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TFF

Let's awaken Tasmania, together.

Tasmanian Fashion Festival

Princes Wharf Shed 1
31st August &
1st September 2024

www.tasmanianfashionfestival.com.au



HELLO FROM

Tanya

On behalf of the Tasmanian Fashion Festival Board, I extend a warm welcome to you!

We're thrilled to be introducing you to Awakenings, a unique series of events that transcends the runway and delves into the very heart of Tasmanian identity. Awakenings isn't just about fashion; it's a celebration of our island's raw beauty, vibrant spirit, and the stories woven into the fabric of our community.



This year's Awakenings series promises to be an unforgettable experience, encompassing three events; The Opening Evening, The Launch Cocktail Party and the Main Festival Day. We'll be showcasing the exceptional talent of Tasmanian designers, whose creations embody the untamed essence of the island. But fashion is just the beginning. Prepare to be immersed in a multi-sensory journey that celebrates Tasmanian culture in all its richness.



So, why Partner with Us?

By joining forces with the Tasmanian Fashion Festival, your brand has the opportunity to become an integral part of a powerful movement. Awakenings attracts a passionate audience who value authenticity, self-expression, and a deep connection to place. This is a unique chance to connect with a highly engaged market that appreciates brands that share these values.

We offer a range of sponsorship packages designed to cater to your specific needs and goals. Partner with us and be a driving force behind Awakenings, a week-long festival that will awaken not only Tasmania, but also the potential of your brand.

We invite you to explore the sponsorship opportunities we've outlined and discover how your brand can become a part of this extraordinary series of events.

Let's awaken Tasmania, together.

Sincerely,

Tanya



About

The Tasmanian Fashion Festival is a celebration of Tasmanian owned, designed and produced fashion.

It is an opportunity for established and emerging businesses to showcase their collections.

Our Purpose

Is to promote and connect the Tasmanian Fashion Community while providing support by hosting events that celebrate and inform. Through an annual Fashion Festival in the state of Tasmanian we endeavour to create promotional growth and leadership opportunities for those within the fashion and retail sector.

Mission Statement

The Tasmanian Fashion Festival pursues to illuminate, the unique identity of the Tasmanian fashion industry; providing new opportunities and business to the Tasmanians who uphold the industry.



TANYA ELLIS
President/ Co Founder

Fashion Stylist & Owner, S&I
Styling & Company Director,
Westgate Irrigation Pty Ltd

VICKY SANOS
Vice President/ Co Founder

EVSanos Designs

CELYNA ZIOLKOWSKI
Treasurer

Designer & Owner
Ziolkowski Evening & Bridal

TFE

BOARD



SUSANNAH SLATTER
Secretary/ Marketing

Area Manager
Strategy, Uniting Vic/Tas

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IT/Design

UTAS Innovation and Design student

PHOEBE HUMPHREYS
Marketing

Owner at Closet of Luxe
Performer, Opera Australia



ALEX

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Committee Member

Designer Thirty Four Dukes
TAS TAFE Fashion

SALLY LOWE

Committee Member

Head Designer
The Spotted Quoll Studios

SARAH BIRTWISTLE

Committee Member

Sarah Ellen Bridal Couture
Tas TAFE Fashion

TFF

BOARD

ROBERT FURJANIC

Committee Member

Men's Tailor

CAITLIN FOLEY

Committee Member

Clinical Neuropsychologist /
Witness Intermediary / Model



RESULTS

From March 2022 to December 2022:

- 3.5k visitors to the TFF website
- 2.4k unique visitors to the TFF website
- 8.5k page views

September 2022 (lead up to the festival):

- 1,425 visits to the website
- 2,723 page views

The Main Festival Day:

- 301 tickets sold for the Main Festival Day
- All 110 tickets sold out for the Launch Night Cocktail Party
- 30 local designers and exhibitors participated in the Main Festival Day





RESULTS 2023

2023 Main Event Day Ticket Sales:

500 tickets sold

240 additional attendees

(volunteers, contributors and exhibitors)

Website visits:

Total - 3309

Geographic traffic:

Aus - 93.5% (3093)

UK - 198

USA - 3.38% (112)

Germany - 0.33% (11)

Other - 2.79% (93)

Traffic type:

Direct - 44% (1456)

Search - 41.8% (1383)

Social - 13.1% (433)

Referral - 1.03% (34)

Email - 0.09% (3)





Awakenings: A Celebration of Tasmanian Spirit

This year, the Awakenings series of events is poised to be more than just fashion; it's a **cultural phenomenon**. We're weaving a tapestry that celebrates the very essence of Tasmania – its **untamed beauty, vibrant community, and unique identity**.

