



SPONSORSHIP PROPOSAL

CONTACT

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PREPARED BY
DR. MICHELE LILES
OWNER
PEE DEE FASHION WEEK™





Introduction

Greetings and welcome to your exclusive sneak peak at the inaugural Pee Dee Fashion Week™ event! If you are reading this proposal, it is because we recognized your company or organization to find mutual benefits by sponsoring our event!

The first ever Pee Dee Fashion Week is an opportunity for Designers, Models, Photographers, and more to showcase their talent and skills right here in the Pee Dee area for all local fashion-lovers to see! Various events will be held throughout the week to include boutique, couture, and children's runway showcases, workshops and seminars for aspiring designers and models, industry professionals meet and greet, and more!

We anticipate the long-awaited Pee Dee Fashion Week event to gain a large attraction from local industry influencers, media, entertainers, aspiring fashion-industry moguls and local fashion-lovers! However, this will not be possible without your assistance! We want to develop a strategic relationship with your company or organization and have prepared a list of benefits to present to you in this proposal for sponsorship!

About Us

Pee Dee Fashion Week™ was founded by Dr. Michele Liles in 2023. Dr. Michele Liles is a native of Florence, SC where she graduated from West Florence High School in 2005 and went on to pursue a Bachelor of Arts from Coastal Carolina University in Conway, SC, graduating in 2009. She continued to pursue her educational journey at Webster University with a Masters in Human Resources Management, followed by an earned Doctoral degree from Walden University in Business Administration.

While Dr. Liles worked in Human Resources for almost a decade as a Recruiter, employing hundreds of local job-seekers, she also worked diligently as a Mom-Manager to develop a brand in the fashion-industry for her young, creative and inspiring daughter, Aminah Rose. Aminah Rose is the owner of www.aminahrose.com, a luxury children's boutique, and the CEO of "POSE by Aminah Rose," a bi-annual kid's fashion show and kid-preneur showcase, in Florence, SC.

As Dr. Liles paved the way for Aminah Rose to become a young fashion-industry mogul, many asked the question as to when there would be a platform for designers and models of all ages to showcase their talent and creativity, something that was been missing locally. Dr. Liles decided to answer that call. Welcome to Pee Dee Fashion Week!

Vision



- To provide a platform for local industry professionals to showcase their talent
- To provide opportunities for aspiring fashion-industry professionals to learn the industry and perfect their skills
- To bring awareness to talent in the Pee Dee area

Mission



- To highlight the fashion community in the Pee Dee area
- To bridge the gap between mainstream industry influencers and rising industry moguls
- To give exposure to local, aspiring, fashion-industry talent

Meet Our Team



Pee Dee Fashion Week™



Dr. Michele Liles
Founder & CEO



Imara White
Event Coordinator



Antoinette Cain
Chief Marketing Officer



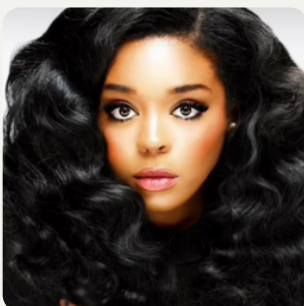
Emani Moses
Model Coordinator



Kireem Liles
Designer & Vendor
Coordinator



Diamonique Brunson
Styling Coordinator



Icesiz Davis
Beauty Coordinator
Makeup



Sofi Harris
Beauty Coordinator
Hair



Shainna Williams
Sponsorship
Coordinator

About The Event

The first ever Pee Dee Fashion Week™ event will be held in Summer 2024 in Florence, SC. Pee Dee Fashion Week will feature collections from Designers, Boutiques, Department Stores and more from Florence, Darlington, Marlboro, Chesterfield, Marion, Dillon, Williamsburg, Georgetown and Horry counties! Models from all over the Pee Dee will have the opportunity to walk the runway in the most stylish and fashionable local collections.

Pee Dee Fashion Week will be a week of events oriented to showcase and display wearable art inspired by style, flair and fashion in the Pee Dee! Events will include, but not be limited to, multi-designer runway showcases, boutique and store runway showcases, children's showcases, model and designer meet and greet, seminars and workshops for rising models and designers, top model competitions, photoshoots and more! There is no better time to make a fashion statement!



Event Highlight

Designer Showcase/
Fashion Expo

Model and Designer
Seminars & Workshops

Top Model Competition

Children's Showcase

Benefits for Sponsor

Sponsors could benefit from partnering with Pee Dee Fashion Week in many ways!

First Benefit

The first ever Pee Dee Fashion Week is guaranteed to receive a large amount of media presence. Sponsors could benefit by having their business names and logos associated with Pee Dee Fashion Week on a large marketing platform through radio, newspaper, and television advertising!

Second Benefit

Sponsors could benefit from a large networking opportunity by having vendor presence while displaying their business names and logos on all flyers, programs, banners and backdrops for Pee Dee Fashion Week!

Third Benefit

Sponsors could benefit from VIP guest treatment by receiving a VIP table along with free entry and food/drink services. Sponsors could will also receive time to speak and introduce their business to our audience during Pee Dee Fashion Week.

Sponsorship Package



STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE

Bronze Package

Bronze Level Sponsorship gives sponsors inclusion in all marketing initiatives giving them brand exposure!

Logo on banner

Logo on flyer

Brand advertisement on all PDFW social platforms

Brand advertisement on media platforms

Program Recognition

\$100

FASHION • FASHION • FASHION • FASHION • FASHION • FASHION • FASHION • FASHION • FASHION • FASHION

Silver Package

Silver Level Sponsorship gives Sponsors inclusion in marketing, brand exposure, vendor presence and access to shows!

Logo on flyer & banner

Brand Advertisement on all social & media platforms

Program Recognition

Vendor Booth

3 general admission for tickets to PDFW Day & Evening Shows

\$325

Sponsorship Package



STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE

Gold Package

Gold Level Sponsorship gives Sponsors inclusion in marketing, brand exposure, vendor presence, VIP access to shows & recognition during each show!

Logo on flyer & banner

Brand Advertisement on all social & media platforms

Program Recognition & Brand Introduction during both shows

Vendor Booth

5 VIP Tickets to the Day & Evening Shows

\$550



Thank you!
Hope you are
interested!

Contact

Phone 843-933-0228

Website www.peedeefashionweek.com

Email peedeefashionweek@gmail.com

[Sponsor Form](#)