



# RUNWAY BAY FASHION WEEK

UTAMADUNI SI USHAMBWA







## Dear Client,

On behalf of the RunwayBay Fashion Week we would like to invite you to join us as sponsors for the upcoming First Annual Runway. This event is a great opportunity for your company to highlight the brand or product to the individuals and to the press. The Runway Bay team are young, fresh minded youth who are hard working and committed to making this event successful. To accomplish this task, we need help from supportive sponsors.

In return for your generous financial support of the event, we will promote your brand/product in our marketing campaigns, promotional materials, during the event and on social media. The promotions will benefit you by increasing brand awareness among the targeted audiences and more.

I greatly appreciate you taking the time to review our sponsorship proposal. Our success depends on partnerships with brands like yours. Should you have any questions, comments, or concerns, I encourage you to reach to us directly. I look forward to partnering with you to make the event successful. dear client and this is our main runwaybayfashionweek venue

Sincerely,

**Mr Waiz Houston Shelukindo**  
Organizers of the event.



# Executive Summary

Runway Bay fashion is a new and unique event that will celebrate creativity, glamour of those participating in the event. This is specifically created and inspired by the youth of this beautiful island of Zanzibar to help bring opportunity to others around the locality.

This event of fashion is an exclusive creative event involving a variety of sectors and audiences.

Runway Bay will set a platform not only for upcoming artists and designers of Zanzibar but also for tailors, illustrative creative minds, and youth from schools who want to have work experience in fields such as: photographers, videographers, stage assembly, sound technicians, stage lighting technicians, protocol teams and much more.

This unique home-grown event will be showcased as an extension of the creative culture of Zanzibar.

The island's fashion has a particular appeal to tourists and residents. Runway Bay is an excellent marketing opportunity that will have a broad range of audiences and will gain a great deal of media attention in the region.

Organizers of Runway Bay team will collaborate with fashion and business experts from Africa, UK, Italy, USA, Middle East, Egypt, and especially Zanzibar who are dedicated to create an unparalleled showcase.





## Background

Having a rich Swahili culture that blends with Arab, European and Indian influences, brought here for centuries on trade winds. Set in the coast of East African surrounded by crystal clear Indian Ocean called Zanzibar. The unique culture, paradise setting, and Zanzibar's status as a cosmopolitan hub of trade all influence the designs created and inspired by the archipelago.

The modern fashion industry in Zanzibar is varied, creative and attracts a wide variety of audiences. A great many designers are customers and make their name.



# Objectives

Create a platform where artists and fashion designers from Africa can showcase their skills together. As well as others can gain skills and have their dream jobs within Zanzibar.

Develop a quality event, allowing the East African MUA and fashion community, local community, tourists and foreign residents to explore the Zanzibar fashion scene. Foster creative development of up and coming Zanzibari designers. Position East Africa as a fashion destination in the global class.





## Audience Profile

- Discerning, trend setter, international
- 17-40 age demographic, young professionals and post-secondary students
- Independent thinkers with strong opinions and knowledge to the market
- Varied ethnic backgrounds, predominately a cross-section of the Tanzanian population
- High level of influence among their peers
- Predominantly affluent
- Varied fields and societal groups, united by interest in the fashion industry
- Industry professionals connected loosely to the fashion industry through media and arts, such as filmmakers, performing and visual artists, media professionals, musicians and many more.
- Academics engaged in Indian Ocean cultural/historical studies.



## Zanzibar Designers

The organizers of Runway Bay will be scouting for designers and artists across the region as well as from other countries; who will be appearing as guests whilst showcasing their latest collections. This will be our first event hence why no designers and artists are confirmed as of yet.



## Activities & Extras

Runway Bay team who has recognized this dearth of opportunity for Zanzibari artists, designers, and recognize the burgeoning potential in the island's creative culture. We decided to celebrate Zanzibar's unique up-and-coming creativity festival which is dedicated to our one-of-a-kind glamour island flavour. In addition to the festival itself, a variety of activities and events will be held that will attract a wider audience, involve the local community, gaining attention and buzz for the event itself.

We believe in nurturing budding creativity and in involving the local community in major events. Runway Bay will be holding a school competition for local secondary schools, involving youth in the festival and offering an amazing opportunity for blossoming young fashion designers to have their work shown on a major level. Students will submit their best designs to Runway Bay. The team will select the three best designs of the competition and display them publicly.

