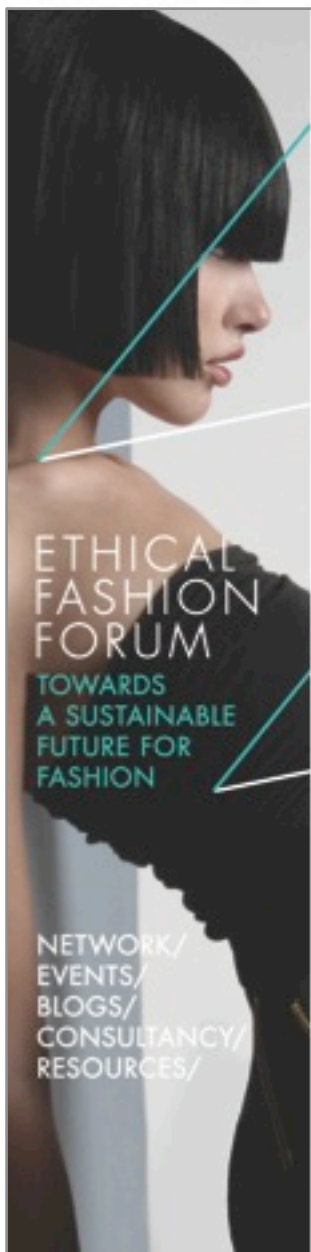




# SPONSORSHIP

# PACKAGES AND BENEFITS

Images: Background: Weaver working with Panchachuli, a fair trade cooperative in India supporting 800 women. As well as creating employment, Panchachuli supports healthcare and local schools for 1000 children. Panchachuli has gained valuable links to market through the Ethical Fashion Forum. Foreground: Design by Ada Zanditon, EFF INNOVATION winner, pioneering the use of innovative eco- fabrics in the luxury design sector.



## SPONSORS' PROMOTIONAL OPPORTUNITIES THROUGH EFF

**EFF SOURCE EXPO:** The only fashion industry trade show dedicated to ethical sourcing, the SOURCE EXPO annually brings together inspirational fair trade and ethical suppliers from all over the world to London, attracting hundreds of fashion professionals from across the sector and securing widespread press and media coverage.

**EFF SOURCE MAGAZINE:** Set to become the world's leading source of sustainable fashion business intelligence, the SOURCE MAGAZINE offers a stylish online platform for latest developments in the sector.

**EFF SOURCE DIRECTORY:** Set to become the world's most comprehensive ethical sourcing and business database for the fashion sector.

**EFF INNOVATION COMPETITION:** The world's leading ethical fashion competition, INNOVATION awards excellence in fashion design and sustainability, partners with the world's leading fashion weeks and gains broad coverage in the mainstream fashion press.

**TRAINING AND NETWORKING EVENTS:** The EFF holds regular training and networking events worldwide around fashion and sustainability, including an annual Excellence in Ethical Fashion Conference.

**RESOURCE MATERIALS:** The EFF regularly publishes and distributes resource materials.

**ETHICAL FASHION NETWORK:** The world's largest network of fashion professionals dedicated to sustainability, the EFF's online Ethical Fashion Network has over 4000 members in more than 100 countries.

