



Pilbara Fashion Festival

SPONSORSHIP PROPOSAL

The Junction Co advocate for and connect regional creatives with workspace, learning opportunities and networks to uplift their endeavours. We create pathways and opportunities for creatives in Hedland to showcase their skills and products benefiting not only the individual but also the community.

“There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.”

- Edward de Bono

In 2021, The Junction Co. are excited to launch the Pilbara Fashion Festival. A series of community workshops, education sessions, designer talks and bootcamps providing the community with the chance to engage with creatives working in fashion and experience a range of design skills which may spark a new passion and discovery of new skills.

The Pilbara Fashion Festival will culminate in a showcase event, the Hedland Community Runway Gala, taking place on Saturday 29th May. This will be a collaboration of new, emerging and existing creatives working together to produce a fashion

runway show demonstrating the depth of creative talent and opportunities in our town across fashion and jewellery design, make-up artistry, hair styling and retail. A component of the runway show will be dedicated to Indigenous textiles and design.

The Hedland Community Runway Gala will be a contemporary and interactive production with light show and live streaming to interactive displays, choreographed runway show, live music and retail platforms for the creatives involved.

We are seeking your support to realise this vision for our community.

It's not just a runway show, it's building

LOCAL CREATIVE INDUSTRIES

Core to The Junction Co. vision is supporting and growing local creative industries.

The Pilbara has a thriving economy built around heavy industry and hard physical work. The resources industry will always be important to Hedland and it is our vision to work with this sector to grow.

The creative industries in its own right and to ensure the continued

liveability of the town. Creative industry includes designers and artists, makers, artisans, photographers, make up artists, hair stylists, performers and musicians, event organisers and creative small businesses.

We will be engaging and contracting local industry to produce the runway show, including all staging and audiovisuals sourced right here in town.

Taking place at a secret location, the creative industries in town are being given an exciting platform to showcase their talents and you are being provided with a unique opportunity to show your support and demonstrate the community values of your organisation.

There are multiple and varied options for your brand and business to be highlighted through out the evening

JOIN+US

The Junction Co. understand it is an important decision to make when providing financial support, and have identified three core benefits in supporting the Pilbara Fashion Festival:

- + Your organisation is ensuring the ongoing growth and development of local Hedland creatives, elevating them amongst their regional peers, including established artists, arts organisations and more broadly the regional WA creative industries;
- + Your own organisational values are activated and enhanced, through your visible demonstration

of support for regional WA communities;

- + Being a sponsor for this inaugural event makes your business a trendsetter building the profile of Hedland as an innovative place to be!

What does the Pilbara Fashion Festival and Hedland Community Runway Gala bring to our community:

- + A dynamic production to showcase the best Hedland has to offer in the fashion and broader creative space;

+ Learning and development opportunities for creatives;

- + Improved liveability and pride for the Hedland community.



You are invited to consider the following sponsorship packages, and connect with The Junction Co. Executive Officer, Katie Evans to discuss options.

E: katie@thejunctionco.com.au

M: 0421 957 057


















W: thejunctionco.com.au



Partnerships, Sponsorships and their Perks

PACKAGES

We appreciate your support and offer the below packages for your sponsorship.

	PLATINUM \$12,000 <small>(only 2 of these available)</small>	GOLD \$7,000	SILVER \$3,000	BRONZE \$1,500
Logo on interactive displays x4 and a hashtag your business name promoted for use				
Your logo included in the dedicated photo opportunity staging				
Promotional video played on tv screens during breaks (video to be provided by you, up to 30 secs)				
Gala Passes	8	6	4	2
10% discount on additional tickets	 Up to 8 tickets	 Up to 6 tickets	 Up to 4 tickets	
Logo, link and blurb on The Junction Co. event page on the website				
Logo on all print marketing material				
Entrance signage to event acknowledging sponsorship				
Complimentary Courthouse Gallery+Studio memberships	4	2		
Complimentary tickets to an exclusive long table dinner held in Hedland	2			



PILBARA

fashion festival 2021

Be part of the Pilbara's very first fashion festival

For more details on how The Junction Co. is currently seeking sponsors to assist in bringing the Pilbara Fashion Festival to life, contact Deanna Exeter, Manager Courthouse Gallery+Studio.

E: katie@thejunctionco.com.au

M: 0421 957 057

W: thejunctionco.com.au