



# COAST

## FASHION AND MODELLING AWARDS (CFMA) 2026



## CONCEPT NOTE

### THEME

Celebrating Heritage, Empowering Youth Talent, and Advancing Sustainable Fashion and Eco-Tourism



15th August 2026



Mombasa Kenya

## EXECUTIVE SUMMARY

The **Coast Fashion and Modelling Awards (CFMA) 2026** is a premier creative industry platform designed to celebrate cultural heritage, empower youth talent, and advance sustainable fashion and eco-tourism in Coastal Kenya.

Building on the **successful CFMA 2025**, which attracted **over 350 attendees** and recognized **30 award winners**, CFMA 2026 seeks to scale impact by integrating fashion, culture, sustainability, and tourism into one flagship regional event. The initiative aligns with national and county development priorities, including youth empowerment, job creation, cultural preservation, environmental sustainability, and destination branding.



Scheduled for **15th August 2026**, CFMA 2026 will feature fashion showcases, modelling competitions, cultural performances, eco-tourism exhibitions, and an awards ceremony recognizing excellence across the creative ecosystem.

The event will convene youth curatives, county governments, fashion industry stakeholders, tourism players, environmental organizations, media, and development partners.

CFMA 2026 aims to position the Coast region as a hub for **sustainable creative industries and eco-tourism**, while creating long-term economic and social value for youth and local communities.



## BACKGROUND AND CONTEXT

The Coast region of Kenya is richly endowed with cultural heritage, creative diversity, and globally recognized natural attractions. Traditional craftsmanship, indigenous textiles, Swahili and Mijikenda cultural expressions, and coastal aesthetics have long influenced fashion and creative industries in Kenya and beyond.

Recognizing the need for a structured platform to celebrate and professionalize this sector, the **Coast Fashion and Modelling Awards (CFMA)** was established to recognize excellence, nurture talent, and create visibility for creatives within the Coast region.

In **2025**, CFMA successfully hosted the **Coast Fashion and Modelling Awards 2025**, attracting **over 350 participants and guests**, including youth creatives, designers, models, county government representatives, private sector stakeholders, media houses, and the general public. The event demonstrated strong demand for a regional creative platform and confirmed the Coast's readiness for large-scale fashion and modelling initiatives.

During the 2025 edition, **30 outstanding individuals and brands** were awarded trophies in recognition of their excellence, innovation, and contribution to the fashion and modelling industry. This milestone not only celebrated achievement but also boosted morale, visibility, and professional credibility among coastal creatives.

The success of CFMA 2025 revealed both opportunity and responsibility—to scale the platform beyond recognition into a driver of **youth empowerment, sustainable livelihoods, cultural preservation, and tourism promotion**.



Building on this proven foundation, **CFMA 2026** seeks to expand the scope and impact of the awards by embedding **sustainable fashion principles** and **eco-tourism promotion**, while strengthening partnerships with county governments, development agencies, and the private sector.

## THEME JUSTIFICATION

The theme **“Celebrating Heritage, Empowering Youth Talent, and Advancing Sustainable Fashion and Eco-Tourism”** reflects a strategic and inclusive development approach:

- **Celebrating Heritage:**  
Showcases coastal identity, traditions, craftsmanship, and cultural narratives as assets for creative and economic growth.
- **Empowering Youth Talent:**  
Responds to high youth unemployment by providing platforms for exposure, mentorship, skills development, and income opportunities.
- **Advancing Sustainable Fashion and Eco-Tourism:**  
Aligns fashion with environmental conservation, ethical production, circular economy practices, and responsible tourism models that protect coastal ecosystems.



## OBJECTIVES



### Main Objective

To position CFMA as a leading regional platform that promotes cultural heritage, youth empowerment, sustainable fashion, and eco-tourism development in Coastal Kenya.

### Specific Objectives

1. To recognize and reward excellence in fashion and modelling.
2. To promote cultural heritage as a foundation for creative innovation.
3. To empower youth through exposure, mentorship, and professional networks.
4. To advocate for ethical and sustainable fashion practices.
5. To integrate fashion with eco-tourism and destination branding.
6. To strengthen collaboration between county governments and creative industries.
7. To attract investment and partnerships into the creative economy.

