LOOKS DIRECTLY AFFECTS THE COSTS OF PRODUCTION & CONTENT PER BRAND



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## **RUNWAY DESIGNER PACKAGE: GOLD**

**\$7,500**

**INCLUDES 7-10 LOOKS**

**Logo placement on LED Screen**

Brand Recognition

1 personalized event flyer for your brand

Logo placement on LED Screen

Logo placement on step & Repeat at the Red Carpet,

Logo placement on marketing materials, press releases, and newsletters

2 VIP Front Row Tickets and 4 General admission tickets

Personal Brand Ambassador

**ALL PACKAGES INCLUDE**

Full Service Production - Hair & Makeup to Style assistance and content

coordination, will be handled by the Model Mafia Team Casting and coordination

included as well.

ADD 3 NIGHT STAY AT THE MARRIOTT FOR \$999



ography NYC

**FASHION  
WEEK  
TOUR**

# RUNWAY DESIGNER PACKAGE PLATINUM

\$12,500  
INCLUDES 10-15 LOOKS  
1 BILLBOARD  
4 INFLUENCER/ CELEBRITY MODELS

## Brand Recognition

1 personalized event flyer for your brand

1 billboard during the showcase

Logo placement on LED Screen

Logo placement on step & Repeat at the Red Carpet,

Logo placement on marketing materials, press releases, and newsletters

4 VIP Front Row Tickets and 6 General admission tickets

Personal Brand Ambassador

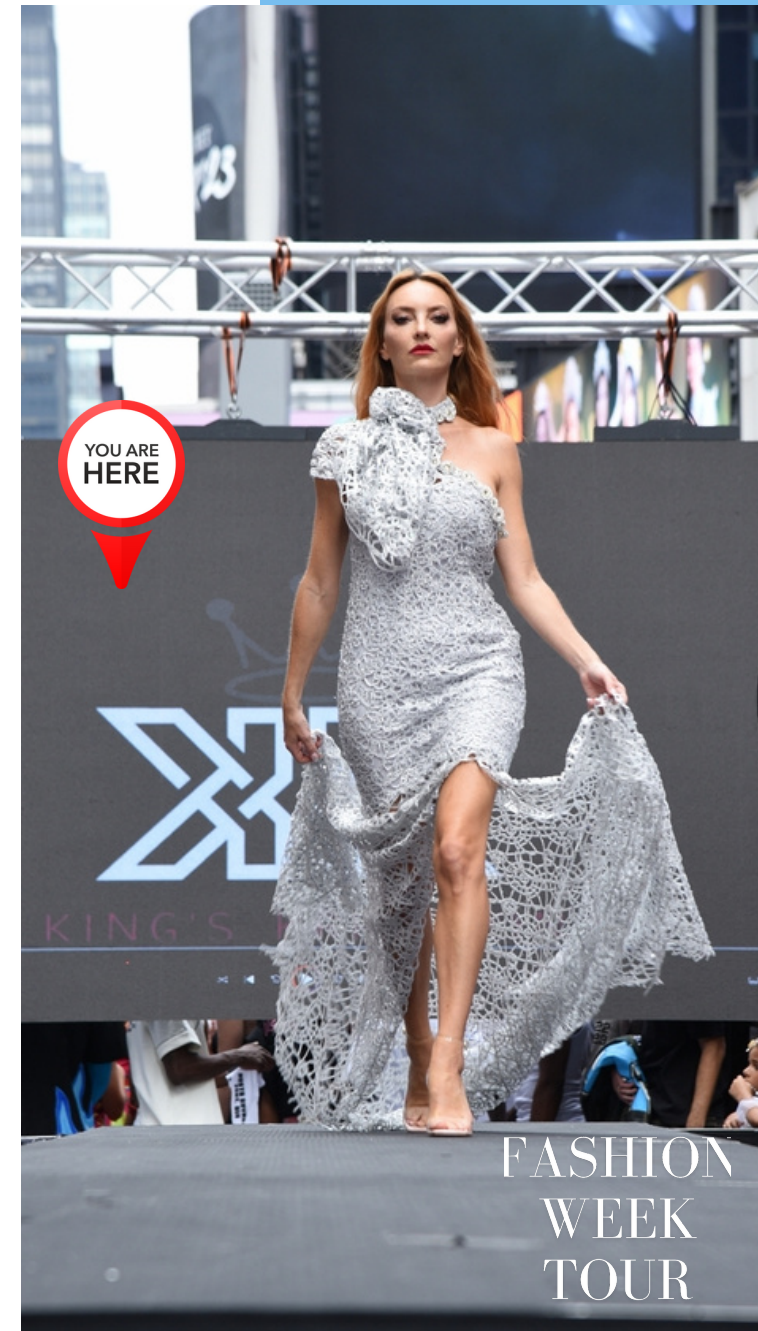
## ALL PACKAGES INCLUDE

Full-Service Production - Hair & Makeup to Style assistance and content

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included as well.

