



VOLTA FASHION AWARDS

VOLTA

Ho Node, 26 wudeke street (Dr. Sapare Grant Residence).
VH-0021-2628, Volta Region.

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INTRODUCTION

Fashion has been a major factor in our society for centuries now and it has been well accepted and keeps developing till date. In Ghana, fashion has developed drastically for the past years and has become an avenue for revenue making for most entrepreneurs and fashion designers.

Volta Region is of no exception, individuals have acquired the knowledge of fashion designing, fashion photography and accessories making and are making impacts in the society at large.

VOLTA FASHION AWARDS

Volta fashion awards is an awards set to appreciate, celebrate and promote fashion designers, fashion brands, fashion personalities and other individuals in the fashion industry in the Volta Region. The award comes with categories that will discover fashion industry players in every part of Volta region and give them a sensitive platform to sprint to the national level. The awards come with contracts and plaques to various winners from each category.

The maiden edition was held on **19th October, 2019** at the **Ho Technical University JCR** and it was such a great event. The organizers of this event want to sustain it as they want it to be a yearly event to help promote the fashion industry in the Volta Region. Due to this, work towards the 2020 edition begun early 2020 but had to be called off due to the Corona Virus Pandemic. Work towards the 2021 edition which is dubbed the "**Royal Edition**" is in play.

The organizes intend to make it a very memorable and classic event hence the name Royal Edition.

ORGANIZERS OF VOLTA FASHION AWARDS

Volta Fashion Awards is being organized by Strawman Events and Versatile Entertainment. Strawman Events is an event Company that is base in Ho the capital city of Volta region and the company was established by individuals that have their specialties in blogging, events management, graphics design, photography, social media publicity, video editing and marketing. Strawman Events started as a blog site and gradually developed into an event company. As the main brain behind Volta Fashion Awards, we carefully developed strategic means of publicizing and executing the awards show through various activities which contribute to the branding of the show. On the other hand, Versatile Entertainment is an Event group also made up of individuals. Versatile Entertainment has been helping organisations and institutions for the past seven (7) years overseeing and organizing entertainment shows and events which always turns to be supper successful by all standards all the time and would be happy to give testimonials from our customers. We have successfully organized a number of programs such as **Blood Donations which is an annual program, Akwaaba Pool Party, Fresher's Street Jams for the HTU-SRC, Origin house party for Guinness Ghana Ltd, Launching of Reds and Eagle drinks for Accra Brewery Limited, HTU Fresher's week & Mr and Miss Woezor celebration 2018, HTU-SRC @25 Week celebration, Club Shandy pool party and mask clique house party**. Our vision as a group is to bring quality and diversified Entertainment packages to the public with a view to becoming one of the leading brands in the entertainment industry. Both Strawman Events and Versatile Entertainment got nominated for the Volta Music Awards 2020 edition in the Best Event House of the year category.





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PROPOSAL

As your highly esteem Company cannot be over emphasized in the role it plays in supporting of good social courses, we deem it fit to write for sponsorship from your outfit, either in kind or cash. We will be glad and very appreciative if your reputable company will sponsor the **Volta Fashion Awards Royal Edition(2021)** to make it a success. Naming rights would be given to your company if approval is given by the company to go for platinum package in the sponsorship list as well.

We believe this will give your company the following benefits:

- An opportunity to reinforce the public awareness of your company and its products and services.
- Your Company will have the opportunity to sell directly to customers.
- Lay down the foundation for future brand loyalty and paving the way to penetrate a massive target audience.
- An opportunity to showcase your company's many offerings through advertising, merchandising and other creative avenues which the event will provide.
- Enjoy media exposure across the length and breadth of Volta region.

Advertisements:

The proposed advertisement plan for the programme will be done as stated below:

- TV partner's promotion on air.....2 month.
- Radio partner's promotion on air (LPM and Jingles).... campaign duration 3 month.
- Online promotions (Facebook, Twitter, Instagram and WhatsApp)Campaign duration 6 months.

Event promotion extensive PR campaign:

- Posters
- Banners
- Stickers
- Flyers
- Promotion text to over 20,000 mobile users across Volta Region.

Any other benefits your company wishes to gain out of the sponsorship can be discussed and agreement is made.

