***PREPARING A PARTNERSHIP PROPOSAL***

*Note – You can use this template as guide for things to think about when preparing your own Corporate Partnership Proposal. To use this as a guide:*

* *Delete all of the ‘coloured text’ as you go and replace with your own information*
* *Replace all pictures.*
* *Use the headings, copy and commentary as a guide only*

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*NOTE – Use pictures of events that are from similar events, so that the potential donor can see a ‘human-face’ and the results of what their contribution will help create.*

**South West Fashion Festival Partnership Proposal**

**Bunbury Forum as Principal Partner “Bunbury Forum presents South West Fashion Festival 2016”** *(Insert name of your event and partnership here)*

*(NOTE – Put the name of the potential sponsor and the name of the partnership as one of the first things you see in the proposal as this is a ‘taste’ of the kind of recognition that the partner will receive)*

**PROJECT/EVENT OVERVIEW**

*NOTE – Talk high-level, strategic here. Who is doing what and what will be achieved. Who will benefit and where will it take place?*

*Outline the major events and outcomes ‘up-front’ as remember that many businesses are busy and you need to grab them in the opening paragraphs. If someone is only skim-reading your proposal they need the key information up-front.*

South West Fashion Festival (SWFF) aims to increase awareness, foster appreciation and generate excitement in the South West for fashion designers, buyers and media. The event aims to mentor local designers by showing them pathways to showcasing, promoting, networking and selling their product. It is supported not only by local designers but also introduces metropolitan designers to the South West region. With major creative talent throughout the Southwest Region, the SWFF has become a dynamic incubator space for models, designers and other creative industries.

SWFF aims to connect designers with buyers. The festival invites buyers to view not only the designer showcase parades but also the student and retailer parade. The beauty of the festival atmosphere is in developing ongoing relationships and dialogue with retailers, buyers and designers. SWFF has seen great success from the designers who have participated in SWFF, who now work together on creating, marketing and selling their ranges both locally, in Perth and broader afield. SWFF is a launchpad for designers to go on to larger festivals, to gain confidence and professionalism to approach metropolitan buyers and become part of a nationally connected network in the fashion industry.

SWFF will be held in October with a number of events at Bunbury Forum and Bunbury Regional Entertainment Centre (BREC). There will be multiple ‘touch-points’ and events including free and low-cost workshops, wearable art competitions, lectures of vintage fashion and a ‘Gala’ style evening with food and music.

The many events over the festival will include the Face of the South West Fashion Festival Competition at both BREC and Bunbury Forum, the Longest Runway in the South West at Bunbury Forum on Friday 8 October and the “Big Event” at BREC on Saturday 9 October. Satellite events including a Champagne Brunch and a variety of workshops will also be held around Bunbury from September 26 to October 8.

**AUDIENCE**

*NOTE – Talk about the intended audience for your project. What ages are they, do you know any demographic information. Do you have any facts and figures to back up your proposal? AND how many people are likely to be reached through this activity.*

Over recent years, the audience for the Festival has expanded significantly and this year the festival aims to expand again through an exciting partnership with the Bunbury Forum. The audience for the festival is currently comprised of retail buyers, media and consumers as a way of promoting the collections for immediate sales through South West retailers and as a way of exposing the collections for future purchase to local and metropolitan retailers.

The event will target fashion consumers throughout the South West Region and will draw from a catchment area of over 160,000 people to attend events in Bunbury, as well as aim to work with Tourism WA and Australia’s Southwest to attract people to Bunbury for overnight visitation and to events over the week and weekend.

In 2015, SWFF asked for feedback from participants and visitors, with surveys conducted throughout all events at the festival. Over 90% reported that the event “exceeded their expectations” and 85% reported that they were “extremely satisfied” with the event.

**THE EVENTS**

*NOTE – Detail the events themselves. What will happen there and what will take place? Talk about the events, who is involved and what will happen at these events. Try and paint a picture for the reader. Talk dates, times and places.*

**The Face of the South West Fashion   
Festival Competition   
Bunbury Forum, September and October**

Two semi-finals will be held at Bunbury Forum in the lead-up to the event. The Grand Final will be held at Bunbury Forum on Friday 8 October, with the winner announced on the night. After significant local press coverage at the announcement, the winner will then lead the runway festival at BREC on Saturday 9 October.

**Longest Runway in the South West - Forum Style  
Bunbury Forum, September and October**

This event will showcase the products of retailers at Bunbury Forum and will include the Grand Final of the Face of the South West Fashion Festival competition. The event will feature a runway show, ‘goody bags’ from Bunbury Forum retailers, free stylist sessions, canapes and pop-up markets stalls.

Both of these events are expected to draw large audiences which will result in increased awareness of Bunbury Forum’s retailers and their products, and of the Bunbury Forum as a premier shopping destination in the South West region.