ADD 3 NIGHT STAY AT THE MARRIOTT FOR \$999



# RUNWAY DESIGNER PACKAGE DIAMOND

\$15,000

INCLUDES 15-20 LOOKS

1 published Look Book

3 BILLBOARD

7 INFLUENCER / CELEBRITY MODELS

## Brand Recognition

1 personalized event landing page and flyer for your brand

3 billboards during the showcase

Logo placement on LED Screen

Logo placement on step & Repeat at the Red Carpet,

Logo placement on marketing materials, press releases, and newsletters

8 VIP Front Row Tickets and 10 General admission

5 Personal Brand Ambassadors

## ALL PACKAGES INCLUDE

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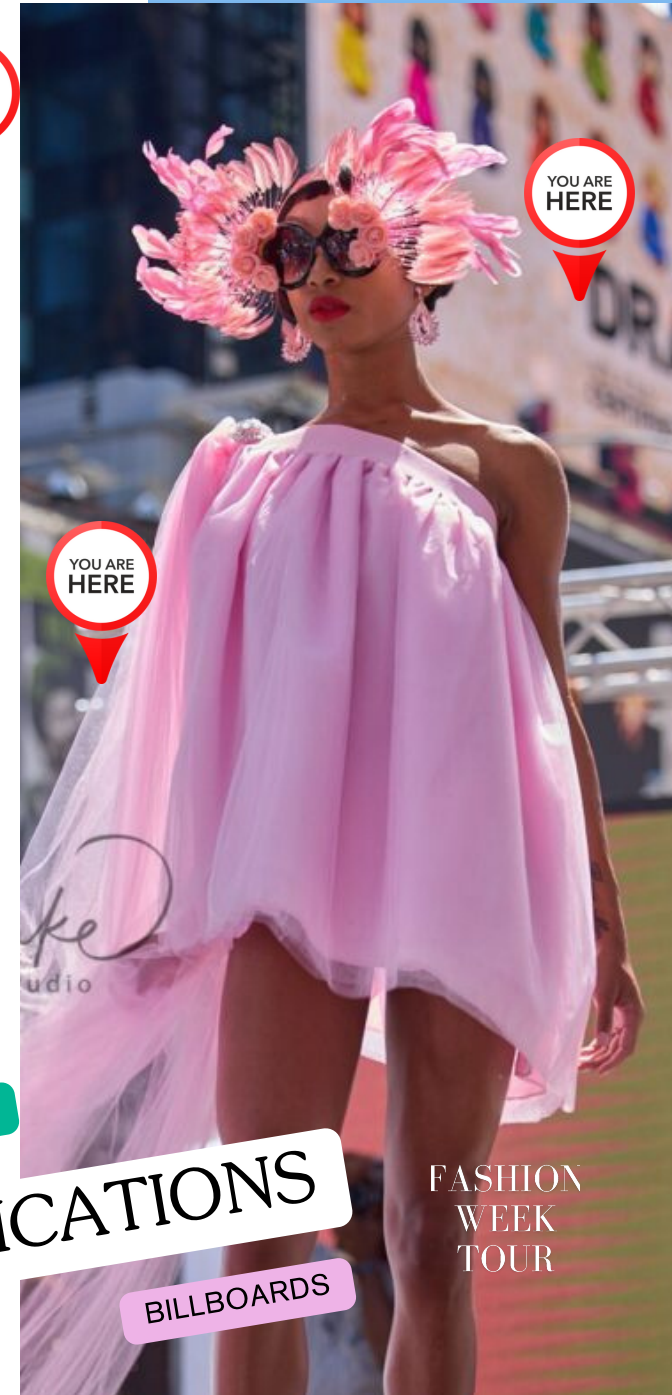
included as well.



INFLUENCERS

PUBLICATIONS

BILLBOARDS



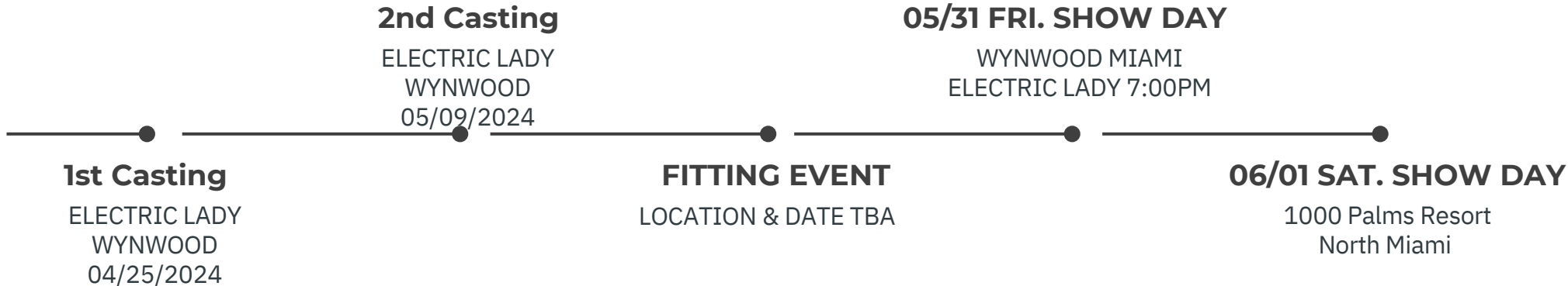
FASHION  
WEEK  
TOUR

ADD 3 NIGHT STAY AT THE MARRIOT FOR \$999



# OUR TIMELINE

**FUSION  
FASHION  
EVENTS**





# OUR CONTACT



✉ Send your message, questions, or comments at  
[THEFAHSIONWEEKTOUR@GMAIL.COM](mailto:THEFAHSIONWEEKTOUR@GMAIL.COM)

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📞 Give us a call at  
800.539.6474

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Follow us on Instagram  
[@THEFASHIONWEEKTOUR](https://www.instagram.com/THEFASHIONWEEKTOUR)