



ROCKLAND
FASHION
WEEK
2021

NOVEMBER 6
PALISADES CENTER

SPONSORSHIP OPPORTUNITIES

#RFW2021 #rocklandfashionweek #rfw #fashionedtorock #bold #stayexcited

ROCKLAND FASHION WEEK is one of the most unique and exciting events to hit Rockland County. It is an uplifting and

inspiring networking event, celebrating the work of Rockland County, Orange County, Westchester County, New Jersey, Connecticut, and international fashion designers.



DETAILS

The 2nd Annual Rockland Fashion Week will take place on Saturday, November 6, 2021 at the Palisades Center from 5PM-8PM. The projected audience is 250-400 guests.

VENUE

Palisades Center is one of the top 10 most visited malls in America, attracting over 20 million guests a year. Palisades Center is in the heart of Rockland County, one of the most diverse, cultural, and fastest growing suburban counties in New York State.

AUDIENCE

Last year's event was covered by several media outlets including IHEARTRADIO, Rockland Business Journal, News12, and Hudson Valley Magazine. The event brings a cross section of people from the tri-state including politicians, bloggers, and people of all ages with a love of fashion.



ROCKLAND FASHION WEEK is produced by HOPE WADE of Hope Wade Designs. She is an award-winning fashion designer whose work has been seen on the runways of London Fashion Week, Caribbean Fashion Week, and NY Fashion Week. She owns the HOPE WADE DESIGNS STORE, located at 23 N Broadway in Nyack, NY.

ACCOLADES

September 2021 - Rockland Leadership Program

May 2021 - Recipient of the first Woman of Distinction Award by the State Assembly District 97 of New York

March 2020 - Member of Rockland Business Association RBA

February 2020 - President Elect 2020 for JAMCCAR Jamaica Civic and Cultural Association of Rockland

May 2019 -President of CMAA Alpha Tristate Alumni Association

November 2018- Designed the Miss Jamaica World gown worn by Khadijah Robinson at the Miss World Pageant in China

September 2018- Recipient of the Woman of Excellence Award 2018 by the Alpha Academy Alumnae Association of Jamaica

July 2018- Ordained as an Evangelist

May 2018- Her red flute gown was inducted in the Rock and Roll Hall of Fame Museum after being worn by Rock and Roll Hall of Fame Icon and Academy Award winner, and Rockland County resident, Darlene Love for her final Christmas performance on the David Letterman Show. Darlene also wore one of HWD's designs to perform for President Barack Obama and First Lady Michelle Obama, The Gospel Tradition: In Performance at the White House

May 2017- Honoree for JAMCCAR for Outstanding Community Service

2016- Pecha Kucha 20x20 presenter with Rosie O'Donnell

2016 - Voted Best Up and Coming Designer by Hudson Valley Magazine

2015- Top three finalist in Project Runway-A Critique with Tim Gunn

She has been published in Vogue, LoHud, Essence Blog, The Gleaner, Flair, W Magazine, WPIX11 TV, News12, JBC

She sits on the Boards of Cooper Union College Alumni, Village of Nyack Business Council, President of JAMCCAR (Jamaica Civic and Cultural Association of Rockland) and President of Alpha Tristate Chapter Alumnae Association of NY



BENEFITS OF SPONSORSHIP



AUDIENCE The event attracts Generation Z (14-18) and Millennials (11-32) passionate about fashion, street wear, music, pop culture, technology, social media, reality TV, in-person shopping, and name brand products. As well as Generation X with household incomes over \$107k that have historically supported Rockland Fashion Week.

LOCATION Palisades Center is a central site that has navigation markers throughout the entire Rockland/Westchester/Orange/Bergen County area. It is easy to locate, surrounded by two major highways. 56 digital screens throughout the four-level shopping center give your brand additional exposure.

SPONSORSHIP LEVELS

DIAMOND

\$7,500

- Signage on Runway
- Brand mentions by Emcee throughout the event
- Logo on all print and digital promotion material
- Logo on step and repeat (priority placement)
- Logo on stage
- Inclusion in press release
- Lead list of all attendees, press and media
- Brand representative to make a presentation on stage
- VIP seating for 15 guests
- Vendor booth
- Full page ad in event program

PLATINUM

\$5,000

- Logo on step and repeat
- Logo on stage
- Logo on all print and digital promotion material
- Inclusion in press release
- VIP seating for 10 guests
- Vendor booth
- Full page ad in event program

GOLD

\$2,500

- Logo on step and repeat
- Inclusion in press release
- VIP seating for 5 guests
- Vendor booth
- 1/2 page ad in event program

SILVER

\$1,500

- Inclusion in press release
- Logo on step and repeat
- VIP seating for 2 guests
- 1/2 page ad in event program

BRONZE

\$1,000

- VIP seating for 2 guests
- Logo on step and repeat
- 1/4 page ad in event program

PROGRAM BOOK

FULL PAGE

(8 1/2" x 11")

\$500

HALF PAGE

(8 1/2" x 5 1/2" or 4 1/4" x 11")

\$250

QUARTER PAGE

(4 1/4" x 5 1/2")

\$125

BUSINESS CARD

\$75