**NEWSLETTERS:** Issued to a dedicated industry network of over 12,000, with circulation set to double in 2011.

**ONLINE PROMOTION:** The EFF web platforms receive just under 50,000 unique visitors every month.

## SPONSORSHIP OF THE ETHICAL FASHION FORUM (EFF)

**Ethical Fashion is the fastest growing movement in fashion today.**

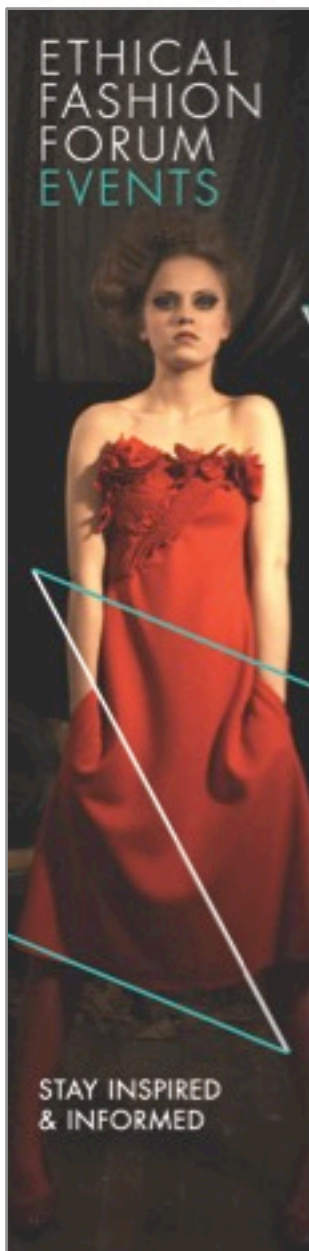
The ETHICAL FASHION FORUM (EFF) is a not for profit industry body, representing the world's largest network of fashion professionals dedicated to sustainability. The EFF has over 4500 members in over 100 countries and is growing rapidly, with more than 100 new members joining every week. 90% of membership is made up of industry professionals.

Through its web platforms, projects, events and newsletters, the EFF reaches as many as 50,000 people through its own dedicated channels every month. Because of the media appeal of fashion, the EFF is able to reach many thousands more through widespread coverage in the mainstream press and media- particularly around major projects and events such as the SOURCE EXPO and the INNOVATION competition.

**Sponsorship of the Ethical Fashion Forum will promote your company's commitment to sustainability alongside one of the fastest growing and most inspirational movements in the world – reaching tens of thousands of people directly and through associated media coverage.**

This document sets out a range of sponsorship options and benefits for your company or organisation to take advantage of. Bespoke options are also available, which can be designed to meet your needs and budget.

**If you are interested in any of these sponsorship options please email [sponsorship@ethicalfashionforum.com](mailto:sponsorship@ethicalfashionforum.com) or call the EFF office on 00 44 (0) 207 739 7692**



## SUMMARY OF SPONSORSHIP OPTIONS, COSTS AND BENEFITS

**£20,000 EFF LEAD SPONSOR:** This includes headline promotion on every EFF web platform, alongside every project and at all events, including the SOURCE EXPO, INNOVATION competition, training events and resources.

**£10,000 SOURCE Platform Headline Sponsor:** Includes promotion on all SOURCE platforms, including premium stand and all promotional materials at the SOURCE EXPO, and promotion on the DIRECTORY and MAGAZINE.

**£5,000 SOURCE EXPO Gold Sponsor:** Includes dedicated promotion alongside the SOURCE EXPO to the entire EFF network and on all EXPO promotional materials, a dedicated seminar and free premium stand at the event.

**£5,000 INNOVATION Sponsor:** Dedicated promotion alongside the INNOVATION competition, including all promotional materials and at awards party.

**£5,000 Excellence in Ethical Fashion Programme Sponsor:** Dedicated promotion at all Excellence in Ethical Fashion training and networking events and on all related resources.

**£2,500 SOURCE EXPO Silver sponsor:** Includes promotion on all EXPO promotional materials and a free stand at the event.

**£2,500 Ethical Fashion Network sponsor:** Dedicated promotion as a sponsor on the Ethical Fashion Network.

**£1,500 Training/networking event sponsor:** Promotional opportunities in association with one training/ networking event on a specific topic.

**£1,000 Newsletter sponsor:** Dedicated banner on one of the EFF's newsletters for a six month period (newsletters include Market Bulletin, Business Bulletin, Supply bulletin, News and Events).

**PLEASE NOTE: Bespoke packages are available, including 2-5 year promotional packages. All figures exclusive of VAT.**

## £20,000 EFF LEAD SPONSOR

(One available- exclusive status for a period of 12 months)

### BENEFITS:

- **Exclusive status as primary sponsor of the EFF across all EFF projects, events, and promotional channels for a 12 month period.**

### SOURCE: PLATFORM:

- **Promotion as EFF lead sponsor on all literature and display material during the SOURCE EXPO.**
- **Dedicated promotion in the EXPO brochure,** issued to all visitors.
- **Dedicated seminar at the event** presenting your company to leading fashion professionals.
- **Free premium stand** at the EXPO.
- **Promotional material in all EXPO delegate bags.**
- **10 Free passes** to attend the Ethical Fashion Source Expo.
- **Logo, link and profile** on all SOURCE websites (EXPO, DIRECTORY, and MAGAZINE).

