

**W** & **VIRTUE**

# 2024 SPONSORSHIP DECK

BENEFITING



PRODUCTIONS

PRODUCTIONS WITH POWER, PASSION AND PURPOSE





<https://www.vandvproductions.com/videos>

**FASHION AT THE FOUNTAIN** has been a huge success and a pivotal moment in Cincinnati's history...We're stepping boldly into the future with world class productions, viable, industry-leading initiatives, programs to develop a culture of generational economic empowerment - - through entrepreneurial and corporate businesses development, educational training programs, bridge alliances and feeder partnerships.



Our vision and our mission was proven at our inaugural show in 2022 and validated once again in our 2023 Runway production, seminars and workshops. The Fashion At The Fountain Runway Experience went straight from the runway directly into to the hearts, minds and souls of the people of Cincinnati. This was only the beginning. We will forge a path to reach citizens in the largely under served community. We will put them to work as we establish ourselves as the center of the Apparel Industry in the Midwest.



**We're the talk of the town!**

Here's just a few comments gathered from attendees, sponsors, city leadership and the media...

**" Remarkable!"**

**"Mind blowing..."**

**"Changed the city of Cincinnati forever..."**

**"A part of history..."**

**"The city of Cincinnati has never seen anything like it...:"**

**"The real thing..."**

**"Can't wait for next year..."**

**"Top notch!"**





## A BRIEF REVIEW OF OUR HISTORY

**Valor & Virtue Productions** is an innovation production company focused on executing high-level events, productions, and educational platforms that create viable conduits to commerce in the Fashion industry which will impact the community.



## PHILANTHROPY

More than presenting productions and events, we work behind the scenes to **engage people of the community** in the process of production; not only for the stage but also for the development of tangent businesses and brands.

Established in Cincinnati in September of 2021, **Valor & Virtue Productions** is bolstered by **30+ years** of hands on creative and executive level experience in the Fashion & Apparel industry in Los Angeles.

The company has established a strategic philanthropic arm with the **Los Angeles based NON-PROFIT, BLACK DESIGN COLLECTIVE**, launching its **Midwest Charter**, in February of 2023. The non-profit organization was founded by Oscar award winning and internationally known Black Designers.





Below are just a few of that jobs that go into bringing a single garment from concept to consumer.

- Special Events and Production
- Copy writing
- Voice Over
- Lighting and Sound Engineering
- Sound Lighting Engineering
- Stage Management / Props / Production Assistant
- Fashion Marketing / Branding and Promotions
- Digital Arts / Graphics Design / Visual Display
- Publicity
- Drawing / Sketching
- Product Sourcing / Development / Procurement and Production / Import & Export
- Pattern Making
- Sewing
- Sales
- Licensing
- Advertising
- Modeling
- Fashion Administration
- Business Development
- Social Media
- Fashion Blogging
- Event Production / Hosting
- Finance / Sponsorship Liaising
- Talent Coordination / Hospitality / Transportation
- Logistics



# The Midwest Apparel Creative Center MACC

## VISION STATEMENT

To promote economic and workforce development by establishing our presence as the ultimate Fashion, Beauty, and Lifestyle Arts Production company throughout Cincinnati & the Midwest.

## MISSION STATEMENT:

“Our mission is to serve as a catalyst for emerging apparel brands, offering comprehensive solutions that seamlessly transition ideas into high-quality garments. We are committed to promoting diversity and inclusivity while fostering innovation in fashion.”

### EXPLORE:

Take an active role in discovering new and innovative talent.

### EDUCATE:

Create learning platforms to engage small businesses and entrepreneurs in the processes, methods and strategies necessary to enter the marketplace with the financial literacy to succeed.

### EMPOWER:

Provide them with the tools and networking systems, both locally and nationally that they need to foster success in the fashion & beauty industry.

**ENRICH:** Elevate their standard operating procedures. Continually encourage them to operate from a position of excellence in order to share in the financial rewards of multi billion-dollar industries.

### ESTABLISH:

Pay it forward. Create a communal culture that fosters generational wealth that provides opportunities and career paths to the artisans of the local community.



[www.TheMACcenter.co](http://www.TheMACcenter.co)



## MORE THAN A FASHION STATEMENT....

Creating and sustaining a concept, vision and mission like ours takes commitment and dedication to the community we serve.

