



www.defiglobalinc.com | info@defiglobalinc.com | Fashion Careers Start Here

May 12th, 2024

Good News!

We have exciting opportunities for you to support our 2024-2025 season! In exchange for your support, we are offering you amazing hands-on opportunities and benefits with international visibility to be a part of the process of supporting and developing our talent during our 11th year of making the Southwest Ohio a fashion destination. Our new season kicks off July 12th, 2024, and we are looking for more than just sponsorships; we are looking for long term partners with individuals, businesses, and organizations with shared values to accomplish our mission of keeping Cincinnati and Dayton the Fashion Capital for the development and success of raw fashion based talent!

Since 2013, fashion talent from around the world have traveled to the Dayton to get hands on experience and access to our work. To date we have helped start up organizations in Michigan, Florida, New Mexico, New York and right here in Dayton build tables of their own to carve out a section of the \$900 billion dollar a year fashion industry. In 2025, we are expanding our work to include Dayton's first accredited Fashion and Design certification and degree program the Fashion Institute of Ohio and we're launching the The Cincinnati Fashion Incubator along with Fashion Week of Cincinnati!

(DE-FI) Global INC has singled handedly helped to launch the careers of over one thousands models, fashion designers, photographers, sewists, and more; many of whom have graced the pages of Vogue Magazine. Their designs have been featured on A-List celebrities at red carpet events such as the Oscars and have hands on experience working the big tent events at the granddaddy of all fashion events, New York Fashion Week!

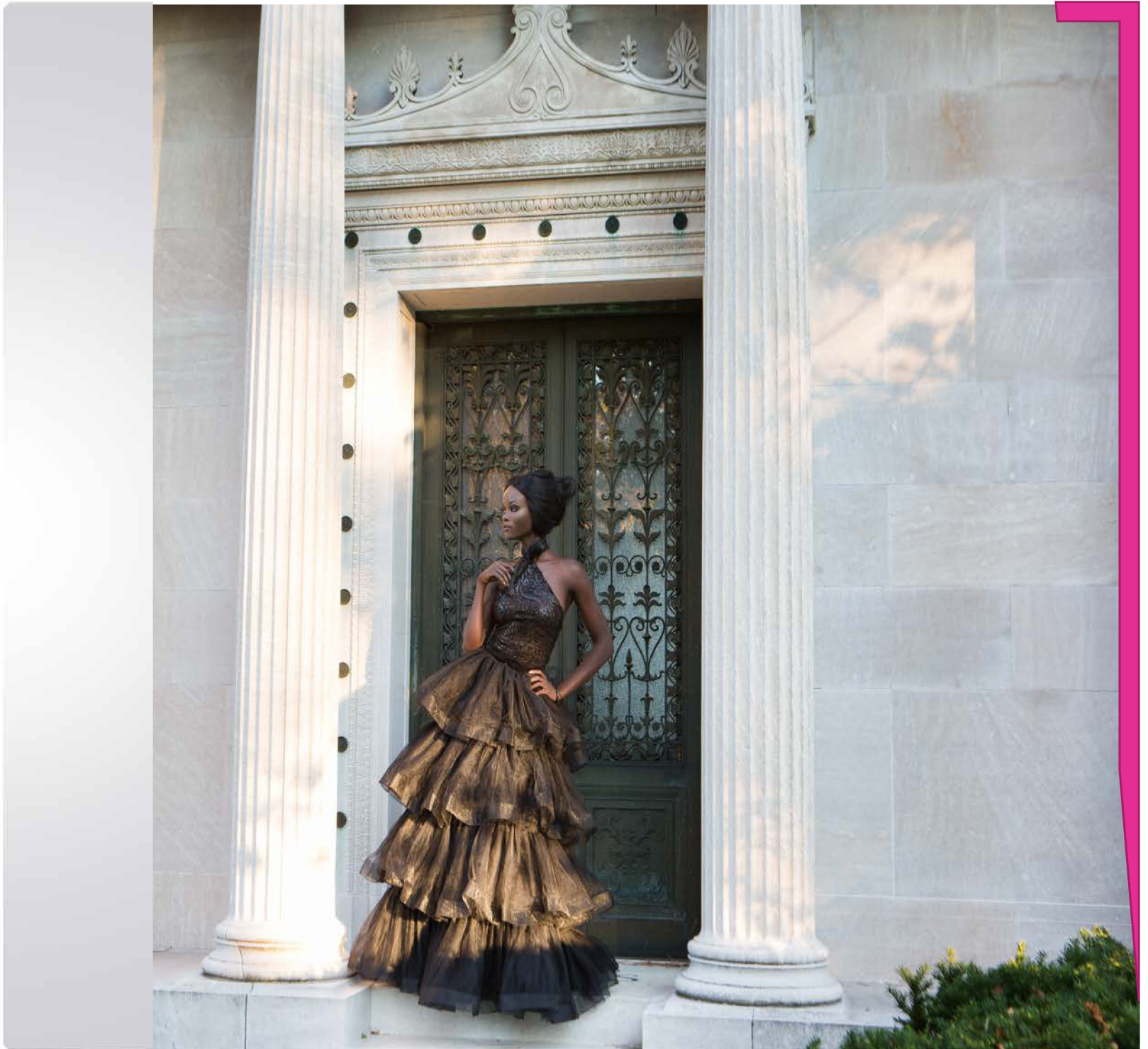
Our upcoming season is designed to bolster emerging fashion professionals across Southwest Ohio. As a partner and/or sponsor, you will receive benefits designed to increase your company's visibility, reach, amplification, and placement. What makes our 2024-2025 season such an amazing opportunity to get on board and support is, the foundation has already been laid. You are the key component in building our next level of success which has been built in large part to the diverse backgrounds of our supporters ranging from fashion professionals, business owners, local media, community leaders, and more. By lending us your name and providing financial support, services and/or resources, you are helping us become an economic driving force for our community.