NB Promotion on the SOURCE Platform may be shared with SOURCE headline sponsor.

### INNOVATION COMPETITION:

Promotion alongside the INNOVATION competition, including all promotional materials, presence at international trade shows and awards party.

### EXCELLENCE IN ETHICAL FASHION

Promotion at all Excellence in Ethical Fashion training and networking events and all related resources.

### ETHICAL FASHION NETWORK AND EFF WEBSITE

Promotion as a sponsor to an estimated 50,000 unique visitors per month.

### NEWSLETTERS

Promotion as a sponsor on all newsletters, reaching over 12,000 fashion professionals dedicated to sustainability- figures set to double in 2011.



## WHAT PEOPLE SAID ABOUT SOURCE EXPO 2010

*"Wonderful, enticing and fantastically exhausting! (in a great way!)"* **Zoe Powell, Textile Designer**

*"We spoke to many people on the real feasibility of manufacturing good quality sustainable clothing in Africa. The number of people who were surprised and impressed by our set up was an eye opener - from big heavyweights like Topman to researchers, NGOs and start ups. We've already taken orders on our stock range, working on quotes for special production and have made some fantastic connections for long term partnerships"* **Prama Bhardwaj , Mantis World, Ethical Manufacturer in Tanzania**

*"We were overwhelmed by the response we received ....we had a constant flow of people visiting and interested in us....from representatives of big names like Vivienne Westwood and Monsoon to smaller brands from all over the world- from Germany and Sweden to the United States and Uruguay"* **Pieter Theron, Norman Sustainable Hangers**

*"There was a friendly but focused air about the Expo that made the event work well both for us as exhibitors and for our customers....we will definitely be back"* **Richard Martin, Director, Marling and Evans, Made in the UK**

*"Source Expo was an excellent event that Ada Zanditon was delighted to participate in - it was a great showcase for the brand – excellent contacts were made with both boutiques and press"* **Ada Zanditon ( Exhibiting at the Designer Pavilion at the EXPO)**

## £10,000 SOURCE Headline Sponsor

Promotional period- 12 months

### BENEFITS:

- Promotion as headline event sponsor on all literature and display material during the SOURCE EXPO.
- Dedicated promotion in the EXPO brochure, issued to all visitors.
- Dedicated seminar at the event presenting your company to leading fashion professionals.
- Free premium stand at the EXPO.
- Promotional material in all EXPO delegate bags.
- 10 Free passes to attend the Ethical Fashion Source Expo.
- Logo, link and profile on all SOURCE websites for a 12 month period (EXPO, DIRECTORY, and MAGAZINE).
- Logo, link and promotion on all SOURCE BULLETINS (newsletters) for a 12 month period (MARKET Bulletin, BUSINESS Bulletin and SOURCING Bulletin).

NB Promotion on the SOURCE Platform may be shared with EFF's LEAD sponsor.

## £5,000 SOURCE EXPO Gold Sponsor:

Promotional period- 6 -9 months (depending on contract commence date)

### BENEFITS:

- Promotion as an event sponsor on all literature and display material during the SOURCE EXPO.
- Promotion in the EXPO brochure, issued to all visitors.
- Dedicated seminar at the event presenting your company to leading fashion professionals.
- Free premium stand at the EXPO.
- Promotional material in all EXPO delegate bags.
- 5 Free passes to attend the Ethical Fashion Source Expo.
- Logo, link and profile on the SOURCE EXPO web platform for a 6-9 month period (Depending on contract commence date).



## WHAT PEOPLE SAY ABOUT EFF TOOLS, PROJECTS AND EVENTS:

### ETHICAL FASHION NETWORK:

*"A great forum for connecting ...we have shared expertise, received contacts and are doing business as a result"* Prama Bhardwaj, Managing Director, Mantis World. Ethical Manufacturer in Tanzania

### INNOVATION COMPETITION:

*"VOGUE.COM is committed to supporting the INNOVATION project and its goals and the team is proud to be involved"* Dolly Jones, Editor, Vogue.com

*"Some of the most talented design graduates are now considering people and the environment when they create their collections. This competition encourages more designers to follow suit"* Erin O Connor, Supermodel

