

PRESENTING

IFL

INFLUENCED FASHION SHOW 2023



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ABOUT US

GRM is a Los Angeles based management company with a primary focus in event production and branding+marketing. We carefully plan and curate experiences tailored made to each client that will birth visibility, credibility and growth.

We are passionate about what we do and strive to build authentic relationships with others and create unforgettable experiences



GENERAL INFORMATION

GRM.LA will be launching the first annual IFL Fashion Show

**The event will take place in Los Angeles,
October 15th, 2023**

@

October's Place in Mid City LA

The purpose is to create an experience that is cultivated from bringing multiple industries together in a way that shows how they simultaneously give life, inspiration and influence to the next. Pre-mixer lounge, DJ, live music and a spectacular show with fashion forward designs will make up the night during Los Angeles Fashion Week.



#Entertainment
#Art
#Fashion
#Beauty
#Tech
#photography





Runway

Designers are set to hit the runway to showcase their latest collections during LA Fashion Week. Breathtaking and innovative designs that will wow the crowd and set the tone for the entire event

Red Carpet

To kick off the show, special guest & designers will have the opportunity to interview and take photos.



THE EXPERIENCE

Spirits

The event will have two bars serving drinks to attendees. Courtesy of **Don Rico Tequila**, one of those bars will be specifically curated for our liquor sponsor who will be serving up their newest spirits on



