

HIS & HERS TV SERIES

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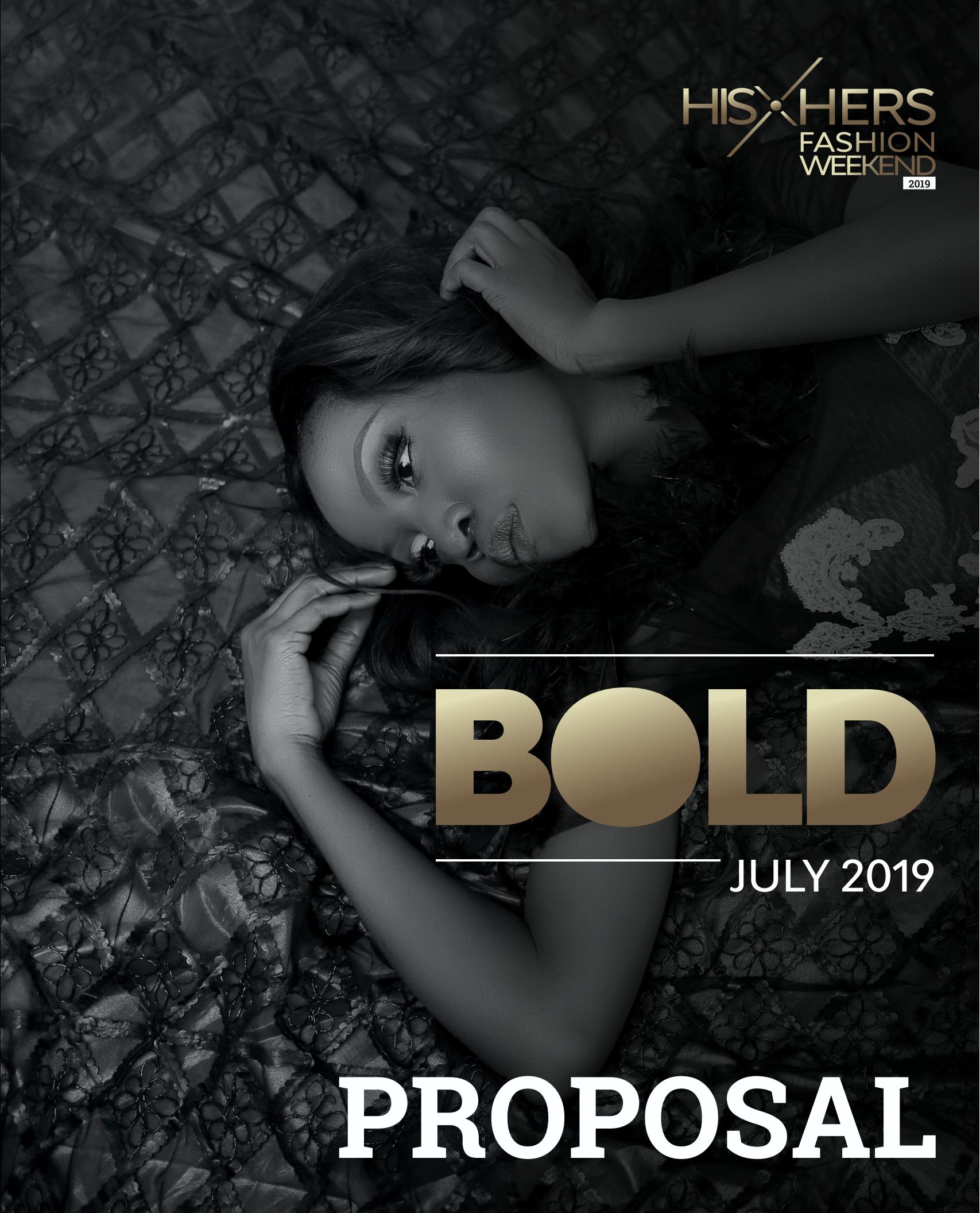
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#HHFW19



BOLD

JULY 2019

PROPOSAL



We are no different; with the HisAndHers Fashion Weekend 2018 that held in the beautiful city of Port Harcourt, and aired on SilverbirdTv Port Harcourt for over 6weeks post event, we have only scratched the tip of the iceberg of the possibilities of this industry especially when merged with media.

The His & Hers Fashion Weekend is a vision aimed at fostering collaboration between the fashion industry and media in general. We are set to climax profitable synergies between fashion brands & the media, which will translate to the birth of amazing products, valuable content, commercials and an entire myriad of possibilities.

His & Hers Fashion Weekend, as an annual fashion event, have evolved from Zinny Ladies Night Out in 2013, Zinny Night of Style in 2014 to our Style and Grooming Classes in 2016, then the His And Hers Style & Grooming event that took place at the Swiss Mabisel Hotel, Trans Amadi in 2017.

In 2018, it became His And Hers Fashion Weekend with a weekend show airing on the Silverbird Television Port Harcourt, every Saturday at 5pm called His And Hers TV Series, with over 3000 members on our Facebook group

EXPOSURE

An investment like no other, exposure to this dynamic audience creates an unparalleled opportunity to highlight your business. Over the past 7 years, Zinnystyles has built a reputation for professional, high quality events that receive significant publicity in communities across the Niger-Delta region. The 2018 media coverage generated over NGN30,000,000 in equivalent ad promotional publicity. The 2019 event is poised to receive unprecedented media exposure, bringing even more notoriety to the sponsors and designers involved.

Presenting, Platinum and Gold sponsors will be recognized on all social media platforms from June 2019 until August 10, 2019.



