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Good News!

We have exciting opportunities for you to support our 2022 season and in exchange for your support, we are offering amazing benefits with international visibility. Our 8th year of making the Gem City a fashion destination kicked off in March 2021 with the Grand Opening of the first of its kind fashion and design co-working space, the House of (DE-FI)ance: A Fashion & Design Co-working Experience and Dayton Threads, a slow fashion, Showroom & Couture Boutique both located inside of the Dayton Mall. We didn't stop there, we also, launched a 501 (c) (3), The Art of (DE-FI)ance Fashion Fund, and in the following month, we became a founding member of the Council of Fashion Designers of America's CFDA Connects Program, which includes (2) seats on the Leadership board and a vote on the CFDA Awards GUILD; we were also featured in the legendary Women's Wear Daily. Year 9, we are rebooting Dayton Fashion Week for the first time under the (DE-FI) Brand, and we're bringing in the leadership of the Council of Fashion Designers of America CFDA for the experience. This is only the beginning of what is certain to be a year of iconic proportions.

For our 2022 season, we are looking for more than just sponsorships, we are looking for long term partners with individuals and organizations with shared values to accomplish our mission of making Dayton, Ohio, the Fashion Capital of the Midwest! Since 2013, fashion talent from around the world have traveled to the Miami Valley 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. We have 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 in the Miami Valley area and across the Midwest. A few ways that we plan to accomplish our goals include:

1. Re-Launching our Build-A-Brand Professional Development Experience
2. Developing a stronger workforce development program for sewn services to attract garment manufacturers to the Miami Valley Area
3. Procuring needed equipment, materials, and supplies for educational purposes
4. Re-Launching A Generation of (DE-FI)ance
5. Creating a degree and/or certificate program for fashion design in Dayton
6. Creating a scholarship for regional fashion talent to help take their careers to the next level

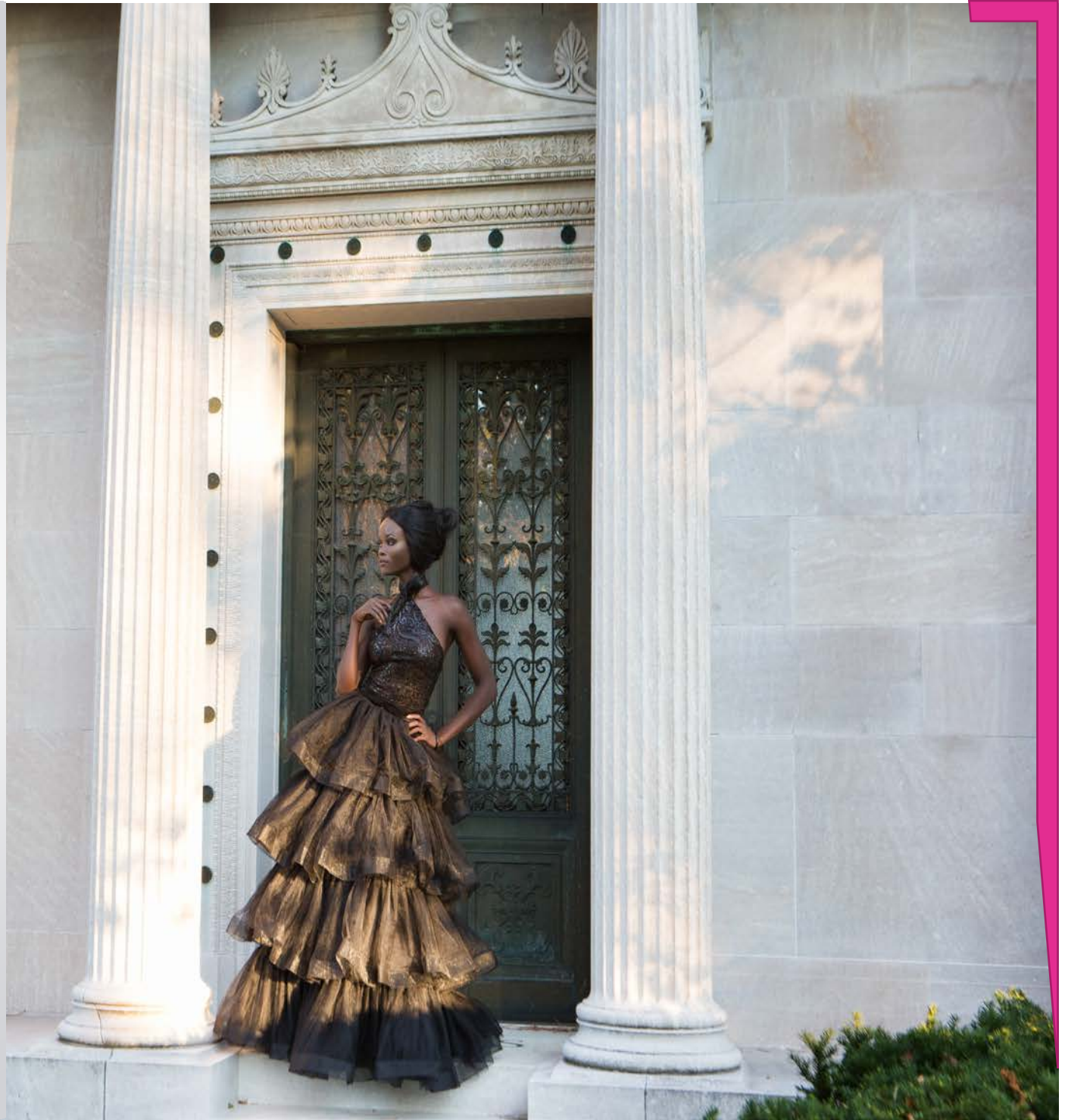
We understand the role that COVID-19 has played on budgets and manpower world wide, and you are rightfully selective with how you allocate your resources. As a partner and/or sponsor, you will receive benefits designed to increase your company's visibility, reach, amplification, and placement. What makes our 2022 season such an amazing opportunity to get on board and support is, the foundation has already been laid and 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 the Dayton area.