Imagine a space where the **raw power of nature** collides with the **audacity of Tasmanian fashion**. The Awakenings series 2024 will be a platform for local designers to showcase their creations, each piece a reflection of the island's soul. But fashion is just one thread in this rich tapestry. The event will be a **sensory experience** featuring installations that celebrate Tasmanian culture in all its diversity.

Why Partner with Awakenings?

By joining us, you'll be aligning yourself with a **movement**. The Awakenings Series of events 2024 is poised to attract a **passionate and engaged audience** who value authenticity, self-expression, and a connection to place. This is a unique opportunity to tap into a market that appreciates brands who share these values.

Ready to Awaken Your Brand Potential?

We offer a range of sponsorship packages designed to meet a variety of businesses. Partner with Awakenings and be a part of a celebration of Tasmanian spirit that will leave a lasting impression.

Let's awaken Tasmania, together.

2024





2022

HOBART AIRPORT

SPOTTED QUOLL STUDIOS

2023

**PORSCHE CENTRE
HOBART**

GOODBYES

**HARVEY JAMES
MANAGEMENT**

SHERLOCK & DUTTA

**WIDELINE WINDOWS &
DOORS**

TFE



Previous Sponsors

WE are looking forward to partnering with you.

**NAMING RIGHTS SPONSOR |
\$10,000 INVESTMENT**

- Festival Naming Rights
- Opportunity to introduce Runway 1 & 2
- 8 x complimentary tickets to the Launch Night Cocktail Party
- 8 x complimentary tickets to the Main Festival Day at Princes Wharf 1, Hobart
- 1 x exhibitors site in the location of your choice at the Main Festival Day
- Full page, back cover, colour advertisement in the Event Program
- Company logo on all marketing, including signage, event promotions and TFF website