## EVENT DESCRIPTION

CFMA 2026 will be a **high-profile, multi-sectoral event** featuring:

- Sustainable fashion runway showcases
- Talents competitions and presentations
- Awards ceremony across multiple creative categories
- Cultural performances and heritage exhibitions
- Eco-tourism showcases and county branding booths

## 5. Coast Fashion, & modeling Awards

1. Most Influential female Model of the Year
2. Most Influential male Model of the Year
3. Best Model in Community Service
4. Rising Star Model of the Year
5. People's Choice Award
6. Best PWD Model of the Year
7. Designer of the Year
8. Best Fashion House of the Year
9. Ambassador of Coastal Heritage
10. Plus Size Model of the Year
11. Teen Model of the Year
12. Most Stylish Model of the Year
13. Photogenic Model of the Year
14. High Fashion Model of the Year
15. Most Innovative Model of the Year

16. Best Photographer of the Year
17. Best Makeup Artist of the Year
18. Best Dressed Creative of the Year
19. Best Creative Agency of the Year
20. Most Talented Model of the Year
21. Pageant of the Year
22. Best Pageant Trainer of the Year
23. Best Fashion Stylist of the Year
24. Best Master of Ceremonies (MC) of the Year
25. Best DJ of the Year
26. Best Event Organizer of the Year
27. Best Rapper of the Year
28. Best Music Band of the Year
29. Best Spoken Word Artist of the Year
30. Tik toker of the year
31. Muslim Model of the year

## SPONSORSHIP AND PARTNERSHIP FRAMEWORK

### Why Partner with the Coast Fashion and Modelling Awards (CFMA) 2026

The **Coast Fashion and Modelling Awards 2026** offers a unique and high-impact partnership opportunity for organizations seeking meaningful brand visibility, social impact, and alignment with youth empowerment, cultural preservation, sustainability, and eco-tourism development.

Building on the **successful first edition in 2025**, which attracted **350+ attendees** and recognized **30 award winners**, CFMA has proven its ability to convene diverse stakeholders, deliver a professionally organized event, and create measurable value for partners.

Partnering with CFMA 2026 is not merely sponsorship—it is a **strategic collaboration** with long-term social, economic, and environmental returns.

### Why CFMA 2026 Is a Strategic Partnership Platform

#### 1. Proven Track Record and Credibility

- Successfully delivered CFMA 2025 with strong turnout and industry participation
- Demonstrated capacity to manage large-scale creative events
- Established trust within the fashion, modelling, and creative ecosystem

#### 2. Direct Access to the Youth Market

- CFMA directly engages **youth creatives, entrepreneurs, and consumers**, a key demographic for brands, policymakers, and development partners
- Provides partners with authentic engagement rather than passive advertising

#### 3. Strong Alignment with Development Priorities

CFMA 2026 aligns with:

- **Youth employment and skills development**
- **Cultural heritage preservation**
- **Sustainable fashion and environmental conservation**
- **Eco-tourism promotion and destination branding**
- **County Integrated Development Plans (CIDPs), Vision 2030, and SDGs**

This makes CFMA an ideal platform for **public-private partnerships** and donor-funded initiatives.

# Partnership Value Proposition

Partners of CFMA 2026 benefit from:

- **High-Visibility Brand Exposure**

Prominent branding across event materials, stage, runway, digital platforms, and media coverage

- **Positive Brand Association**

Alignment with youth empowerment, sustainability, culture, and responsible tourism

- **Stakeholder Engagement**

Direct interaction with county governments, creatives, influencers, and industry leaders

- **Media and Digital Reach**

Exposure through traditional media, social media campaigns, influencer partnerships, and post-event content

- **Legacy and Impact**

Contribution to long-term creative industry growth and sustainable tourism development

## SPONSORSHIP PACKAGES & BENEFITS

### 1. TITLE SPONSOR – KES 500,000 (EXCLUSIVE)

#### Overview

The Title Sponsor is the principal strategic partner of CFMA 2026, enjoying maximum visibility, influence, and long-term brand association with the event.