We appreciate your time and consideration in becoming partners with the (DE-FI) Global INC and look forward to hearing from you soon to discuss growing together. If you have any questions, please feel free to contact me at 937-416-1388.

Caressa L. Brown

Owner/Director of (DE-FI) Global INC

President of The Art of (DE-FI)ance.



Who We Are and What We Do

Led by a volunteer team of experienced fashion industry professionals, business owners, and event planning specialists (DE-FI) Global INC's Incubators focuses on:

- 1) Developing Fashion Designers and other Fashion Professionals.
- 2) Helping them to build their teams and brands throughout the process.
- 3) Connecting them with like-minded individuals who are seeking careers in the media and/or event production while helping them all grow together.

Inspired by fashion weeks in New York, Paris, and Milan; Dayton Fashion Week is a Fashion Incubator designed to develop, build, and connect aspiring and emerging fashion professionals, participants, and invited guest alike in fully hands on and engaging fashion opportunities centered around fashion based talent, media, and event production.

Our vision is to celebrate Dayton, Cincinnati, and Southwest Ohio as the Birthplace of Aviation, Hub of Innovation, as well as staking our claim as the Fashion Capital for the development and success of fashion based talent and garment manufacturing.

It is the mission of Dayton Fashion Week's Designers Incubator and The Cincinnati Fashion Incubator to provide support to independent fashion designers and fashion based talent in the form of business resources, education, advocacy, advancement, and opportunities.

Our core values include excellence; diversity in people and of ideas; inclusion; access and affordability; innovation; collaboration; interdisciplinary endeavor; integrity; transparency, and trust.





(DE-FI) Sponsors and Partners

Because of your generous support, k Y `Xc ` bchXYbmUbrtbY `UWW gg`c`ci` f`g`fj `W`gXi Y ` hc `hY`f`bUV`]]mhc `dUm`As a result of your support, our talent has gained first hand experience and professional development from the Council of Fashion Designers of America; have worked behind the scenes of some of the most legendary design houses; are dressing and designing A-List celebrities; have walked in New York, Paris, and Milan Fashion Weeks; have been featured in Vogue, Glamour, and Essence magazines; have been the recipient of prestigious awards; and so much more.