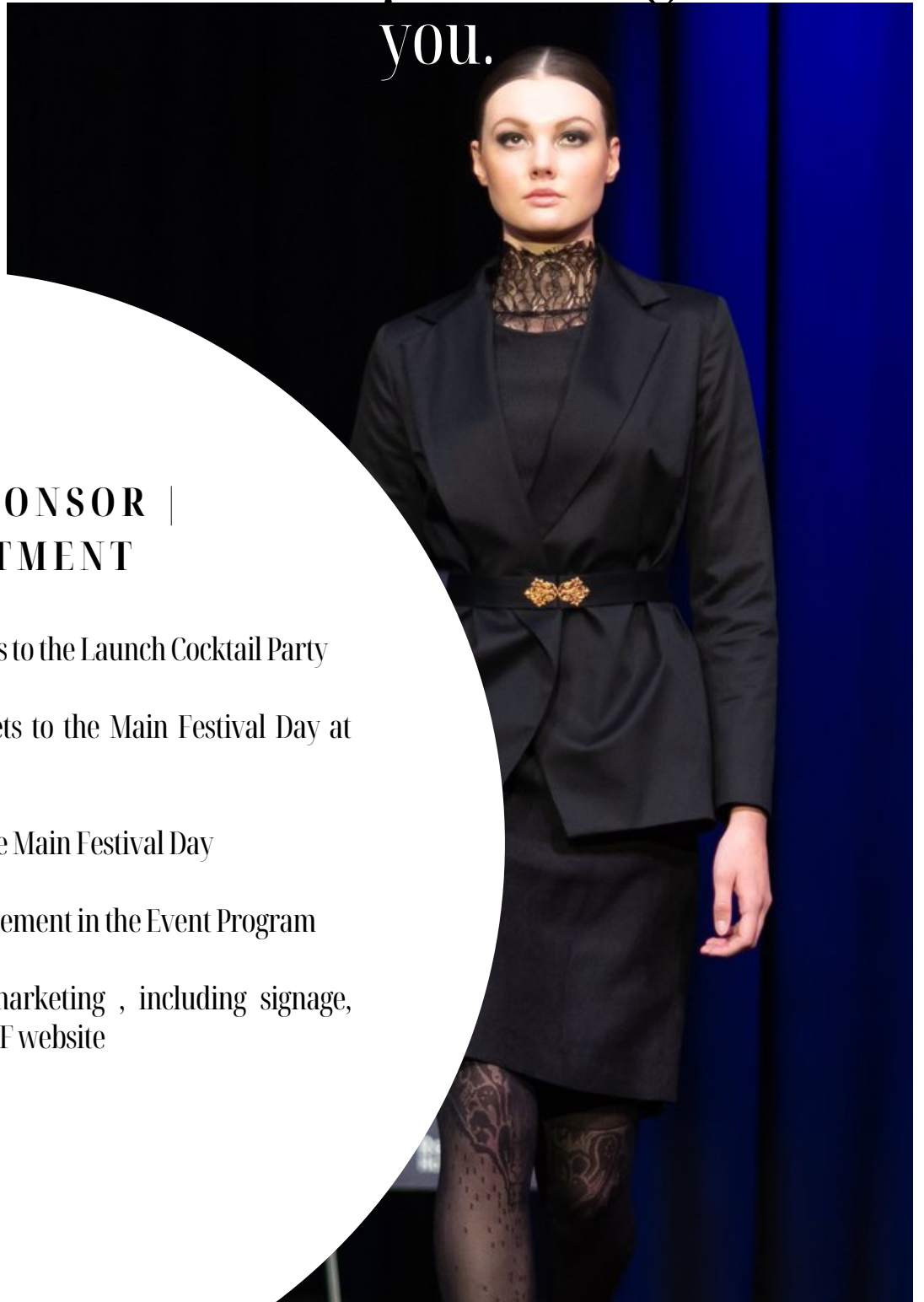


WE

are looking
forward to
partnering with
you.

PLATINUM SPONSOR | \$7,500 INVESTMENT

- 6 x complimentary tickets to the Launch Cocktail Party
- 6 x complimentary tickets to the Main Festival Day at Princes Wharf 1, Hobart
- 1 x exhibitors booth at the Main Festival Day
- Full page, colour advertisement in the Event Program
- Company logo on all marketing , including signage, event promotions and TFF website



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GOLD SPONSOR | \$5,000 INVESTMENT

- 4 x complimentary tickets to the Launch Cocktail Party
- 4 x complimentary tickets to the Main Festival Day at PW1 Hobart
- 1 x exhibitors booth at the Main Festival Day
- Half page, colour advertisement in the Event Program
- Company logo on all marketing, including signage, event promotions and TFF website



WE are looking forward to partnering with you

**SILVER SPONSOR |
\$2,500 INVESTMENT**

- 3 x complimentary tickets to the Launch Cocktail Party\
- 3 x complimentary tickets to the Main Festival Day at Princes Wharf 1, Hobart
- 1 x exhibitors booth at the Main Festival Day
- Quarter page, colour advertisement in the Event Program
- Company logo on all marketing , including signage, event promotions and TFF website