**The Big Event**

**Bunbury Regional Entertainment Centre, Saturday 9 October**

Held throughout the day at The Cube theatre and Skybar foyer at BREC, this culmination of the Festival will combine world class production values, a stunning venue location and the professionalism of a big runway production. In keeping with the ‘access-for-all’ strategy, multiple sessions throughout the day will be held at the Centre to cater for different demographics in the community.

**Big Event sessions:**

12pm - Wearable Art through TAFE and local schools. Competition Winners and finalists are modelled on the catwalk.

4pm - Local designers runway show – featuring the best of local talent.

7pm – Fashion Forward Gala with the winner of the Face of the South West Fashion Festival and guest models (perhaps Mahala Ward, Caitlyn Lomax, Courtney Eaton). Glass of wine on arrival and cheese platters.

9.30pm - After Party at SALA Bar in Victoria Street with the best local DJs and body painted wait-staff featuring a pop-up parade with local designers and wearable art pieces.

**Satellite Events**

Bunbury Forum, Casellas and other locations

Champagne Brunch - Charlotte Smith, curator and owner of the Darnell Collection of International Vintage Couture, will hold a Champagne Brunch at Casellas where she will enthrall guests with her fashion stories and show just a selection of her 8,500+ pieces. Charlotte will also hold a lecture only at 3pm where she will focus on Future Stars in fashion. On Friday night, Charlotte will interview local celebrity guests, which we will broadcast at the event and online.

Grooming and Deportment Workshops from October 3-7. A series of low-cost grooming and deportment workshops with guest stylists and professionals to give confidence, inspire and educate.

‘Make me a Milliner’ – Fascinator/hat-making workshop with a professional costume designer.

**YOUR INVESTMENT**

*NOTE – THIS IS CRUCIAL. Corporate partnerships are about ‘return on investment’ (as well as the fluffy community stuff). What is your partner investing in? What will you be able to achieve with their investment and importantly, what with your partner get!*

**Principal Partner**

As Principal Partner, Bunbury Forum will receive naming rights to the Festival in 2016 – “Bunbury Forum presents South West Fashion Festival 2016”. Bunbury Forum will also play host to major events throughout the duration of the Festival, as well as be recognised at all events throughout the festival.

**Professional Coordination**

Professional event management will be provided by JAM Creative, directed by Joel McGuinness, who has many years of experience in managing festivals, entertainment venues and arts and community events. The Bunbury Forum Partnership will allow the South West Fashion Festival to appoint Joel as the Festival Director and ensure that the festival can work in partnership with the Bunbury Forum and develop mutually beneficial outcomes for all events at the festival.

**Publicity and Marketing**

A significant marketing campaign will form part of the South West Fashion Festival budget and the Bunbury Forum partnership will enable the festival to manage and coordinate this marketing for the festival. All events held at the Bunbury Forum will be part of the overall marketing campaign, however will not cover costs for ‘in-centre’ advertising.

**Acknowledgment**

*NOTE – Talk about how and where the partner will be acknowledged. This is vital for the partner to be able get the approvals/ see the value in their partnership*

SWFF will recognise the support of Bunbury Forum at every opportunity and in the following ways:

Naming rights for the Festival - “Bunbury Forum presents South West Fashion Festival 2016”

Logo placement on all marketing materials – Your company logo will be included on all marketing materials including all print media, online media and printed marketing collateral.

Complimentary tickets – Bunbury Forum will receive 10 tickets to each of the ‘Big Event’ sessions as well as a minimum of two tickets to all other events throughout the festival.

Pull-up banners – Printed pull-up banners (at Bunbury Forum’s cost) may be provided for all events for the duration of the festival.

Links from the Festival website and social media – Links and acknowledgment from the Festival website, Facebook page and Instagram account will be provided to acknowledge Bunbury Forum and connect audience members to the Forum.

Public speaking opportunities – Public speaking opportunities will be negotiated for the festival including any opening event as well as for the Gala event at BREC and at all events held at the Bunbury Forum.

Bunbury Forum

2016 Principal Partner of South West Fashion Festival

Total Investment - $xxxxxx Cash Partnership

Term of Partnership – This partnership agreement will be valid from the date of signing this proposal until after the events conclude on 10th October 2015.

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on behalf of Bunbury Forum agree to sponsor the South West Fashion Festival for the amount of $xxxxxxx in cash sponsorship as the festival’s Principal Partner.

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_

*NOTE - JAM Creative, CircuitWest and its representatives accepts no responsibility for the completeness or accuracy of any of the information contained in this document. Organisations should make their own judgments about this and seek expert advice if necessary. To the extent permitted by law, JAM Creative, CircuitWest and its representatives excludes all liability for loss or damage arising from the use of, or reliance on, the information contained in this document, whether or not caused by any negligence on the part of JAM Creative, CircuitWest and/or its representatives.*