## Awards

RunwayBay Fashion Week is awarding fabulous prizes for our designers, artists, student participants, and guests!

In addition to these awards, each night will have a special "Most Stylish Man" and "Most Stylish Woman" award given out in our audience!

All the designers and models involved in RunwayBay Fashion Week will grace the pages of a special glamour edition magazine in a couple of countries. The magazines will be published after the event as a promotional tool for Runway Bay and Swahili style fashion in general.

- Best Fashion Designer of RunwayBay Fashion week
- Lifetime Achievement Award
- Best RunwayBay Fashion week Female Model
- Best RunwayBay Male Model
- Best Photographer





## Media Partners

In view of the above benefits, we propose the terms of the partnerships with YOUR COMPANY as follows -

- Media Partnerships
- Advertising Spots
- Support Event Radio Jingles
- Provide advertising playback for event and our major sponsors (to be agreed)
- Support the event PR campaign via interviews of artists

## Role of the Media Partner

- Promote this event extensively in the related print/digital outlets conveying taking place of this event.
- Commitment of media coverage of the event before, during and after the event.
- Listing of our event on all social media networks where you have a presence
- Dedicated mass mail blasts to your organization database
- Placing the poster of this event on the company website and other related websites
- Increasing the social media exposure of this event in all media channels and outlets associated with your organization to promote decision makers attendance
- Co-promotion on other partner/sister portals

# Sponsorship Packages

## Bronze

### Prize Sponsor

- Contribute products as a prize for winners
- Mention at the event and during online promotion
- Opportunity to reach more than 500 consumers in target demographic

### Gift Bag Sponsor

- Contribute items for RunwayBay Fashion Week gift bags
- Mention at the event and during online promotion
- Opportunity to reach over 500 consumers in target demographic

## Silver

### Event Sponsor \$150+

This entry-level sponsorship is great for local businesses who want visibility for their brand including social media adverts.

- Logo inclusions in online and offline promotion
- Business card printed in event program
- Mention at event and during online promotion
- Opportunity to reach over 500 consumers in target demographic



# Sponsorship Packages

## Gold

Partnering Event Sponsor \$1000+

This package is perfect for companies who are serious about supporting the event and creating great visibility for their brand including social media adverts, banners, posters and ads on our red carpet.

- Logo inclusion in all online and offline promotion
- Half page ad in event program
- Business card or ad placed in all VIP and audience gift bags
- Mention at the event and during online promotion
- Opportunity to reach over 500 consumers in target demographic

## Platinum

Title Event Sponsor \$4000+

This package has limited availability, and is available to sponsors who wish to be featured in every aspect of the event.

- Logo inclusion on step and repeat
- Logo inclusion in online and offline promotion
- Full page ad in event program
- Business card or ad placed in all VIP and audience gift bags
- Opportunity to reach over 500 consumers in target demographic

This will allow your company to be in our entire event and products with future upcoming pre-event.

# Founder

Waiz Houston Shelukindo was born 15th of May 1979 in Lushoto, Tanga in the foothills of the Usambara Mountains. He began his work as a tailor in 1997 in technical school, learning the basics of the trade. He was recruited to work in Zanzibar in 2001, and fell in love with the island and with fashion design. In 2003, Waiz had the chance to move to South Africa and Pretoria Tech and Design in Sunnyside, Pretoria. During this time he developed his style and love of fashion partnerships, creating unique clothing that tells a story.

In 2007, Waiz returned to Zanzibar and opened his small company, Waiz Fashion and Design. He has worked with different designers such as Stephanie Tina-Baron from the UK, Tshepo Mkombane from South Africa, and Careen from Madagascar. Waiz is an energetic and talented Tanzanian Fashion designer who focuses on his women and men's clothing line. His work draws inspiration from African fabrics - linen, silk, chiffon, lace, cotton..."My designs are modern and trendy by way of transforming an ordinary look into a sophisticated design that embraces elegance. Nature, colours, and artwork are his main sources of inspiration. He doesn't design clothes, he designs dreams. Share my culture, my imagination through my creations with different African fabrics.

Waiz's different types of Fashion Styles: Streetwear Style, Business Casual, Evening Black Tie, Hip Hop Style, Casual Chic Style, Retro Fashion, Ready-to-Wear Formal, Strapless Dresses, Red Carpet, Celebrity Look, Artsy Fashion Style.



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PROPOSAL



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