



## SS23 - Event Sponsorship Letter

WE STAND FOR ALL THINGS URBAN.

*As an unapologetic group of creatives, CopyWrite is in business to change the community. Our promise is to always remember where we started from. We do this by telling the stories that need to be told, showcasing the unrealized artistic potential throughout our community, all while doing what we love: create.*

*The Vatofied Experience is an innovative interactive experience that brings people together through fashion; inviting a community of creatives to express themselves through social gathering and performative expression through fashion and self-realization.*

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On behalf of CopyWrite Magazine and The Vatofied Experience, I'd like to invite you to join us as a sponsor for our upcoming fashion experience, Street Smartz – A Streetwear Showcase [Also known as SS23].

**[Yes, we are asking you for money. But don't stop reading. This is bigger than just "Your Favorite Press" putting on a show. This is communal posturing & we want you to be a part of it.]**

Now an annual event, the 2nd iteration of the Street Smartz fashion oriented showcase is a way to capture, captivate, and convene in the authenticity of street fashion that dominates our city, urban culture, and is growing in the global arena. This event is a fantastic chance to join us in highlighting Milwaukee as a fashion forward market with real creative talent right at our fingertips. No need to go to a bigger market, everything we need is right here. Sponsoring this creative showcase is a chance for you to promote your brand to Milwaukee's growing fashion scene, the multifaceted Urban demographic that CopyWrites audience is a part of, and of course other outlets, media platforms, and taste makers that will be covering the event. Showing that collaboration and community is definitely a virtue we need your sponsorship to make this all happen.

### **Here are the deets:**

On 4.7.23 from 5pm-9pm, The Vatofied Experience will be collaborating with the Designers of Marcellus Brand, Platinum Boy Gang Clothing, The Classic Shoppe, Views Clothing, & Gene Designs to offer a dynamic show that presents Black Men in fashion, a more than trendy display on Urban wear, and the ever morphing nuances of modern fashion culture. This year we've added a woman who is a streetwear designer to maintain inclusivity of our mission and vision [we

added a collaboration with Classic Shoppe who heavily supports MEN IN FASHION and the aesthetic of mens urban wear]. This event is expected to attract 125-150 attendees [with 2,000+ digital touch points throughout the event & post event] seeking to engage with new businesses that set trends in Milwaukee, have services that target creatives, and that display an elevated urban quality of life. Some of these attendees will also be tastemakers who's perspectives help facilitate traffic to the businesses they patronize, and thus are tapped in to new audiences for you.

In regards to this event, we are seeking to gain your assistance in raising \$9,650 to ensure that we offer an organized, fun, and trendsetting experience. Listed are the items that we will need for the show and their costs [because transparency is everything]:

<b>Product/Items/Service</b>	<b>Cost/Fee</b>
Venue	\$3000
DJ	\$300
Videography (Promo, Recording of show, Recap)	\$1000
Photography	\$600
Runway set up by C&B Creatives	\$1000
Brand Bags ( <b>Sponsorship, Partnership, Investor</b> ) ( <b>Premium VIP</b> )	\$900
Gift Bags (VIP)	\$250
Lead Project Management	\$1000
Staff Project Management	\$500
CopyWrite Media Services	\$500
Chairs	\$100
Runway Platforms	\$400
Flyer	\$100
<b>Total</b>	<b>9,650.00</b>

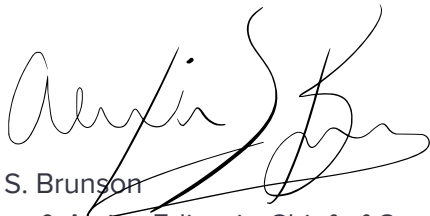
In return for your generous financial support of the Street Smartz – A Streetwear Showcase, we will promote your brand in our marketing campaigns, promotional materials, during the show, and in post-show communications. These promotions will benefit you by increasing brand awareness amongst a target audience.

Additional Perks [For sponsorships \$150+]:

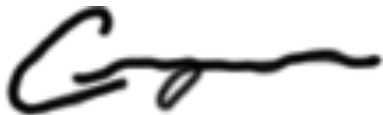
- Sponsorship Seating
  - Which includes personal beverages and food service
- 2 free beverage tickets
- All access to event 1 hour early (4pm)
- Red Carpet Acknowledgment
- Logo and shoutout presented at event
- Hors d'oeuvre
- Event Photos for Marketing [post-event]
- Promo video including Company Logo
- 1 month feature AD placement on copywritemag.com [pre-scheduled]
- \$25 voucher for any /CW Creative Media Service

We greatly appreciate you taking the time to review our sponsorship proposal. As always, our success depends on partnerships with brands like yours and creative collaboration always. Should you have any questions, comments, or concerns, I encourage you to reach out via email; Copywrite.vato@gmail.com. I look forward to partnering with you to make the event a success.

Love & All Things Urban



Lexi S. Brunson  
Owner & Active Editor-in-Chief of CopyWrite Magazine



Vato Vergara  
Owner of the VatoFied Experience & Creative Director of CopyWrite Magazine