We appreciate your time and consideration in becoming partners with the Dayton Emerging Fashion Incubator and look forward to hearing from you soon to discuss growing together. If you have any questions, please feel free to contact me at 937-567-0824.

Warm Regards,

Caressa L. Brown

Owner of (DE-FI) Global INC LLC



Who We Are and What We Do

The Dayton Emerging Fashion Incubator (DE-FI) LLC is a first of its kind one stop organization that addresses and supports the fashion industry as a whole. An organizational so influential in its practices, strategy, and proven results that it reshaped how other regional fashion organizations across the Midwest operates. Affectionately known as (DE-FI) and pronounced "defy", we are a barrier removing volunteer community Think Tank providing access for emerging and aspiring designers, models, sewist, writers, photographers, textile makers and more into the fashion industry. In exchange, we ask that all participants volunteer at least 40 hours per year in their respective communities.

Owned and Directed by former model, Dayton, OH native, and 27 year veteran of the Fashion Industry Caressa L. Brown; (DE-FI) serves as an umbrella organization for The House of (DE-FI)ance: A Fashion & Design Coworking Experience, Dayton Threads, The Gem City Sewing Company, the Dayton Garment & Textile District, (DE-FI)ance Magazine, Dayton Design Week, and Dayton Fashion Week.

By celebrating beauty in all forms, (DE-FI) is leading the way in placing Dayton in the international fashion spotlight! It is our mission to provide support to Dayton and the Midwest's fashion industries in the form of business resources, exposure, education, advocacy, and advancement.





(DE-FI) Sponsors and Partners

Because of your support, (DE-FI) Designers have gained firsthand experience working behind the scenes of some of the most legendary design houses in the world. Their designs have been featured on the covers of Vogue Africa, in Vogue Italia, and Essence magazines. Our designers have been named to Forbes Top 30 Under 30 Fellows and they have also had their designs featured in music videos, commercial print, and film.

Over 100 of our models have been signed to agencies worldwide including Factor, Red, and Next. They have appeared on Project Runway and in the pages of Vogue. They have walked for New York, Paris, and Milan Fashion Weeks for designers like Marc Jacobs, Miu Miu, and Versace and have appeared in commercial ad campaigns for Old Navy, Kohl's, and Ashley Stewart. Our models have appeared in prime-time television for shows such as Empire and feature films on the Hallmark channel. Outside of modeling several of our models have gone on to pursue professional degrees in fashion, as well as acting from some of the most prestigious programs in the country.

We are truly thankful for our sponsors and partners as it would not have happened without them. Don't miss out on a great opportunity to not only be a part of one of the most anticipated events in fashion but also an opportunity to change people's lives. Our outstanding Fashion experience has been made possible by the following sponsors and partners:

Thank You Sponsors and Partners

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
STEM Whisperers
The Defour Program
Veggie-Soul The Urban Farmers Market
Wagtown
Women Encouraging Women
Trep House

#TheFashionPipeline



#TheFashionExperience

It's more than just fashion; it's an experience! The Dayton Emerging Fashion Incubator (DE-FI) LLC has successfully hosted **13 Sold Out** Fashion 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.

