

Adiréé Fashion Agency presents

**AFWNY**

A F R I C A

F A S H I O N

W E E K

**NEW YORK**



**JULY 12-18**

[afwny.com](http://afwny.com)



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# ABOUT



## Africa Fashion Week New York



Africa Fashion Week (New York) will be held during the week of July 12-18 2010

(Mayor Bloomberg, the mayor of New York will give us an official proclamation). Adiree Fashion Agency (the fashion week executive producers) ([www.adiree.com](http://www.adiree.com)), partners and sponsors will host Africa Fashion Week New York (AFWNY) in New York, NY.

AFWNY is a luxury multi day event that will include runway shows, exhibitions, and industry networking events with the sole purpose of raising awareness of the African/ African American/Afro-Caribbean fashion & entertainment professionals in New York and Tri-State area ([www.afwny.com](http://www.afwny.com)).

Buyers, media, socialites, and potential customers alike will witness the historical and fashionable significance of Africa Fashion Week (New York).

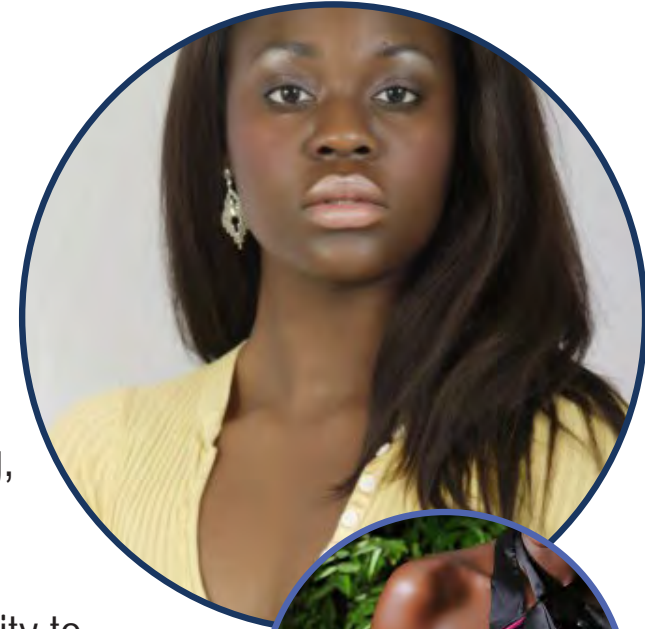
# DIRECTOR



## Founder-AdiatDisu

Adiat Disu has over 5+ years experience as an operations/ communications specialist and planning & allocation specialist in the communications industry and fashion industry for the following clients: TJX Inc, IBM, Show Room Seven & Seventh House PR, Agent 0007 Entertainment, and Bentley University. Disu has extensive experience in special event planning/management, branding, public relations, and business consulting.

A winner of awards in arts and communications, Disu has also exhibited the ability to produce documentaries and receive recognition. Disu also founded the first fashion/business organization in 2006 called “Bentley Fashion Consultants” at Bentley University which still exists today. Disu studied at Phillips Exeter Academy and the University of California Santa Barbara. Disu received a BS from Bentley University 2008 in Marketing coupled with a minor in Information Design and Corporate Communications.





# Tentative Runway Schedule



THURSDAY JULY 15TH 2010

4:00 PM

Special Guest (Niger)

Qétura (Nigeria)

Darryl Jagga (South Africa)

Atal Stella Uganda (Uganda)

Kozby World (Nigeria)

Fabulous Fingers (UK/ England)

Kumba Wear (Senegal)

BebeGrafiti (Niger Delta)

Mustafa Hassanali (Tanzania)

FRIDAY JULY 16TH 2010

6:00 PM

Kosibah (UK/Nigeria)

Osun Designs (Jamaica)

Lin-Z-Inc. (African American)

54 Kingdoms (Ghana)

KiRette Couture (Cameroon)

Charlene Amankwah (Ghana)

Côte Minou (Cameroon)

Arewa Designs (Ghana)

Chianu International (Nigeria)

Bill Witherspoon (African American)

SATURDAY JULY 17TH 2010

12:00PM - 5:00PM

Trunk Show / Sample Sale

10:00PM

Soiree

# SHOWCASE CRITERIA



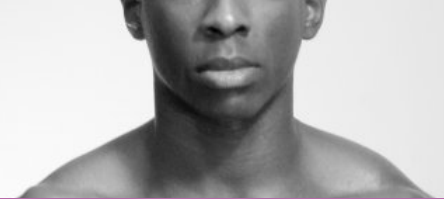
## How we do it

The Adiréé Fashion Agency has hand-select designers to be a part of this initiative and only those who meet and exceed our rigorous standards that truly represent AFRICA have been invited to participate.

The Africa Fashion Week New York event will showcase many of the very best out of Africa, a wide range of designers that highlight couture African style, innovative fashion, luxurious and inspirational pieces.



# THE LOCATION



## Floor Plan



### Metropolitan Pavilion

Entrance: 125 West 10th Street  
T 212 463 0200 F 212 463 7088  
www.metropolitanevents.com

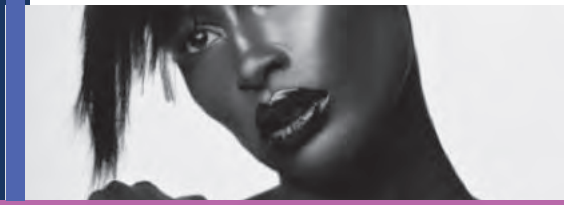
#### The Metropolitan Suite

MAXIMUM OCCUPANCY 2094 PERSONS

- Ⓜ FIRE EXIT
- Ⓜ STANDPIPE
- ▭ USABLE AREA S.F.
- ▭ TOTAL AREA S.F.