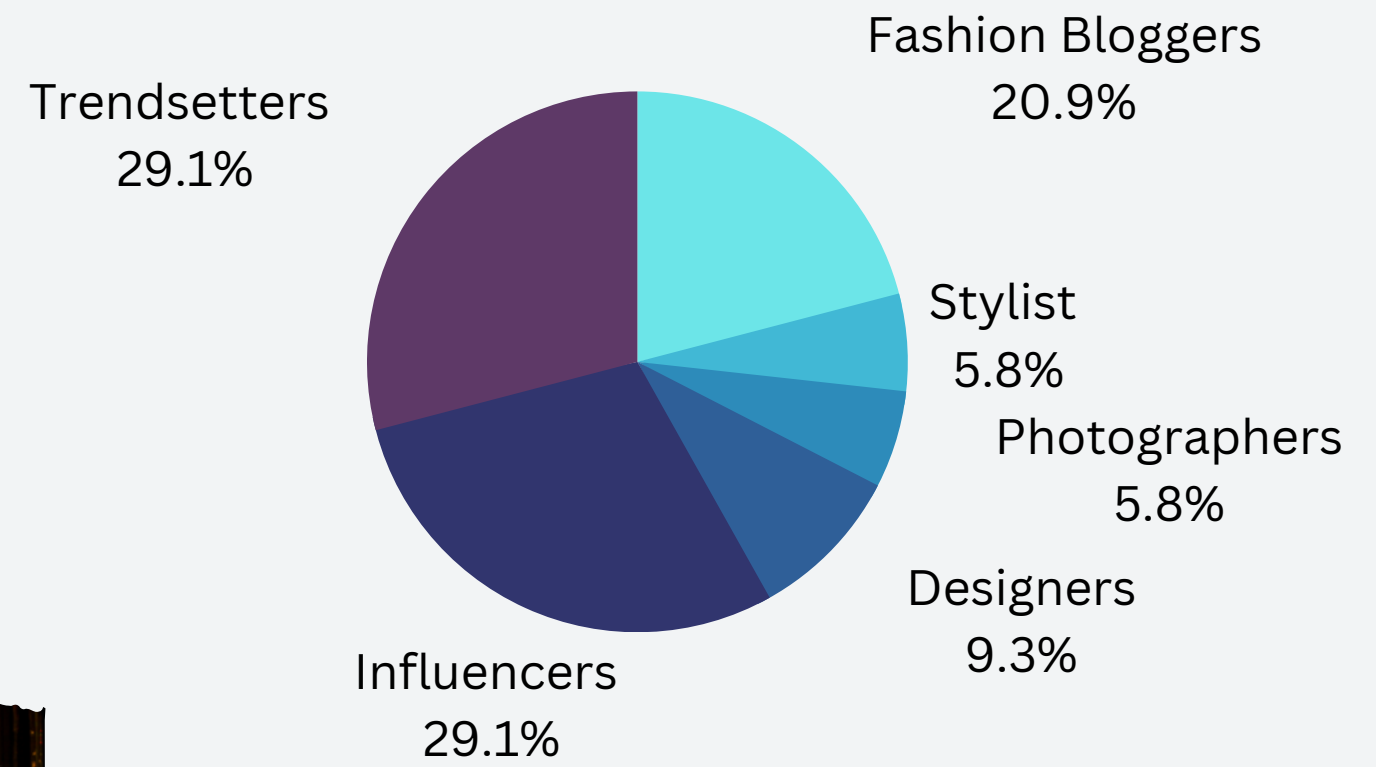
Pre-Mixer

What's an event without a little party? Before the show there will be a pre-mixer that will allow guest to network, and interact with our sponsors

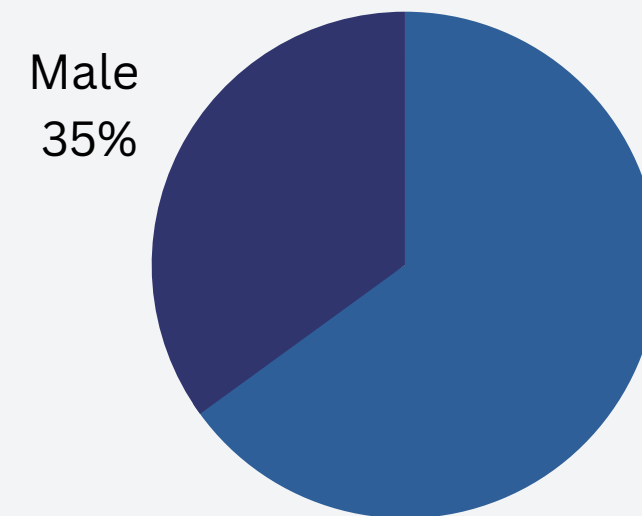


THE EXPERIENCE

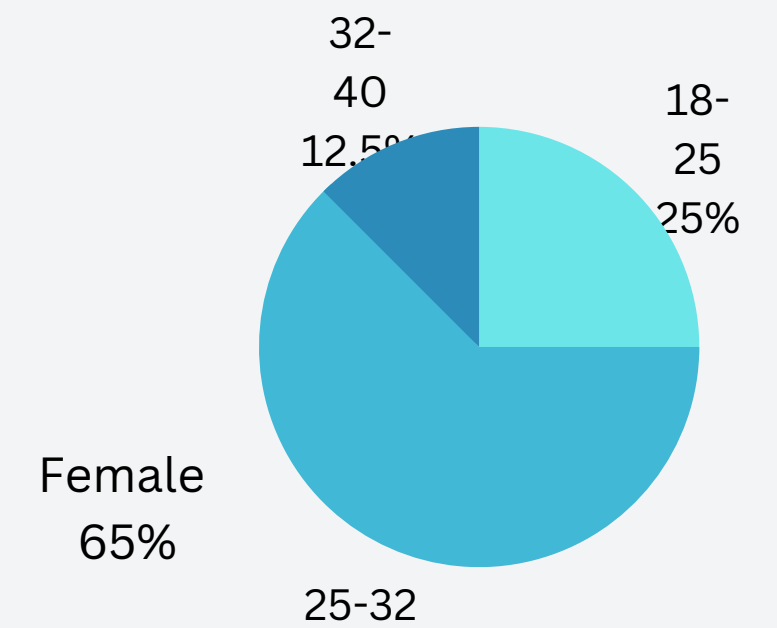
Attendees bases on industry



Gender



Age



THE NUMBERS

Doing our part to help the community- Join us!