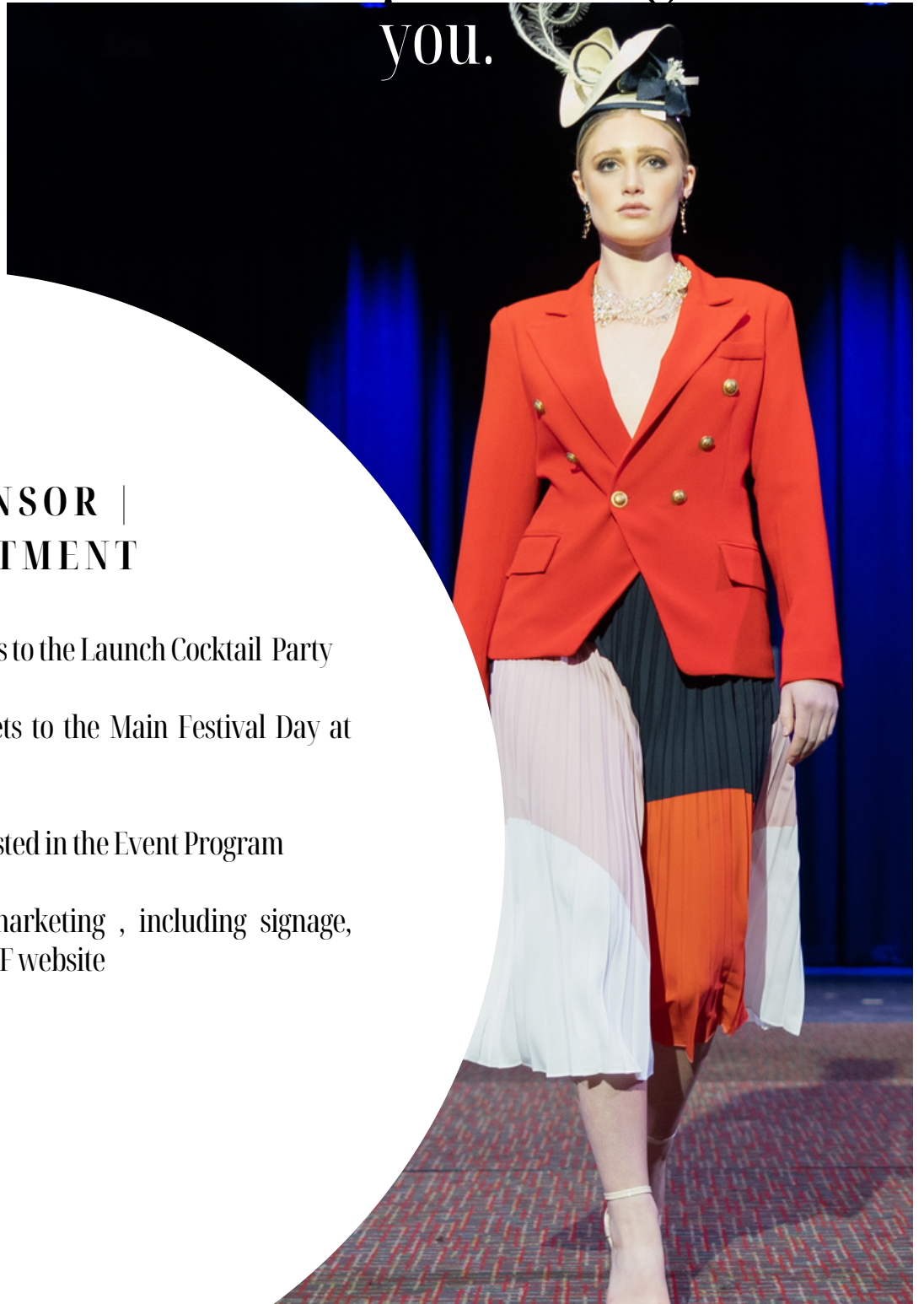


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BRONZE SPONSOR | \$1,000 INVESTMENT

