

FARGO FASHION WEEK

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APRIL 4-13, 2025



RETAILER MARKETING
OPPORTUNITIES



Welcome to Fargo Fashion Week

Get Your Business in the Spotlight with Fargo Fashion Week!

Fargo Fashion Week isn't just about style—it's the premier marketing and branding event in the region! We bring together fashion, beauty, and entertainment to create a high-energy platform where businesses can gain visibility, connect with key audiences, and build brand recognition.

From local boutiques and national brands to beauty, wellness, hospitality, and lifestyle businesses—if your company thrives on exposure, engagement, and trendsetting opportunities, this is where you need to be.

As a partner of Fargo Fashion Week, your brand will be showcased through high-impact promotions, influencer collaborations, VIP experiences, and targeted marketing. Whether through sponsorships, vendor activations, or exclusive partnerships, we ensure that businesses stand out and reach their ideal customers. Be part of the movement where fashion meets business.

Let's create buzz, build connections, and make an impact together!



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FARGO FASHION WEEK

RETAILER MARKETING OPTIONS:

1. **FFW Fashion Live In-Store Event**
2. **Vendor Booth @McCulley Optix**
3. **Social Media Marketing
Showcase**
4. **Monthly Membership - The
Fashion Department: A Curated
Marketing Collective**
5. **Brand Ambassador**

SPRING/SUMMER 2025

1 FFW LIVE - SHOP THE SHOW



FARGO FASHION LIVE – SHOP THE SHOW!

Get your brand in front of trendsetters, influencers, and shoppers at Fargo Fashion Live: Shop The Show! This exclusive in-store and online shopping experience during Fargo Fashion Week brings together fashion, beauty, and entertainment like never before.

Why Sponsor?

- ✨ Unique Exposure – Feature your brand in front of a high-energy audience, both in-store and online.
- 👗 Live Shopping Experience – Engage customers with real-time product showcases & influencer collaborations.
- 🌟 Direct Sales & Engagement – Drive sales, increase brand awareness, and connect with fashion-forward shoppers.
- 👑 Exclusive VIP Access – Get your brand featured in giveaways, live segments, and influencer promotions.

Event Date: Monday, 4/7 or Thursday, 4/10

Event Location: Your store

**👛 Be part of the ultimate fusion of fashion, beauty, and retail.
Spots are limited!**



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FFW LIVE - SHOP THE SHOW



The Details

The FFW LIVE IN-STORE even is a "See It, Shop It, Own It – Live Fashion & Beauty Experience" event that combines an in-store shopping party with a QVC-style live stream.

How It Works:

1. Live Shopping Show (Online & In-Store) – A high-energy live-streamed shopping event featuring:
 - Models showcasing fashion, accessories, and beauty products.
 - A host (Natalie Sparrow & Guests) giving style tips, product demos, and exclusive offers.
 - Limited-time deals only available during the live stream.
 - Instant purchase links for online viewers & QR codes for in-store shoppers to claim discounts.
2. Exclusive In-Store Perks – To draw foot traffic, offer:
 - VIP Beauty & Style Lounges – Free mini makeovers, skincare consultations, or styling tips.
 - Sip & Shop – Offer light refreshments (wine, mocktails, or tea) to create a luxe experience.
 - Raffle & Giveaways – Every in-store purchase enters them into a drawing for high-value prizes (beauty bundles, fashion pieces, gift cards).
 -

Become a “SHOP THE SHOW” sponsor for a special intro rate of \$450 for S/S 2025 (regular rate: \$1200)



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VENDOR BOOTH







TUESDAY, APRIL 8, 2025






BECOME A VENDOR AT FARGO FASHION WEEK – ONLY \$150!

Showcase your business, connect with new customers, and be part of the MOST UNIQUE fashion and branding event in the region!

Vendor Benefits:

-  Spotlight on Social Media – 1 promotional post on Fargo Fashion Week platforms
-  Exclusive Online Presence – Business logo & website link featured on the FFW website
-  Chic Booth Space – Engage with stylish attendees at your selected event
-  VIP Access – 2 complimentary tickets to your event + 2 tickets to the exclusive Networking Party

Vendor Commitment:

-  Promote Fargo Fashion Week to your audience
-  Show Up & Shine – Manage your booth for the full event
-  Swag Bag Contribution – Share a little something with attendees
-  Secure your spot today and put your brand in the fashion spotlight!
-  Contact us to sign up!

Secure your spot today and put your brand in the spotlight!