SPONSORSHIP OPPORTUNITIES

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
ONE YEAR COMMITMENT	NGN5,000,000	NGN3,500,000	NGN2,500,000	NGN1,000,000	NGN500,000
PER YEAR/3 YEAR COMMITMENT	NGN13,500,000	NGN10,000,000	NGN 7,000,000	NGN2,700,000	NGN1,300,000

BENEFITS AND RECOGNITION					
VIP seating opportunities	12	8	4	2	1
Sponsor level exclusivity	Exclusive	Exclusive	Maximum 3	Maximum 6	Unlimited
Recognition in event lookbook	Logo	Logo	Logo	Logo	Logo
Recognition on event entrance signage and post-event thank you advertisement	Logo	Logo	Logo	Logo	Name
Recognition and link on HHFW Website and HHFW!9 Landing page	Logo	Logo	Logo	Logo	Name
Recognition in all print media advertisements	Logo	Logo	Logo	Name	
Advertisement in event lookbook	1 Page	1 Page	1/2 Page	1/4 Page	
Recognition on HHFW social media platforms	•	•	•		
Verbal recognition from stage	•	•			
Recognition on Step & Repeat photo backdrop	Logo				
Recognition and link on HHFW homepage webslider	Logo				
Recognition at Designer Spotlight	Logo				
Company name included in all press releases and in all HHFW purchased broadcasting media	•				

	PORTFOLIO	VALET	HAIR	MAKEUP	MODEL
ONE YEAR COMMITMENT	NGN125,000	NGN125,000	NGN125,000	NGN125,000	NGN125,000

BENEFITS AND RECOGNITION					
VIP seating opportunities	2	2	2	2	2
Sponsor level exclusivity	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive
Recognition in event lookbook	Logo	Logo	Logo	Logo	Logo
Recognition on event entrance signage	Name	Name	Name	Name	Name
Recognition and link on HHFW website and HHFW19 Fashion Show page	Name	Name	Name	Name	Name
Advertisement in event lookbook	1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page
Logo recognition on specific collateral	Portfolio Room Signage	Valet Signage	Casting Call Poster	Casting Call Poster	Casting Call Poster

SPONSORSHIP AGREEMENT FORM

- | | | |
|--|---|--|
| <input type="checkbox"/> Presenting NGN5,000,000
Exclusive | <input type="checkbox"/> Platinum NGN3,000,000
Exclusive | <input type="checkbox"/> Gold NGN2,500,000
Maximum 3 sponsors |
| <input type="checkbox"/> Silver NGN1,000,000
Maximum 6 sponsors | <input type="checkbox"/> Bronze NGN500,000
Unlimited | Duration of Sponsorship |
| | | <input type="checkbox"/> 3 year |
| | | <input type="checkbox"/> 1 year |
| <input type="checkbox"/> Portfolio NGN125,000
Exclusive | <input type="checkbox"/> Valet NGN125,000
Exclusive | <input type="checkbox"/> Hair NGN125,000
Exclusive |
| <input type="checkbox"/> Makeup 125,000
Exclusive | <input type="checkbox"/> Model NGN125,000
Exclusive | |

Contact Information

name	title	
company name (leave blank if donating as an individual):		
address		
city	prov	postal code
email	phone	
date	signature	

If providing a Gift-in-Kind Sponsorship,
please skip to Gift-in-Kind

Payment Options

- Cash/Cheque Online transfer (details on request)
payable to Zinnystyles
Limited

Gift-in-Kind Sponsorship

Total value of products or service(s): NGN _____

Please attach one of the following:

- Appraisal Invoice Receipt

Description of product(s) or service(s):

Recognition
Please Email
company logo to
sponsorship@hisandhers.tv
in the following
format: Illustrator EPS,
colour vector artwork



The HHFW18 was a huge success!

I was indeed overwhelmed by the massive turnout of not just fashion lovers but also by the class of people in attendance.

It's the first time in the history of the city of Port Harcourt I witnessed quality audience in a fashion event- People who could afford to buy off the runway designers' looks.

Mordi Chike Euriel
Creative Director,
Zhalima Grazioni, Port
Harcourt



DONATE

Support the **HHFW19** Fashion Show with a donation of any amount. A **Donors' Badge** for 100% of your donation will be issued for your generous contribution. See back of page for details.

ATTEND

Visit:
hhfw19.hisandhers.tv
for ticket purchasing details.

HIS X HER
FASHION
WEEKEND
2019

Donor Information

name	title	
Company name (<i>leave blank if donating as an individual</i>):		
Address		
city	State	Postal code
email	Phone	
date	signature	

I would like to donate NGN _____ in support of HHFW19

Payment Options

Cash/Cheque
payable to Zinnystyles Ltd.

Please return this form to:

ZINNYSTYLES HQ
20, Peremabiri Lane,
D-Line Port Harcourt

Email: donate@hisandhers.tv

Please note a **Donors' Badge** for 100% of your donation will be made to the name and address on the donation form.



A collection from the 2018 Fashion Show

A WORD FROM THE 2018 FASHION SHOW DESIGNERS

I had a great experience showcasing at the HHFW18. From the quality of the audience to the people who really loved my works and I was pleased to receive their feedback which was positive all the way. I would recommend showcasing at the HHFW19 to all designers as it's been a great opportunity to get my business up and running

Chresher Home

The HHFW18 was spectacular! It showcased a lot of fashion intelligence and excellence. the mix of music from great performers in between the display of masterpieces, it was a spectacle to behold and an event to remember.

Willa Wanger