We are asking for the support of **local government agencies as well as private and public corporations** to join as we build this enormous vision through our Midwest Apparel Creative Center (MACC).

Of critical importance is **Valor & Virtue Production & The Black Design Collective-Midwest Chapter's** visual establishment within the community, supported by Cincinnati's league of Fortune 500 companies and others.

These strategic partnerships/ sponsorships and grants bolster the relationships between local and international brands and reach directly into the industries they serve.

**Business seminars, meeting rooms, classrooms, workshops, production studios, training centers, Pop-Up Shops, small batch manufacturing, showrooms, event spaces,** these are all elements that require functional spaces to be shared with the community.

We believe in the adage of  
**"The Art of Doing Business Creatively"**





## **DIAMOND STATUS- \$30,000**

- Exclusive opportunity for your select executive team member to deliver welcome remarks during the opening of the show
- Reserved VIP Seating for 10 at the Runway Fashion Show
- Booth on Fountain Square stages
- Display table at BDC Midwest Chapter Workshop and Seminars for 1 year
- 10 VIP passes for the official Valor and Virtue Meet & Greet VIP Reception
- Invitation to Sponsor/Vendor Pre-show Meet & Mix
- Your branded promotional items included in the event gift bag
- Opportunity to for company representative to present as panelist during Pre-show Vendor Workshop
- Opportunity for live Red-Carpet interview with select executive team member
- Vendor table at December Designer Holiday Pop Up Shop

### **ADVERTISING**

- Prominent placement of Company Name & logo on stage screens
- Company Name & logo listed as 'Title Sponsor'
- Company Name & logo on table cards at Meet & Greet VIP reception
- Prominent logo placement on "Red Carpet" media wall
- Company Name & logo on show stage banners as Title Sponsor
- Company Name & logo on show program as Title Sponsor
- Company Name & logo on pre-show promotional printed materials

### **ADVANCED CONTENT MARKETING**

- One 60 second (company produced) commercial quality sponsor video during live event, & on social media channels
- Access to customer lead data and event analytics
- Access to all reusable digital assets for future targeted marketing strategies
- Highlighted mentions in all external media coverage
- Company name & logo with live link to your company website on **VALOR AND VIRTUE** website for 12 months
- Company name included on BDC Midwest Chapter & Valor and Virtue social media as **DIAMOND SPONSOR**



**DIAMOND**  
**"PREMIER SPONSORS"**  
**\$30,000**







# PLATINUM

## “PRESENTING SPONSORS”

### \$20,000



## **PLATINUM STATUS - \$20,000**

- Onstage acknowledgement during welcome remarks at the opening of the show
- Reserved VIP Seating for 8 at the fashion show production
- Display table at BDC Midwest Chapter Workshops and Seminars for 1 year
- 8 VIP passes for the official Valor and Virtue VIP Pre-Show Reception
- Invitation to Sponsor/Vendor Pre-show Meet & Mix
- Your branded promotional items included in the event Swag Bag
  - Vendor table at December Designer Holiday Pop Up Shop

### ***ADVERTISING***

Company Name & logo on stage screens

- Company Name & logo listed as 'Presenting Sponsor'
- Company logo on table cards at pre -show VIP reception
- Elevated logo placement on “Red Carpet” Step and Repeat wall
- Company Name & logo on show stage banners
- Company Name & logo on show program
- Company Name & logo on pre-show promotional printed materials
  - Company listed as Presenting Sponsor on BCF streaming live TV

### ***ADVANCED CONTENT MARKETING***

- 30 second Company produced commercial on Valor and Virtue YouTube channel for 1 year
- Access to all reusable digital assets for future targeted marketing campaigns
- Highlighted mentions in external media coverage
- Company name & logo with active company website link on **VALOR AND VIRTUE** website for 6 months [www.VandVproductions.com](http://www.VandVproductions.com)
- Company name included on Valor and Virtue media posts **PLATINUM SPONSOR**

## **GOLD STATUS -\$10,000**

- Onstage acknowledgement during welcome remarks at the opening of the show
- Reserved VIP Seating for 6 at the fashion show production
- Company marketing material included in BDC Midwest Chapter Seminars & Workshop promotional bags for 1 year
- 6 VIP passes for the official Valor and Virtue VIP Pre-Show Reception
- Invitation to Sponsor/Vendor Pre-show Meet & Mix
- Your branded promotional items included in the Show Swag Bag