*"This has been an amazing projection of progress, Pure has opened up a whole world of buyers I would never have met otherwise"* Mia Nisbet, INNOVATION winner :Recycling and changing lives in Malawi

*"The opportunity that the competition provides is an amazing advantage in terms of business growth by providing free trade marketing for the next season..."* Olivia Kennaway, Lalessa, INNOVATION winner: supporting slum communities in Kenya

### TRAINING EVENTS:

*"I found this event inspirational - it was both motivational and informative"* Feedback from Spotlight on Sourcing seminar participant, London

## £5,000 INNOVATION Sponsor:

Promotional period- 12 months

The international INNOVATION competition, launched in 2007, seeks out and promotes inspirational emerging design talent- combined with innovation in relation to sustainability. The competition is supported by celebrities including Laura Bailey and Erin O Connor, and is run in partnership with the Fairtrade Foundation, London Fashion Week and Pure (the UK's largest Womenswear trade show), also gaining widespread international press coverage.

### BENEFITS:

- Promotion on all INNOVATION marketing materials, mail outs and press releases.
- Promotion and a presence on INNOVATION stands at international trade shows.
- Promotional opportunities at the renowned INNOVATION awards party during London Fashion Week including speech/ presentation of awards.
- Product promotional opportunities at events.
- Logo, link and profile on the INNOVATION web platform for a 12 month period.

## £5,000 Excellence in Ethical Fashion Sponsor: Promotional period- 12 months

The EXCELLENCE IN ETHICAL FASHION programme includes seminars, masterclasses, online resources and promotion focused on supporting businesses to excel in both commercial and ethical terms. The goal of this programme is to place fashion businesses with high ethical standards in the spotlight and at the forefront of the sector.

### BENEFITS:

- Promotion on all Excellence in Ethical Fashion marketing and resource materials.
- Promotion as a sponsor at all Excellence events.
- Presentation opportunity at the annual conference/ intensive training event.
- Logo, link and profile on the Excellence in Ethical Fashion web platform for a 12 month period.



IMAGE: Roisin dress by Ada Zanditon , combining fair trade organic cotton denim with Marling and Evans 100% pure Shetland wool, steam finished rather than chemically finished. Ada Zanditon is an INNOVATION and Source Designer Award winner.

## £2,500 SOURCE EXPO Silver sponsor:

### **BENEFITS:** Promotional period- 6 months

- Promotion as an event sponsor on all literature and display material during the SOURCE EXPO.
- Free stand at the EXPO.
- Promotional material in all EXPO delegate bags.
- 2 Free passes to attend the Ethical Fashion Source Expo.
- Logo, link and profile on the SOURCE EXPO web platform for a 6 month period.

## £2,500 Ethical Fashion Network sponsor:

The Ethical Fashion Network is the worlds largest community of fashion professionals dedicated to sustainability, with over 4000 members in more than 100 countries and is growing rapidly with approximately 100 new members every week. The online Ethical Fashion Network platform offers members the opportunity to connect, profile and promote what they do, create topical and geographical groups and share resources.

### **BENEFITS:** Promotional period- 12 months

- Promotion as an Ethical Fashion Network sponsor on the online network platform.
- Promotional opportunities at Ethical Fashion Network events- notably Ethical Fashion Socials which bring together network members in different locations.
- Promotion as a sponsor on all printed materials about the network.

## £1,500 Training/ networking event sponsor:

Promotional opportunities in association with one training/ networking event on a specific topic, including promotion on all marketing materials , event website and at the event. Promotional period - 6 months

**£1,000 Newsletter sponsor:** Dedicated banner on one of the EFF's newsletters for a six month period. Newsletters include Market Bulletin, Business Bulletin, Supply bulletin, and News and Events.



The **ETHICAL FASHION FORUM** (EFF) is the industry body dedicated to a sustainable future for fashion. A not for profit organisation, the EFF works with the industry and consumers to **reduce poverty, create sustainable livelihoods and reduce the impact of the industry on the environment.**

**With over 100 new members joining our network every week, ETHICAL FASHION is the fastest growing and most inspirational movement in the industry.**

#### **EFF: TOWARDS A SUSTAINABLE FUTURE FOR FASHION**

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