It is your support that allows both our Cincinnati and Dayton fashion `bW`VUhc fgto use YbtfY d fY bY i` fU`U d d fc UWkes`hc`ZJg`c`b` k`J`h`b`X`J`]i`U`j`h`X`g` d`d`c`f`z`a`Y`b`c`f`b`[`Z`W`c`a`a`i`b`j`m`z`W`c`U`V`c`f`U`h`c`b`z`Y`j`Y`b`h`z`U`b`X` f`Y`g`c`i`f`W`g`h`c` `Y`d`aspiring XYgl` bYfgXYj`Y`c`d`V`c`h` `h`Y`f`V`i`g`b`Y`g`g`g`U`b`X` `h`Y`f`W`f`Y`f`g`via our fashion d`d`Y`j`b`Y`d`fc`[`f`U`a`a`]`b`[` which ibWi`XYg`but is not limited to the following:

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#TheFashionPipeline

Thank You

Strategic Partners, Affiliates, & Associates

- Evans Motorworks
- Uptown Custom and Collision
- The Ohio Pain Clinic
- L and H Rental
- BeautiControl
- The Shoe Diva Boutique
- Creative Images
- Pure Elegance Body Sculpting Spa Dayton
- Most Metro
- Audio Etc
- SunWatch Indian Village and Archaeological Park
- Caressa Brown Holdings Company Michelle Jannazo
- Kimberly Turner
- Loan Star Pawn Shop
- Singer Properties
- Sky Investors Group, LLC
- Royce Real Estate, LLC
- Bucyrus Land Holding LLC
- Mary Kay
- Edward A Dixon Gallery
- Miller Valentine
- 5/3 Center
- The Circle of Vision Keepers Re-entry and Recovery Program
- Montgomery County Sheriff's Department
- Montgomery County Sheriff's Police Athletic League (PAL)
- The Corner Stone Project
- The Wright Brothers USA Brand
- Two Trees
- The MunDay Program
- The City of Moraine
- The City of Kettering
- Clover Storm Photography
- Miami University
- Fashion Institute of Design and Merchandising (Los Angeles, CA)
- The University of Dayton
- The University of Cincinnati
- The Washington Prime Group
- Dayton Mall
- Council of Fashion Designers of America
- CFDA Connects
- Providing For Women
- Veggie-Soul The Urban Farmers Market
- Wagtown
- Women Encouraging Women
- Clover Storm Photography
- Lavish Vixens Model Agency
- HER Curves Boutique



#TheFashionExperience

It's more than just a fashion show; it's an experience! (DE-FI) Global INC has successfully hosted **13 Sold Out** Runway Experiences since our launch in July 2013. Members of our leadership have been interviewed and hand selected by the Council of Fashion Designers of America CFDA for volunteer opportunities to gain hands on training and experience behind the scenes of New York Fashion Week during the former Mercedes Benz Fashion Week. Members of (DE-FI) have also been invited by Art Hearts Fashion, a major producer of the newly reformatted New York Fashion Week NYFW, to assist with the casting process, write about their designers, as well as attend their main events. Making (DE-FI) one of only a handful of regional fashion organizations in the country with this broad of a range in experience and the only one that has produced high levels of success stories.

Whether you are participating or attending a (DE-FI) produced event, you'll never witness the same event twice! From having a runway of fire with an ancient restored Native American village as a back drop, to shutting down an entire airplane hangar with the Wright B Flyer leading the way; (DE-FI) Global INC LLC guarantees a world class #FashionExperience like no other!

Our partnership packages are customizable and are uniquely designed to fit your organization's visibility and budget. **Partnering with (DE-FI) Global INC offers** your company the opportunity to be a part of the development process of our talent; gain exposure through high visibility; and name recognition to our audience. Benefit **BEFORE** our major events through inclusion in pre-event marketing and opportunities. Benefit **DURING** our events with on site signage, traffic building campaigns, and opportunities to engage directly with our audience. Benefit **AFTER** the event with the quality leads generated throughout the entire targeted and intentional process of our partnership. With a mix of affordable, effective, and promotional opportunities, you're guaranteed that your audience will come looking for you.

#BeDisruptive #TheEvolutionContinues



The Disruptive Strategic Partner (\$3500)

- Honorary Innovative Fashionpreneur Membership to the House of (DE-FI)ance: A Fashion & Design Co-working Experience.
- Development of strategic partnership plan that aligns with shared values and goals.
- Business opportunities including presenting during the Build-A-Brand Experience; job board posting features for Brain Dayton; and serving as business mentor(s) for participants in our Fashion Incubators.
- (1) \$1000 grant in your companies name in support of (1) participant in our fashion incubator.
- (5) \$100 grants in your companies name in support of college and students from under-served communities to participate in professional development experiences.
- Your organization may host an event during Dayton Fashion Week: The Collections and Fashion Week of Cincinnati with signature cocktails.
- Corporate name/logo on all event promotions including but not limited to: website (w/hyperlink), mailers, social media, emails, and events.
- Two-page advertisement in event program and (DE-FI)ance Magazine- (must be turned in by deadline).
- Category Exclusivity.
- Access for (2) representatives for all Build-A-Brand Experiences and Brain Dayton networking opportunities during 2024-2025; discounts available for additional representatives.
- Prominently placed seating for all (DE-FI) Runway events including
- Top-tier presence on the partnership wall during events.
- (6) VIP tickets for our 2024-2025 season.
- Marketing and PR opportunities in (Parenthetically) Speaking Newsletter and opportunities to address attendees during events.
- Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive).