### ***ADVERTISING***

- Company Name & logo on stage screens
- Company Name & logo listed as 'Premier Sponsor'
- Company logo on table cards at pre -show VIP reception
- Logo placement on "Red Carpet" media wall
- Company Name & logo on show program
- Company Name & logo on pre-show promotional printed materials

### ***DIGITAL MARKETING***

- Highlighted mentions in external media coverage
- Company name & logo with active company website link on **VALOR AND VIRTUE** website for 6 months [www.VandVproductions.com](http://www.VandVproductions.com)
- Company name included on Valor and Virtue & BDC Midwest Chapter social media posts as **GOLD SPONSOR**



**GOLD**  
**"KEY SPONSORS"**  
**\$10,000**





## **SILVER STATUS \$5,000**

- Onstage acknowledgement during welcome remarks at the opening of the show
- Reserved VIP Seating for 4 at the Fashion Show
- 4 VIP passes for the official Valor and Virtue VIP Pre-Show Mixer
- Your branded promotional items included in the Show Swag Bag
- Company marketing material included in BDC Midwest Chapter Workshops and Seminars for 1 year

### ***ADVERTISING***

- Company logo on stage screens at Fashion Show
- Company Name & logo listed as 'Key Sponsor'
- Company logo on table cards at pre -show VIP reception
- Logo placement on "Red Carpet" media wall
- Company logo on show program
- Company logo on all pre-show promotional printed materials

### ***DIGITAL MARKETING***

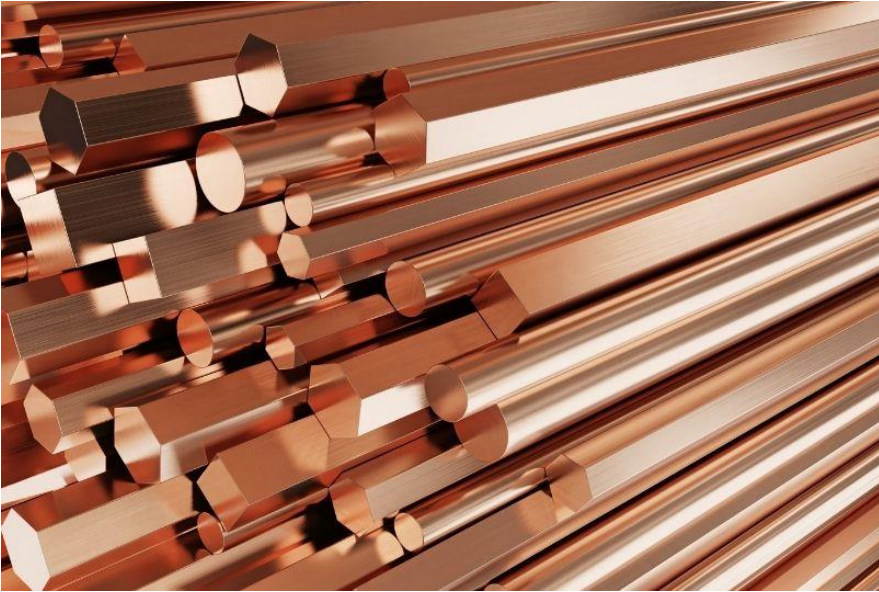
- Company name & logo on **VALOR AND VIRTUE** website for 6 months [www.VandVproductions.com](http://www.VandVproductions.com)
- Company logo included on Valor and Virtue media posts as **SILVER SPONSOR**



**SILVER**  
**"PARTICIPATING SPONSORSHIP"**  
**\$5,000**



MIDWEST CHAPTER



**“CONTRIBUTING SPONSOR”  
\$2,500**



**CONTRIBUTING SPONSORSHIP - \$2,500**

- 2 VIP passes for the official Valor and Virtue VIP Pre-Show Reception and Reserved Seating at the fashion show
- Invitation to Sponsor/Vendor Pre-show Meet & Mix
- Your branded promotional items included in the event Gift Bag
- Opportunity for company representative to speak as panelist during Pre-show Workshop
- Photo opportunities with other VIP guests and attendees

**ADVERTISING**

- Company Name on stage screens
- Company Name listed as ‘Contributing Sponsor’
- Company Name on table cards at pre -show VIP reception
- Logo placement on “Red Carpet” media wall
- Company Name & logo on show stage banners

**DIGITAL MARKETING**

- Mentions in external media coverage
- Company name & logo on **VALOR AND VIRTUE** website





## **CUSTOMIZE YOUR SPONSORSHIP** *OVERVIEW*

***ADVERTISING***

***DIGITAL MARKETING***

We offer a range of benefits, including prominent logo placement at the event, recognition in our marketing materials, social media shout-outs, and the opportunity to address our audience during the show. We are also open to discussing custom sponsorship packages tailored to your organization's needs and objectives.