Give Back We are seeking to have **IFL** as an annual event that gives back to the community in different ways, whether its giving away a small scholarship or donating some of its proceeds to a specific non-profit. Having your company attached to such causes can help with the emotional connection with target demographic. This year we shine light on **DCI Foundation (Dreamchasers International)**. Dreamchasers International mission is to provide tutoring, mentoring, and financial aid to kids in undeserved communities in the USA, The Caribbean, Europe, Asia and Africa. Founded by Kibwe Trim (@ktrim54). Trims main goal after playing international pro basketball was, to encourage young people to see their dreams and realize that they are attainable.

CONNECT WITH THE CULTURE

It's 2023 and let's be honest, it's so much easier to grab the attention of the masses, social media has made it affordable to market our companies and products. So the question is, why is offering sponsorship to the smaller people still advantageous to companies in today? Our answer is simple yet cliché—connection. Connecting to your target market in ways that an ad cannot. There's nothing more personable than an aesthetically pleasing presentation that can grab the attention of a crowd and having a representative smoothly articulate the companies (core principles, foundation,) ; vision for the future and how innovative the current product is.

We know that becoming a sponsor there are a few primary objectives that is the core of a campaign which is **conversion and engagement**, an audience that could potentially become consumers of your company and further engaging target market by way of visibility which then leads to more credibility.

OUR CURRENT SPONSORS



Don Rico Tequila



Meilleur Cosmetics

MORE REASONS WHY....

International Exposure

Be apart of a growing brand with much upside to go global. Some of our partners are well known internationally and we are planning to take IFL overseas

Business Building

We seek to partner with brands to create specialized programs that will reach brand objectives and propel marketing capabilities.

Consumer Engagement

The gap between your company and consumer closes. Provide sampling opportunities, more information and product launches to guest.

....A CHANCE TO
CONNECT & INSPIRE



PARTNERSHIP/SPONSORSHIP

All sponsorship packages come with:

**Inclusion in media kits, invitations, websites,
program books, etc.(At least once)**

All-access staff badges

VIP passes/seating *

**In-house public relations team to represent each
sponsor in the overall media campaign**

PARTNERSHIP/SPONSORSHIP

PRESENTING SPONSOR

Your brand Presents: IFL Fashion Show 2023

\$2500

As a presenting sponsor you will have title and naming rights for this years fashion show. Integrate your brand in the world of fashion. This elite package comes with all the basic inclusions plus:

- Digital billboard marketing(Pre&Post event)**
- A single step&repeat dedicated to the brand**
- Multiple social media postings (Pre&Post event)**
- Designated suite for your product/service**
 - VIP pass/seating for (9)**
- Option to develop a customized program tailored to suit your brand's needs and enhance your initiatives to strategically position your company to best reach your target demographic**

PARTNERSHIP/SPONSORSHIP

GOLD

\$1000

This package comes with all the basic inclusions plus:

-Digital Billboard Ad for (1 week)

-VIP Pass/seating (2)

-Designated table for product/service

-Shared space on step&repeat

SILVER

\$500

This package comes with all the basic inclusions plus:

-Digital Billboard Ad for (3 days)

-VIP Pass/seating (1)

-Designated table for product/service

PARTNERSHIP/SPONSORSHIP

IN-KIND

We are also accepting in-kind donations. If you have a product or service to offer that will help enhance our efforts to put on a spectacular show we will gladly accept. For your donation your company will receive all the basic inclusion plus:

- Seating for (4)**
- Placement on step & repeat**
- Pre & Post event recognition**

PARTNERSHIP/SPONSORSHIP

AL LA CARTE

We present to you The Al La Carte opportunity. We understand that every sponsorship modeLa aren't a one shoe fits all. Below you will find ways customize a package based on your brands needs.

Digital Billboard Ad	1 week/\$100 2 weeks/\$200 Continuous pre/post \$500
Gift bag inclusion	\$50
Website space	\$50
Social Media Mentions	\$100
Shout out during event	\$150

PARTNERSHIP/SPONSORSHIP

THANK YOU FOR YOUR CONSIDERATION

*To apply for sponsorship please
email:
info@grmsubmit.com*