#### Benefits

1. Exclusive event naming rights (*CFMA 2026 powered by [Sponsor]*)
2. Logo dominance across all event branding materials
3. Prime logo placement on main stage, runway, and LED screens
4. Opening keynote or official welcome address
5. Opportunity to co-host selected award segments
6. Exclusive branded runway or showcase segment
7. Priority exhibition and experiential activation space
8. Logo placement on all digital, print, and media materials
9. Brand mentions in all press releases and media briefings
10. VIP access passes for executives and invited guests
11. Post-event impact and accountability report
12. Recognition as a legacy partner of CFMA
13. Priority consideration for future CFMA editions

## 2. PLATINUM SPONSOR – KES 250,000

### Overview

Platinum Sponsors are top-tier partners supporting major components of the awards.

### Benefits

1. Prominent logo placement on stage backdrops and runway screens
2. Speaking opportunity or award presentation role
3. Branded exhibition or activation space
4. Logo placement on event tickets and invitations
5. Brand inclusion in press releases and media content
6. Extensive visibility across CFMA digital campaigns
7. Brand mentions by MCs during the event
8. VIP seating and access passes
9. Access to post-event media assets
10. Inclusion in post-event impact report
11. Priority consideration for future CFMA editions

## 3. GOLD SPONSOR – KES 100,000

### Overview

Gold Sponsors support key event segments and enjoy strong brand visibility.

### Benefits

1. Logo placement on selected stage and runway backdrops
2. Opportunity to present sponsored award
3. Brand mentions during the event
4. Logo inclusion in digital and social media promotions
5. Exhibition or product display space
6. Access passes for sponsor representatives
7. Brand inclusion in press and media mentions
8. Access to professional event photos

## 4. SILVER SPONSOR – KES 50,000

### Overview

Silver Sponsors support specific operational or thematic components of CFMA 2026.

### Benefits

1. Logo placement on selected event materials
2. Brand mention during the awards ceremony
3. Logo inclusion on CFMA website and social media
4. Shared exhibition or product display opportunity
5. Access passes for sponsor representatives
6. Access to selected event photos

## 5. BRONZE SPONSOR – KES 25,000

### Overview

Bronze Sponsors support CFMA 2026 and gain entry-level brand visibility.

### Benefits

1. Logo inclusion on sponsor recognition boards
2. Brand mention during event acknowledgments
3. Listing on CFMA website and social media pages
4. Access passes for sponsor representatives
5. Recognition in post-event thank-you communications

### Conclusion

The **Coast Fashion and Modelling Awards 2026** presents a scalable and impact-driven intervention that leverages the creative economy as a tool for **youth empowerment, cultural preservation, sustainable livelihoods, and eco-tourism development** in Coastal Kenya. Building on the demonstrable success of the 2025 edition—which convened over 350 participants and formally recognized 30 outstanding industry contributors—CFMA 2026 is grounded in proven implementation capacity and stakeholder trust.

Anchored on the theme “**Celebrating Heritage, Empowering Youth Talent, and Advancing Sustainable Fashion and Eco-Tourism**,” the initiative responds directly to key development priorities including youth employment, skills development, environmental sustainability, and inclusive economic growth. By integrating fashion, culture, and tourism, CFMA 2026 creates a multi-sector platform that generates both social and economic value while promoting responsible production and consumption.

Donor support to CFMA 2026 will enable the expansion of youth participation, the strengthening of sustainable fashion practices, and the integration of eco-tourism and conservation narratives into the creative industry. Resources mobilized through this partnership will directly contribute to capacity building, visibility of emerging talent, and the creation of market linkages that extend beyond the event itself.

CFMA 2026 is committed to **transparent implementation, measurable outcomes, and post-event reporting**, ensuring accountability and learning for future programming. The initiative aligns with national and county development frameworks, as well as global development agendas such as the **Sustainable Development Goals (SDGs)**—particularly those related to decent work, sustainable cities and communities, responsible consumption, and partnerships for development.

The Coast Fashion and Modelling Awards 2026 therefore invites **development partners, foundations, and donor agencies** to support a credible, youth-led platform that transforms creative talent into sustainable opportunity, strengthens cultural identity, and contributes to environmentally responsible tourism and economic resilience in Coastal Kenya.



**COAST**  
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C R O W N I N G C H A N G E

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