PURPOSE OF VOLTA FASHION AWARDS

The purpose of this awards is to celebrate everyone from the Volta region who have been impacting positively in the fashion industry either nationally or regionally. The most important factor is that, the person is from the region because is of no doubt that most top industry players at the national level are from the Volta region but they are being shadowed by their place of settlement which is Greater Accra region. The award is also to recognize and unveil hidden industry players that have been working hard over the past years. Basically, when we talk of fashion in Ghana and in the region, is limited to only fashion designers. The awards is set to educate the public about what the industry entails which is part of the activities and pre-events before the show and this will be a major contribution to the development of the fashion industry in the region.





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STRATEGIC ACTIVITIES OF EXECUTING AND PUBLICIZING VFA

- **FASHION QUOTES**

To create awareness towards the event, we thoughtfully develop fashion quotes that the public can easily relate to, and can understand. These quotes are in a form of flyers with the VFA logo on it. These quotes will be release daily by the event's media partners.

- **ENDORSERS PUBLICATION**

This activity is to publicize the endorsement of individuals, unions, government authorities and Other stakeholders via blog sites, social media, TV and radio. Flyers will be designed with the Endorser's logo and name on it with an illustration indicating a confirm endorsement. This act will have a great impact on the event in regards to publicity.

- **SEMINARS**

There will be seminars held before the awards night at various districts in the Region.

The purpose of these seminars is to educate the public, fashion practitioners and fashion lovers of what actually the fashion industry is made of and how beneficial it can be as a career and a profession. And also, they will have a vivid knowledge of VFA and what it stands to achieve.

- **LAUNCHING OF VFA**

Launching of Volta Fashion Awards will be done via the media and that will be strictly by our media partners. Blog sites, radio and social media will be the media platforms we will use for the Launching. (**Note: this can be change to suit the sponsors**)

- **STREET FASHION AND EXHIBITION SHOW**

The street fashion and exhibition show is to appreciate models in the region since they also have their role to play in the fashion industry regardless the fact that, they also have their industry Separately (Modeling Industry). This street fashion and exhibition show will have models from all the agencies in Volta region and some models at the national level that are from the Region will also be present to grace the fashion and exhibition show. Equally, some fashion designers and fashion brands in the region will as well be present to showcase and exhibit their works.

- **REGISTRATION/FILLING**

Interested people who want to contest for the awards will have to register and file for their Preferred categories. This registration and filling will be done via online on the event's official Website which is being worked on currently.





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THE CATEGORIES FOR THE VOLTA FASHION AWARDS 2020

The following are the categories for the awards.

1. Best Fashion Designer of the Year
2. Best International Fashion Designer of the Year
3. Best Student Fashion Designer of the Year
4. Best Fashion Photographer of the Year
5. Most Influential Fashion Designer of the Year
6. Most Creative Fashion Model of the Year
7. Best Fashion Model of the Year
8. Most Popular Male Fashion Personality of the Year
9. Most Popular Female Fashion Personality of the Year
10. Fashion Show of the Year
11. Male Fashion Model of the Year
12. Female Fashion Model of the Year
13. Fashion Discovery of the Year
14. Most Promising Fashion Model of the Year
15. Fashion Blogger of the Year
16. Most Fashionable Artist of the Year
17. Most Fashionable Media Personality of the Year
18. Model Agency of the Year
19. Makeup Artist of the Year.
20. Most Popular Makeup Artist of the Year
21. Most Promising Makeup Artist of the Year
22. Best Hair Stylist of the Year
23. Most Popular Hair Stylist of the Year
24. Most Promising Hair Stylist of the Year
25. Best Boutique of the Year
26. Most Popular Boutique of the Year
27. Beauty Queen of the Year
28. Beauty Pageant of the Year
29. Cosmetic Shop of the Year
30. Outstanding Hotel of the Year





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VOTING

Voting will start the very day qualified nominees are released and it will be done online and via short codes. All votes from short codes for each category will be rounded up to 60%, Board 30% and social media 10%.

These means nominees will have to put in effort in soliciting for votes from the public through voting and also their work output for the year will be very important since that is what the VFA board will be judging their 30% on.