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EXCLUSIVE OPPORTUNITY! UPGRADE



**💎 Become an Exclusive Event Sponsor – Just \$50
More!**

🌟 Own the Spotlight & Elevate Your Brand! 🌟

Upgrade your vendor package to Exclusive Event Sponsor and enjoy:

- 👑 **Category Exclusivity** – Be the only business of your kind at the event!
- 🎪 **Front-Row Presence** – Priority Booth Placement in a high-traffic area!
- 📸 **Extra Social Media Glam** – Get an additional featured post to boost your exposure!
- 🎤 **Runway Recognition** – A special shoutout from our event host to highlight your brand!

🌀 Secure your exclusive spot today – only one per category!



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3 SOCIAL MEDIA SPONSOR

BECOME A SOCIAL MEDIA SPONSOR – JUST \$95!


Can't attend Fargo Fashion Week but still want to be part of the excitement?

Support our growing community program and get your business recognized as an official Social Media Sponsor!


Sponsor Benefits:

 Social Media Spotlight – Your business will be featured in a post during Fargo Fashion Week!

 Runway Access – Receive 1 complimentary ticket to your selected event.


 VIP Fashion Experience – Enjoy 1 complimentary ticket to the Fargo Fashion Week Welcome Party!

 Your Commitment:

 Send Us Your Logo – We'll showcase your brand and celebrate your support throughout Fargo Fashion Week!

BONUS PROMO OPPORTUNITY!

 Offer an FFW Sales Promo – Provide a special offer or discount during Fargo Fashion Week, and we'll market the heck out of it with extra social media exposure and promotions!

 Support local fashion, gain brand exposure, and be part of something big – even from afar!

 Sign up today and let's shine together!



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SOCIAL MEDIA WEEK-LONG SPONSOR

Become a Social Sponsor for Fargo Fashion Week – All Week Long for Only \$300!

Maximize your brand's reach by becoming an exclusive Social Sponsor for Fargo Fashion Week!

For just \$300, you'll enjoy a full week of promotion and exposure that connects your brand to a high-impact audience.

What you get as a Social Sponsor:

- 📱 Daily Social Media Spotlight: Your brand will be featured on our social channels throughout the week, ensuring consistent visibility leading up to the event.
- 🗣️ Influencer Collaborations: Get in front of top influencers and fashion enthusiasts who will help amplify your brand's message.
- 🎉 Engagement Opportunities: Your brand will be highlighted in interactive content, giveaways, and promotional posts, creating buzz and excitement.
- 👑 VIP Recognition: Stand out with premium placement in our marketing efforts, ensuring your brand is recognized as a key partner of Fargo Fashion Week.

Leverage the power of social media to create lasting connections and elevate your brand for just \$300! Join us for an unforgettable week of fashion, beauty, and entertainment! 🌟



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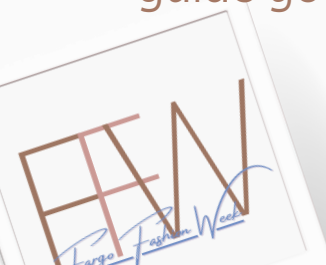


FFW MEMBERSHIP

The Curated Fashion Department: **Exclusive Brand Spotlights**

Feature your business on a premium platform, including exclusive social media posts, newsletters, and dedicated website features.

1. **VIP Access to Events:** Priority invitations and passes to fashion-related events, including the "Fargo Fashion Live: Shop the Show."
2. **Collaborative Marketing Opportunities:** Partner with other members for co-branded campaigns, influencer collaborations, and cross-promotions to amplify visibility.
3. **Branded Content Creation:** High-quality photo and video content produced by professional photographers, stylists, and videographers for use in your marketing.
4. **Personalized Marketing Strategy Sessions:** Monthly one-on-one consultations with a marketing expert to refine and elevate your brand's messaging and presence.
5. **Exclusive Promotions & Discounts:** Access to special deals on advertising, product placements, and marketing tools for FFW events and marketing.
6. **Early Access to Trends & Data Insights:** Receive curated reports on upcoming marketing trends and consumer behavior to help guide your business decisions.





FARGO FASHION WEEK AMBASSADOR



BE A VOICE FOR OUR COMMUNITY!

Be a part of making Fargo Fashion Week happen by making connections and sharing your passion for fashion and our community.

Benefits:

- 2 Complimentary season passes to all Fargo Fashion Week Events

Commitment:

- Contact at least 2 local businesses about being a Fashion Week Sponsor.
- Promote Fargo Fashion Week on Social Media
- Attend at least 1 Fargo Fashion Week Event and post on social media.
- Must sign up by 2 weeks before FFW



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Thank you for your Consideration!

Fargo Fashion Week is a dream I am proud to be making a reality, and now I am looking for help to do it. Please consider one of these opportunities to building community through fashion. If these aren't a fit, we are happy to talk about in-kind or customized sponsorships. If you have any questions, please let me know. I would love to hear how we could partner to make this event a success.

*Natalie Sparrow
Founder, Fargo Fashion Week*

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