# SPONSOR BENEFITS



## Sponsor Packages



### Corporate Event Sponsor \$160,000

- Sole sponsorship of the event with the event being named after your company (i.e. Audi Africa Fashion Week NY 2010 )
- Mention as Corporate Event Sponsor in all press releases
- Ten (10) complimentary tickets at preferred seating and Soiree
- Sponsor's name/logo in all of our advertisements (flyers, posters, newspaper etc)
- Sponsor's banner on our website
- Acknowledgement throughout the night
- Sponsor's logo printed on the event program
- Vendor Table at the Trunk Show/Sample Sale

### Diamond Sponsor \$80,000

- Ten (10) complimentary tickets at preferred seating and Soiree
- Sponsor's name/logo in all of our advertisements (flyers, posters, newspaper ads etc)
- Sponsor's banner on our website
- Acknowledgement throughout the night
- Sponsor's logo printed on the event program
- Vendor Table at the Trunk Show/ Sample Sale

### Platinum Sponsor \$40,000

- Seven (7) complimentary tickets at preferred seating and Soiree
- Sponsor's name/logo in all of our advertisements (flyers, posters, newspaper etc)
- Sponsor's banner on our website
- Sponsor's logo printed on the event program and website
- Vendor Table at the Trunk Show/Sample Sale

### Gold Sponsor \$10,000

- Five (5) complimentary tickets at preferred seating and Soiree
- Sponsor's name/logo in all of our advertisements (flyers, posters, newspaper ads etc)
- Sponsor's banner on our website
- Sponsor's logo printed on the event program
- Vendor table at the Trunk Show/Sample Sale





# Sponsor Packages

## Silver Sponsor \$5,000

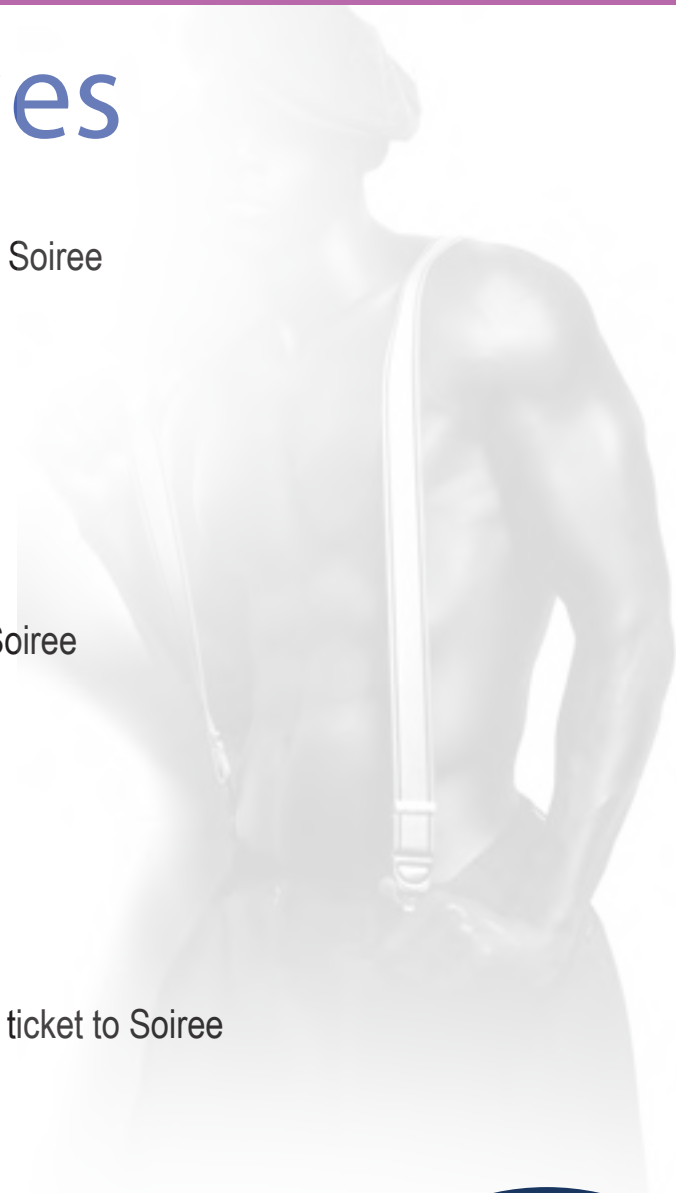
- Three (3) complimentary tickets at preferred seating and Soiree
- Sponsor's name/logo in all of our advertisements (flyers, posters, newspaper etc)
- Sponsor's banner on our website
- Acknowledgement throughout the night
- Sponsor's logo printed on the event program

## Bronze Sponsor \$1,500

- Two (2) complimentary tickets at preferred seating and Soiree
- Sponsor's name/logo in all of our advertisements (flyers, posters, newspaper ads etc)
- Sponsor's banner on our website
- Acknowledgement throughout the night
- Sponsor's logo printed on the event program

## Individual Sponsor \$850

- One (1) complimentary ticket for preferred seating and 1 ticket to Soiree





# Press Packages

## ADVERTISING

- \$ 800 Back or Front Inside Cover of program journal in full color
- \$ 700 Distribution of your company literature/or promotional coupons
- \$ 600 Company banner displayed on our website & Company name printed on program journal
- \$ 500 Vendor or Display Table at the Trunk Show/Sample Sale

## PROGRAM JOURNAL SPOTS AND PRICES

- \$ 800 Full color page
- \$ 600 Full B & W page
- \$ 550 1/2 color page
- \$ 400 1/2 B & W page
- \$ 200 1/4 B & W page
- \$ 100 1/8 B & W page





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# CONTACT

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Facebook: [Africa Fashion Week New York](https://www.facebook.com/AfricaFashionWeekNewYork)