The 10% social media vote has become very necessary so we can create more awareness of the VFA as a whole to the entire country, and to the world at large.

THE AWARDS NIGHT

The awards night will be a three (3) day program, in the capital city of Volta region, Ho. The event will start with an awareness float through the principal streets of Ho, and a symposium later in the evening. Friday there will be a street fashion show and exhibitions of various fashions products. Finally, the main award show will be held with a red carpet section which starts at 7pm. It will be aired by all our TV and media partners. Beenie Words, Zionfelix, Standout Entertainment and fashion Pivot are the official bloggers for the show. Tickets for the show will be available on the event's website and various outlets in various part of the region for those that will prefer advance tickets. The award comes in a form of plaques and contracts for the various winners. The contract entails from six months to five years agreement with the various winners from the categories and the fashion brands or companies awarding the contracts. The awards night will have musical performances, mini fashion show and choreography as well as having some important people in the fashion industry, some chiefs and politicians to spice up and grace the program.

TENTATIVE PROGRAM OUTLINE

DATES	ACTIVITIES	TIME	VENUE
July, 2021	Exhibition	8:00am to 7:00pm	UNKNOWN
	Awareness float	10:00am	Principals Street of Ho
	Symposium	5:00pm to 7:00pm	UNKNOWN
July, 2021	Exhibition	8:00am to 7:00pm	UNKNOWN
	Street fashion show	4:00pm to 7:00pm	
July, 2021	Exhibition	8:00am to 7:00pm	UNKNOWN
	Awards Night	7:00pm	UNKNOWN





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SPONSORSHIP PACKAGES

PLATINUM GH 50.000.00

- Naming right for the event; thus the right to name the event after your brand or company.
- Video interview for TV and social media publicity.
- Logo on event registration site, and in pre-event registration invite email.
- Sufficient space at pre-events and main event grounds to mount and sell the company's products
- Radio, TV and social media publicity.
- Logo on all flyers, banners and all printouts.
- Live interaction with attendees before the commencement of the main event
- Company's color will be used as our brand color and the internal decoration of the venue of the event will be branded with your company's color.
- Two months of massive promotion of a preferred company's product on social media.
- LPM by the host repeatedly; thus mentioning the sponsor's name by the MC hosting the show throughout the program.
- Selling of specific number of sponsor's products by organizers after the event as an appreciation.

GOLD GH 35.000.00

- Video interview for TV and social media publicity
- Logo on event registration site, and in pre-event registration invite email.
- Radio and social media publicity.
- Logo on all flyers, banners and all printouts.
- Live interaction with attendees.
- Branding of pre-event venues with company's colors
- Live activation and selling of company's product at pre-events venues.
- Two months of massive promotion of a preferred company's product on social media.
- LPM by the host repeatedly; thus mentioning the sponsor's name by the MC of the show continuously.
- Sufficient space at pre-events and main event to mount and sell the company's products

SILVER GH 25.000.00

- Logo on event registration site, and in pre-event registration invite email.
- Radio and social media publicity before the show.
- Logo on all flyers, banners and all printouts.
- One month of massive promotion of a preferred company's product on social media.
- LPM by the host repeatedly; thus mentioning the sponsor's name by the MC of the show continuously.
- Live interaction with attendees before the commencement of the event





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OTHERS (Any Amount)

- Radio and social media publicity.
- Logo on flyers and banners.
- Two weeks massive promotion of preferred company's product on social media.
- LPM; Thus mentioning the company's name on air and during the show.
- Live interaction with attendees.

BUDGET FOR THE VOLTA FASHION AWARDS 2020.

• Plaque	-	Gh5,000
• Venue	-	Gh4,000
• Stage, sounds, light and LED screen	-	Gh5,000
• Publicity	-	Gh3,000
• Printing (Banners, posters, flyers, VFA T-shirt)	-	Gh3,000
• Documentary for nominees	-	Gh5,000
• Seminars	-	Gh4,000
• Artiste	-	Gh20.000
• Transportation	-	Gh2,000
• Misllanous	-	<u>Gh2,000</u>
Total		<u>53,000.00</u>





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SOME PICTURES FROM THE VFA MAIDEN EDITION (2019)





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