

# TOP FASHION WEEK 2022



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## FOR PARTNERS

Fashion | Beauty | Elegance | Trends

 @top\_fashionweek

 TOP FASHION WEEK

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[www.top-fashionweek.com](http://www.top-fashionweek.com)

- The main benefit for a partner is a visibility in connection with TFW, the world of top fashion and beautiful women who show off the best models from domestic and foreign designers.
- We offer to our partners a very distinctive, but at the same time a tasteful visibility of their logo, brand and should he or she be interested, also a personal profile.
- The visibility of the partnership and connection with TFW will be realized especially through the following means: banners at regional Top Days, logo presentation at major places on LEDwalls or projectors; all this will always be done in a tasteful connection with fashion and beauty. The partner's logo (or even www) will be included in audiovisual outputs where this practice is common and where it fits. In particular, social networks, teasers, banners, trailers, demos or distributors like Instagram, Facebook, TikTok etc.
- We can also involve our partners in the "behind the scenes" activities and outputs where this official atmosphere can be softened into a more "human" and a less official face. A considerable number of followers on soc. networks are interested in behind the scenes videos, especially in connection with the backstage of fashion shows and castings for new models.
- We also offer to the general partner the filming and post-production of audiovisual spots that will be unique and refer precisely and only to exclusive connection between the partner and the given year of TFW.
- We will also provide our partners with sufficient visibility at press conferences and other associated

TFW events in the form of rollups, for example a presentation on TV screens or LEDpanels on the spot and so on. Gifts can also be made in form of packages for journalists and others, which will certainly also provide additional space for promotion and visibility.

- **The partner will have a significant place at the beginning of the main gala evening**, where in addition to the logo we can present a representative of the partner on stage and provide sufficiently high-quality photographic and audiovisual recordings for later needs of both TFW and the partner, who may also use them as part of his promotion and marketing strategy.
- An integral part of the main gala evening will be a TV transmission, sufficient quality online stream or a combination of both. Also, these records can be used afterwards by the partners for their internal promotion, which will be specified in the contract.
- Upon the agreement, a partner can attend individual events while providing his own hostesses. They will be tastefully dressed by our fashion team and can participate in promoting the partner's agenda at specific events including Top Fashion Days, Cinema Top Fashion Show or at the final Top Fashion Week program. **Alternatively, we are able to provide our own, qualified and trained hostesses.**

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Top Fashion Days, Cinema Top Fashion Show and Top Fashion Week, organized by Top Fashion Models s. r. o. and implementation is provided by the production company High Level Pictures s. r. o.

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