The (DE-FI)ant Strategic Partner (\$2500)

- Honorary Innovative Fashionpreneur Membership to the House of (DE-FI)ance: A Fashion & Design Co-working Experience.
- Development of strategic partnership plan that aligns with shared values and goals.
- Business opportunities including presenting during the Build-A-Brand Experience; job board posting features during Brain Dayton; and serving as a business mentor(s) for participants in our fashion incubator.
- (1) \$750 grant in your companies name in support of (1) participant in our fashion incubator.
- (4) \$75 grants in your companies name in support of college students or students from under-served communities to participate in professional development opportunities.
- One-page advertisement in event program and (DE-FI)ance Magazine (must be turned in by deadline).
- Prominently placed seating for all (DE-FI) Runway events including (4) VIP tickets for our 2024-2025 season.
- Access for (2) representatives for all Build-A-Brand Experiences and Brain Dayton networking opportunities during 2024-2025; discounts available for additional representatives.
- Marketing and PR opportunities in (Parenthetically) Speaking Newsletter.
- Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive).

The Good Trouble Maker Strategic Partner (\$1500)

- Honorary Innovative Fashionpreneur Membership to the House of (DE-FI)ance: A Fashion & Design Co-working Experience.
- Development of strategic partnership plan that aligns with shared values and goals.
- Business opportunities including presenting during the Build-A-Brand Experience; job board posting features during Brain Dayton; and serving as a business mentor(s) for participants in our fashion incubator as business mentor(s) for participants in our Fashion Incubators.
- (1) \$500 grant in your companies name in support of (1) participant in our fashion incubator.
- (2) \$50 grants in your companies name in support of college students and students from under-served communities to participate in professional development experiences.
- Logo on (DE-FI) Global INC's website.
- 1/2-page advertisement in event program and (DE-FI)ance Magazine (must be turned in by deadline).
- Prominently placed seating for all (DE-FI) Runway events including (2) VIP tickets for our 2024-2025 season.



The Mold Maker and Mold Breaker Affiliate (\$1000)

- Honorary Innovative Fashionpreneur Membership to the House of (DE-FI)ance: A Fashion & Design Co-working Experience.
- (4) \$25 grants in your companies name in support of college students and students from under-served communities to participate in professional development experiences.
- Logo on (DE-FI) Global INC's website.
- 1/4 page ad in event program and (DE-FI)ance Magazine.
- (2) VIP Tickets to all (DE-FI) Runway events during our 2024-2025 season.

The Rule Breaker Affiliate (\$750)

- Honorary Innovative Fashionpreneur Membership to the House of (DE-FI)ance: A Fashion & Design Co-working Experience.
- (2) \$25 grants in your companies name in support of college students and students from under-served communities to participate in professional development experiences.
- Year-round Corporate Name/Logo: website and event program.
- (2) VIP Tickets to a (DE-FI) event of your choice during our 2024-2025 season.
- 1/8 page ad in program and (DE-FI)ance Magazine.

The Bold Associate (\$500)

- Honorary Innovative Fashionpreneur Membership to the House of (DE-FI)ance: A Fashion & Design Co-working Experience.
- (2) \$25 grants in your companies name in support of college students and students from under-served communities to participate in professional development experiences.
- Year-round Corporate Name/Logo: website and event program.
- (2) General Admission tickets to a (DE-FI) Runway event of your choice in 2024-2025.

The Barrier Remover Associate (\$250)

- Honorary Innovative Fashionpreneur Membership to the House of (DE-FI)ance: A Fashion & Design Co-working Experience.
- Year-round Corporate Name/Logo: event program.

The Dreamer In-Kind Associate

- Details are negotiable for those unable to provide financial support yet have other ways to offer support of (DE-FI) Global INC and our subsidiaries.



Join The 2024-2025 Fashion Experience



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