

The background of the entire image is a dark, deep blue or black, filled with a dense field of out-of-focus light circles, known as bokeh. These circles vary in size and color, including shades of white, yellow, orange, red, pink, purple, and blue. Some circles are sharp and bright, while others are more faded and blurry, creating a sense of depth and movement. The overall effect is a shimmering, dreamlike texture.

make *fashion*

2014-2015
SPONSORSHIP PACKAGE

WEARABLE TECHNOLOGY

Imagine a world where your clothes regulate your body temperature, monitor your vital signs, and your necklace begins to glow when the sun goes down.

Today, this is achievable. Modern fashion designers are no stranger to the potential of merging clothing with electronics. Make Fashion is an initiative that introduces talented local designers to cutting edge new technologies, subject matter experts and wearable technology.

From information gathering to communication, modern computing has evolved into an invisibly integrated system woven into our everyday lives. As we become even more unified with technology the next step in this evolution is wearable computing.

As the mobile tech revolution winds down over the next 5-7 years, wearable and embedded technology is poised to earn:

Personal wearables - \$10 B (2016- Gartner)

Smartphone Accessories - \$20 B (2012- ABI)

US Apparel and Jewelry Manufacture - \$40 B (2013 - IBISWorld)

Wearable technology has already started to deliver innovation:

- Improving health and fitness awareness
- Reducing cognitive overload or distraction
- Personal customization / utility

Launched in June 2012, Make Fashion hosted its first wearable technology fashion show and gala on January 25 2013. High-end fashion designers and artists were introduced to the exciting world of wearables through a series of informative, hands-on, designer-lead workshops.

Make Fashion has since hosted two sold-out galas and has showcased the work of international designers around the world including Calgary, Las Vegas, and Shenzhen.

From awe-inspiring responsive runway dresses to medical applications, Make Fashion designers are inspired by functionality and fashion.

INNOVATION AND BEAUTY

Make Fashion is an entirely non-profit organization that raises funds to pay for artists' materials, fees, transportation, and lodging for events.

Our roadmap includes ongoing annual galas, touring our work to international fashion shows, performances, and MakerFaires, and a garment rental platform to make high-tech couture accessible for everyone.

Unlike other wearable initiatives, we aren't trying to sell the next fitness gizmo or smartwatch. Creativity and innovation are our guiding principles and we support and promote the work of independent artists and hobbyist makers.

Our "creativity first" approach has gained the attention of international media including the Financial Times, The Wall Street Journal, LA Times, France 24 Coverage, European Press, New York Daily News, and numerous others.

Our organizers currently receive no pay for 2000+ hours of work, and to this point have paid for all costs out-of-pocket. All sponsorship dollars and fundraiser sales have gone directly to materials and artists.

We are currently seeking partners, sponsors and investors to help us continue to organize Make Fashion and take our work to the next level.

Our 2014 major gala sponsors included OnConference, WestJet, Seed Studios, and Sparkfun Electronics. These sponsors gained international media recognition and were promoted to over 5,000 individuals in newsletters, mailouts, and our sold-out events. As we grow in 2015 and establish both USA and Canadian headquarters, our reach and reputation continues to extend internationally.



BECOME A SPONSOR

As a sponsor for Make Fashion you will have the opportunity to support one of the world's most exciting emerging festivals. Sponsorship will give you and your brand exposure to an audience of technology, culture, and arts enthusiasts. Make Fashion has access to over 5000 unique contacts through social media, e-mail lists, and partnered events.

Innovation/ Title Sponsor: \$20,000

Sponsor Benefits:

- Premium logo placement on website, poster, and event screens and promotional material at events post gala within Canada and internationally for up to 1 year following the gala.
- Title "brought to you by..." sponsorship on website, poster, marketing
- materials, and event screens
- Advertising through various social media channels and mailing lists including Maker Faire, Endeavor Arts, Beakerhead, Protospace and Digital Alberta - over 5000 unique individuals to be reached!
- Mentions on Make Fashion social media and mailouts
- 5 VIP tickets to Make Fashion Gala
- Mention from MC during the Make Fashion Gala
- Opportunity for sponsorship booth/banner advertising at Make Fashion Gala

Gold Sponsor: \$5,000

Sponsor Benefits:

- Premium logo placement on website, poster, and event screens at gala
- Advertising through various social media channels and mailing lists including Maker Faire, Endeavor Arts, Beakerhead, Protospace and Digital Alberta - over 5000 individuals to be reached!
- Mentions on Make Fashion social media and mailouts
- 4 VIP tickets to Make Fashion Gala
- Mention from MC during the Make Fashion Gala
- Opportunity for sponsorship booth/banner advertising at Make Fashion Gala

Silver Sponsor: \$2,500

Sponsor Benefits:

- Logo placement on website, poster, and event screens at gala
- Mentions on Make Fashion social media and mailouts
- 5 tickets to Make Fashion Gala

Bronze Sponsor: \$500

Sponsor Benefits:

- Logo placement on website, poster, and event screens at gala
- Mentions on Make Fashion social media and mailouts
- 2 Tickets to Make Fashion Gala

Designer Sponsor: \$1500

Promote your company/product by supporting a designer, this will help to cover for their materials and technology to use in their garment.

Sponsor Benefits:

- Logo placement on website, poster, and event screens at gala
- Mentions on Make Fashion social media and mailouts
- 2 Tickets to Make Fashion Gala

In-Kind Sponsor

Make Fashion is looking for sponsors to contribute silent auction items, event support (lighting/entertainment/food and beverage) and marketing support.

Sponsor Benefits:

- Logo placement on website, poster, and event screens at gala
- Tickets to Make Fashion Gala



To Become a Sponsor Contact:

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403-990-2923



info@makefashion.ca

www.makefashion.ca

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