



South West Fashion Festival Partnership Proposal

**Bunbury Forum as Principal Partner
“Bunbury Forum presents
South West Fashion Festival 2016”**



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PROJECT/EVENT OVERVIEW

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

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

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 Department Workshops from October 3-7. A series of low-cost grooming and department 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

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

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 - \$XXXXX Cash Partnership

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

Signed _____ Date _____

Conditions – The partnership covers overall sponsorship for the Festival and contribution the Festival-wide marketing costs. Production costs (including sound, lighting, staging, decorations, props etc) for the events held at Bunbury Forum are NOT covered by this partnership and the scope for these costs will be developed in conjunction with Meike Daeffner and Centre Management of Bunbury and the Festival Director.

