



RETAILER SPONSOR PACK

PROMOTING LINCOLN AS A MAJOR RETAIL DESTINATION.

Lincoln Fashion Week: 10th – 17th May 2019

Lincoln Business Improvement Group would like to invite you to be involved in an exciting opportunity to celebrate the fashion culture in Lincoln through the Lincoln Fashion Week 2019. This 8 day event will see a variety of events throughout the course of the week, spread across Lincoln city centre the events will showcase fashion, design, style, and health & wellbeing, closing with 'The BIG Finale' on Friday 17th May 2019.

Lincoln Fashion Week has proudly added value to the shopping experience for customers, positively impacting retailers each year by increasing exposure, promoting new collections and providing an enjoyable and positive event for staff and visitors.

Lincoln Fashion Week is now in its fourth year, expanding across the city and working with over 300 volunteers from models to retailers and stylists. The event highlights Lincoln's fantastic fashion offer with global brands alongside independent designer labels from the south High Street to Bailgate.

TAKE PART IN THE FINALE – FREE

Highlight your support for Lincoln Fashion Week and be part of 'The BIG Finale' on Friday 17th May 2019. Benefits of participation include:

- Appearance on the Lincoln Fashion Week 'BIG Finale' catwalk within the themed sections.
- Presence in the programme.
- Access to our model database.
- Lincoln Fashion Week tote bags to give away during the week.
- Receive a digital pack, flyers, posters and door stickers for promotional use.

SPOTLIGHT RETAILER - £200 + VAT

Upgrade to a Spotlight Retailer to maximise the awareness of your business. You will receive your very own section of the Lincoln Fashion Week 'BIG Finale' catwalk, all benefits as above, plus:

- 1 to 1 advice and support in curating your catwalk from the Lincoln Fashion Week team.
- Spotlight presence in the programme.
- Company logo within the programme, on all marketing material and event dressing.

LINCOLN FASHION WEEK.

- Promotional space at Lincoln Fashion Week 'BIG Finale'.
- Highlighted features in social media marketing and inclusion on press releases.
- 2x VIP tickets to Lincoln Fashion Week 'BIG Finale'.

FASHION WEEK HOST

Host your own event during Lincoln Fashion Week and drive customers directly into your store. The Lincoln Fashion Week team can assist you with any equipment you may require and will provide you with all your marketing material for the event, as well as inclusion within the main events programme. Events could include:

- Live mannequin display
- Preview evening
- Student shopping event
- Card holder shopping event
- Personal shopping service
- Mini catwalk
- Designer talk
- Fashion workshops

2018 HIGHLIGHTS

- 29.8K social media reach during the event.
- 6K event programmes
- £3K raised for Lincoln Fashion Week Charity Partner
- 2.3K website and product catalogue views
- 2K free tote bags
- 215 outfits
- 156 models, 76% of which took part for fun, to gain confidence and to meet new people
- "Staff were amazing. Love seeing normal people of all shapes and sizes modelling. Nice to see more brands modelled this year"