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; the Dayton Emerging Fashion Incubator (DE-FI) LLC is guaranteed to bring you a world class #FashionExperience like no other!

Our sponsorship packages are customizable and are uniquely designed to fit your organization's visibility and budget. **Sponsoring (DE-FI) offers** your company the opportunity to gain exposure through high visibility and name recognition to our audience. Benefit **BEFORE** the show through inclusion in pre-event marketing. Benefit **DURING** the event with onsite signage, traffic building campaigns, and opportunities to engage directly with our audience. Benefit **AFTER** the event with the quality leads generated at the event or any of the other available targeted opportunities that our Fashion Experience offers. With a mix of affordable, effective advertising and promotional opportunities, you're guaranteed customers will come looking for you!

#BeDisruptive #TheEvolutionContinues



Title Sponsor and Strategic Partner (\$2500)

- Development of strategic partnership plan that aligns with shared values and goals
 - Year-Round Exclusive Visibility as "Title Sponsor"
- Specific Sponsorship Package details can be negotiated
- Corporate Name/Logo on all event promotions including but not limited to: website (w/hyperlink), mailers, Facebook, Twitter, Emails, Event
 - Advertisement. All print advertising banners, etc
 - Logo/ad in box on front index page of Dayton Emerging Fashion Incubator website (w/hyperlink) as well as our subsidiary websites
 - Ad/Logo Event program/back cover of (DE-FI)ance Magazine
 - Two-page advertisement-(must be turned in by deadline)
- Category Exclusivity
- Logo on products (which may include t-shirts)
 - Banner/Signage placement at all events venues each day and prominently placed exhibitor's space or product display for as many events as desired/available
 - Permission to distribute literature and promotional items at all (DE-FI) sponsored events in 2022
 - Prominently placed seating for all (DE-FI) events in (10) tickets
- Corporate Executives will have the opportunity to address the crowd for all (DE-FI) events
- Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive)



Platinum Sponsor and Strategic Partner Benefits (\$1500)

- Year-round Corporate Name/Logo on all event promotions including but not limited to: website (w/hyperlink), mailers, Facebook, Twitter, Emails, Event Advertisement. All print advertising banners, etc
- Ad/Logo Event program/ inside back cover of (DE-FI)ance Magazine
- Two-page advertisement-(must be turned in by deadline) Category Exclusivity
- Prominently placed seating for all (DE-FI) events in 2022 (6) tickets
- Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive)

Feature Sponsor Benefits (\$1000)

- Year-round Corporate Name/Logo on all event promotions including but not limited to: website (w/hyperlink), mailers, Facebook, Twitter, Emails, Event Advertisement. All print advertising banners, etc
- Ad/Logo Event program and in (DE-FI)ance Magazine
- One-page advertisement-(must be turned in by deadline)
- Prominently placed seating for all (DE-FI) events in 2022 (4) tickets
- General Admission seating for all (DE-FI) events in 2022 (2) tickets
- Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive)

Select Sponsor Benefits (\$750)

- Year-round Corporate Name/Logo/Inclusion: website (w/hyperlink), program, mailers, Facebook, Twitter. All print advertising banners, etc
- Company name listed on the Sponsors/Contributors page of the website
- Half page ad in (DE-FI)ance Magazine and program VIP seating for all (DE-FI) events in 2022 (4) tickets Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive)



Premier Sponsor Benefits (\$500)

- Year-round Corporate Name/Logo: website (w/hyperlink), program, mailers
- ¼ page ad in program and (DE-FI)ance Magazine
- VIP seating for a (DE-FI) event of your choices in 2022(2) tickets
- Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive)

Debut Sponsor Benefits (\$250)

- Year-round Corporate Name/Logo: website (w/hyperlink), program, mailers
- 1/8 page ad in program and (DE-FI)ance Magazine
- General Admission seating a (DE-FI) event of your choice in 2022 (2) tickets
- Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive)

Patron Sponsor Benefits (\$125)

- Year-round Corporate Name/Logo: website (w/hyperlink), program, mailers
- 1/8 page ad in program and (DE-FI)ance Magazine
- Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive)

Fashion Partner Benefits (\$75)

- 1/8 page ad in program and (DE-FI)ance Magazine
- Opportunity to provide promotional items and literature in swag/gift bags, silent auction item donation. Quantity 100 (swag bag items are non-exclusive)

In-Kind Sponsorships Are Also Welcomed

Details are negotiable for those unable to provide financial support yet have large inventories of finished and semi-finished goods to offer in support of the Dayton Emerging Fashion Incubator (DE-FI) and our subsidiaries.



Join The 2022 Fashion Experience



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