PRODUCTIONS WITH POWER, PASSION AND PURPOSE ...

**“CUSTOM SPONSORSHIP”**





## IN-KIND SPONSORSHIP - PRODUCT & SERVICES \$TBD

### *AVAILABLE CATEGORIES:*

Hospitality/Accommodations, Transportation/ Courier Services, Printing (Promotional Collateral, Banners, Signage, Postcards, Business Cards, Table Cards), Décor, Gift Bags, T-shirts and (other promotional "novelty" items, water bottles), Food/Refreshments/Coffee/Water Snacks (meetings, rehearsals, event day), Tents, Tables/Chairs, Table Covers, Security, Staging (Pipe and Drape), Storage, Technology (monitors / cameras etc.)

- 
- ***EXECUTIVE STATUS***
  - 2 Reserved VIP seats at the show and
  - 2 VIP passes to Pre- Show Mixer
- ***ADVERTISING***
  - Company Name & logo on red carpet step and repeat wall
  - Advertising material included inside show gift bags
  - Name mentions at opening of show DIGITAL MARKETING
  - Company name on **VALOR AND VIRTUE** Website for 6 months
  - Company name & logo included on Social Media outlets



**IN-KIND  
SPONSOR  
\$VALUE TBD  
Product/Services**



MIDWEST CHAPTER



# VENDORS- \$300

- Includes:
  - 10 X 10 booth space
  - Covered Tent
  - 6 foot table
  - 2 chairs
- *Name and contact included in the Show Program*
- *Name listed on Valor and Virtue Website*

[www.VandVproductions.com](http://www.VandVproductions.com)



MIDWEST CHAPTER



**FASHION AT THE FOUNTAIN RUNWAY SHOW** set a new standard for community-driven, industry relevant events for the Tri-State area and we have only just begun. **Valor and Virtue Productions** has numerous industry related workshops, seminars and training sessions scheduled for 2024. We believe the synergy created around these projects are a perfect opportunity for you to partner with us.

We look forward to hearing from you!

Valor and Virtue Productions

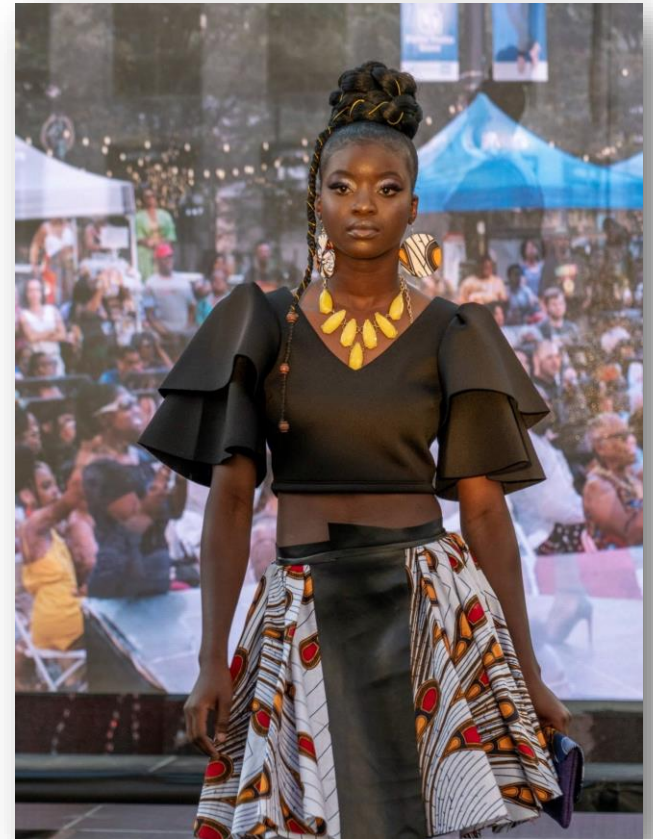
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VVProductions



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YouTube

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