

# TREND 2019



Trend 2019 Fashion Show aims to showcase Alaskan artists and designers. The show is presented by the Alaska Travel Industry Association, in support of the Tourism Works for Alaska Campaign.

**September 27, 2019**  
**Alaska Railroad Airport Depot**

6:00pm – 7:00pm Cocktail Reception  
7:00pm – 9:00pm Fashion show, silent and live auctions  
9:00pm – 9:30pm Meet the Designers Reception  
9:00pm – 1:00am After party – Location To Be Determined

**DETAILS:** Join fellow travel industry businesses and members to attend the first annual fashion show highlighting Alaskan designers from around the state. Attire request for Trend2019 includes Alaskan cocktail attire.

The one-hour reception area will have two bars, butler served appetizers and silent auction tables. The upper level of the Alaska Railroad Airport Depot will contain model runway, VIP tables for sponsors, purchased seating and swag bags for all attendees.

#### **What is Tourism Works for Alaska?**

Tourism Works for Alaska campaign creates tourism awareness by promoting importance of businesses within our communities.

#### **What is ATIA?**

The Alaska Travel Industry Association, Alaska's leading nonprofit membership association for the travel industry, works promote Alaska tourism industry as a major economic force while to providing statewide marketing resources, education opportunities and advocacy to members.

**THANK YOU TO TREND 2019 TITLE SPONSORS:**



[TrendAKfashion@gmail.com](mailto:TrendAKfashion@gmail.com)

## SPONSORSHIP OPPORTUNITIES/LEVELS

### \$500 – Chugach Sponsorship

- 1 VIP Table (seating for 4)
- Company name listed in program

### \$1000 – Tongass Sponsorship

- 1 VIP Table (Seating for 4)
- Company name in program
- Logo on screen and emcee comments

### \$2,500 – Denali Sponsorship – 5 Available

- 1 VIP Table
- Sponsorship of a sector of Trend2019
- Logo recognition in program
- Logo recognition on reception tables
- Logo recognition on projection screen and commentary
- Logo recognition on social media for event
- Opportunity to place committee approved item in 2019 attendee Swag Bags

### \$5,000 – Katmai Sponsorship

- 2 VIP Table
- Logo in program
- Logo recognition on reception tables
- Logo recognition on each VIP table
- Recognition on projection screen and commentary
- Recognition on marketing materials leading up to Trend 2019
- Half page ad in program
- Opportunity to place committee approved item in 2019 attendee Swag Bags

### \$10,000 – Arctic Sponsorship

- Title Sponsorship (associated with all collateral, printed, online, etc. for example, this would be “TREND ALASKA 2019, PRESENTED BY X and ATIA”)
- Includes 2 VIP tables
- Logo recognition on reception tables
- Logo recognition on each VIP table
- Logo on screen and Emcee comments
- Recognition on marketing materials leading up to Trend 2019
- Recognition on social media
- Full page ad in program
- Includes logo on memento gift given to all attendees
- Opportunity to place committee approved item in 2019 attendee Swag Bags



TrendAKfashion@gmail.com

## Other Sponsorship Opportunities

- Swag Bags
- Welcome Reception Beverages
- Centerpieces
- Photography
- Transportation
- After party

## Swag Bag Note

Trend 2019 committee kindly requests swag bag materials be submitted by August 15<sup>th</sup>, 2019 for approval by the committee. In addition, the following rules apply to Trend 2019 Swag Bag items:

- Items focused on fashion or lifestyle. Examples include, but not limited to:
  - Attire – gloves, scarf
  - Food samples – hot sauce, honey, tea, coffee, miniature champagne bottles
  - Beauty items – soaps, haircare
  - Home goods – wine glasses, beer glasses, blankets, travel water bottles/mugs
- Company logo present on swag bag materials
- Paper collateral will not be permitted

\*\*Committee will provide recognition for best swag bag item

## Sponsorship Contact:

**Elizabeth Hall**  
John Hall's Alaska  
Chief Operating Officer  
ATIA Board of Director Chairperson  
6636 Rosewood Street  
Anchorage, AK 99518  
651.212.0969  
elizabeth@kissalaska.com



TrendAKfashion@gmail.com

SPONSORSHIP FORM

SPONSOR POINT OF CONTACT:: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Business Classification: \_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Will you be providing your logo? Yes No
\*\*Deadline August 15th - submit to trendakfashion@gmail.com

Will you be providing advertisement for program? Yes No
\*\*Deadline August 15th?

Will you be providing item for Swag Bag?
\*\*Deadline September 20th

Participation Level: (Circle one)

Chugach Tongass Denali Katmai Arctic

Other: \_\_\_\_\_

Sponsorship Payment Method:

Online-Ticketleap Check Credit Card Invoice from ATIA

Please remember sponsorship opportunities are limited. Trend2019 would like to thank all Alaska businesses for their support in growing the Tourism Works for Alaska campaign.

I, \_\_\_\_\_, of \_\_\_\_\_, hereby authorize Trend2019 and Alaska Travel Industry Association, to use company logo and names throughout the duration of Trend 2019. This serves as both promotional purposes in addition to event activities.

By: \_\_\_\_\_ Date \_\_\_\_\_



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