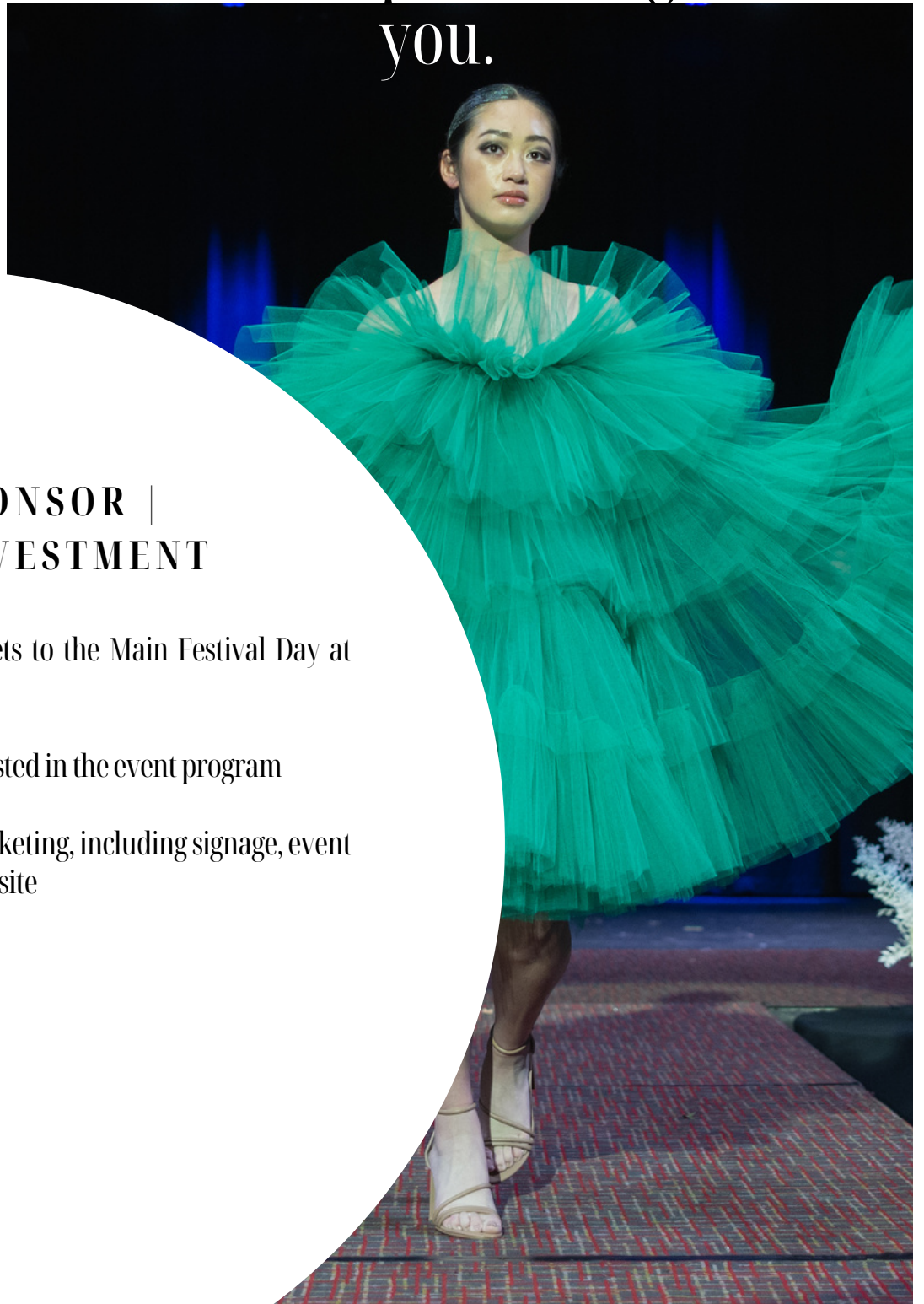
- 2x complimentary tickets to the Launch Cocktail Party
- 2 x complimentary tickets to the Main Festival Day at Princes Wharf 1, Hobart
- Company/organisation listed in the Event Program
- Company logo on all marketing , including signage, event promotions and TFF website



WE are looking forward to partnering with you.

**GENERAL SPONSOR |
\$500-\$999 INVESTMENT**

- 2 x complimentary tickets to the Main Festival Day at Princes Wharf 1, Hobart
- Company/organisation listed in the event program
- Company logo on all marketing, including signage, event promotions and TFF website



WE are looking forward to partnering with you.

**DONATIONS | IN-KIND
UNDER \$499 OR IN-KIND
INVESTMENT**

- General donations (under \$499)
- In kind donations
- Company/organisation listed in the event program



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Tanya Ellis
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