



FASHION EXPO
MAY 2020

About SS HOC

SS House of Couture was founded by designer/stylist Sheena Cruz in 2013. Sheena first fell in love with fashion as a 7 year old in her grandmother's seamstress shop. She would accompany her grandmother to her corporate clientele's appointments and shopping trips for supplies. Sheena was able to learn first hand how to sew which also fueled her desire to pursue couture fashion.

Since it's inception, SS HOC has brought to life its mission to provide clients with extraordinary services by creating custom pieces that showcase their client's personality and artistry.

The 1st Annual SS Fashion Expo will showcase 7 independent designers in two days in the Hudson Yards in New York City. SS Fashion Expo will be the most memorable NY Fashion event in May 2020, leaving the industry anticipating May 2021.



THE VENUE

MERCANTILE 37/38

Mercantile 37

A sleek modern studio space complete with high-gloss white floors, street level drive-in access and floor to ceiling wrap around windows. With 2,900 usable square feet and an attached outdoor patio, Mercantile 37 is the perfect space for anything from intimate social gatherings to exclusive product launches.



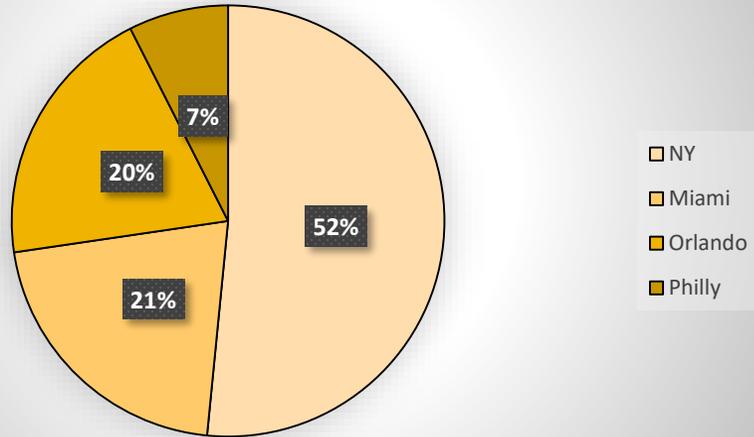
Mercantile 38

A 3,600 square foot locale of expansive white walls, dramatic lofted ceilings, and elegant high-gloss floors. With its 30' foot ceilings and towering windows, Mercantile 38 provides a refreshingly unique and diverse space for any New York City event.

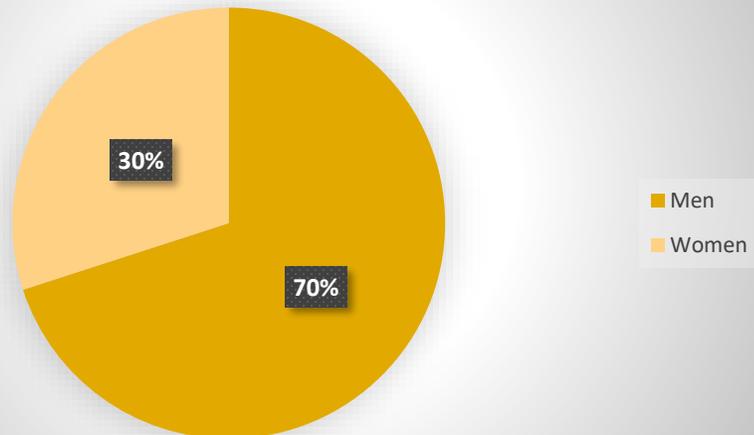


AUDIENCE INTEREST & DEMOGRAPHICS

Top Cities

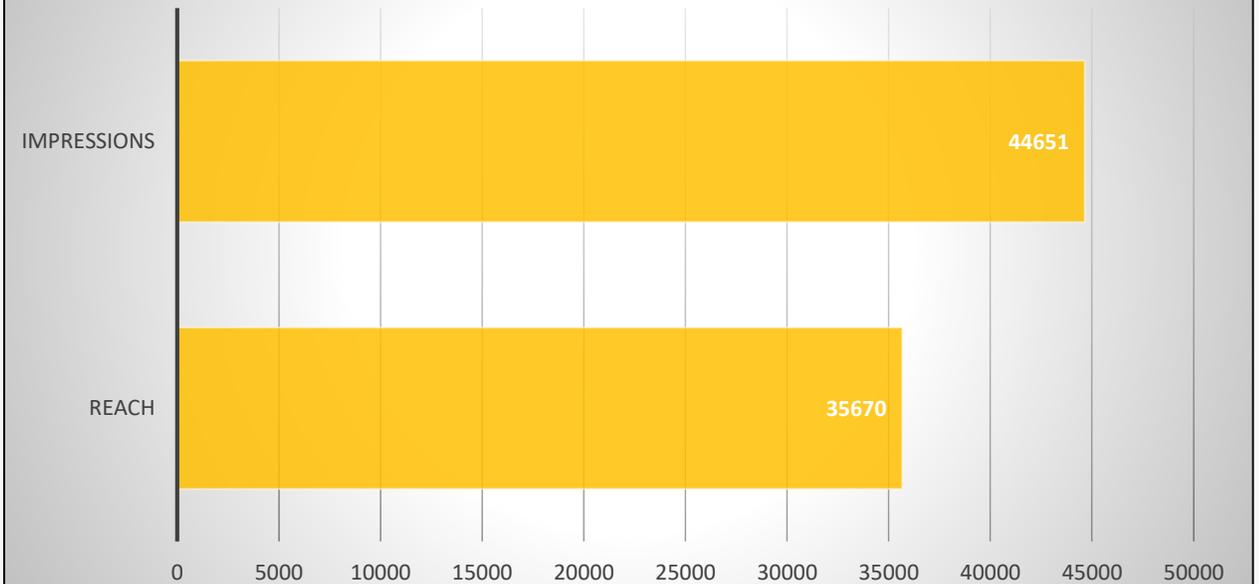


Gender



- Average Age: 25 - 44
- Expected Number of Attendees: 2700 in total (2 days)
- Instagram: 5.5K Followers

Weekly Social Media Stats



BENEFITS OF BECOMING A SPONSOR



The success of SS House of Couture was built on creating meaningful partnerships, relationships, and collaborations with respective brands and industry professionals. Brands, companies, and individuals that we partnered with for last year's Pop Up Shops had increased brand awareness amongst the many attendees of the events, had the opportunity to advertise current promotions, were able to sample products, and had the opportunity to build an extensive email list from those who were interested in their products and/or services. The number of ways that we can partner to come together to have an impactful event that will be pleasing to the brands, event organizers, and to the attendees are limitless.

*All sponsorships include opportunities to have their products demonstrated on models for advertisement of their brand in association with the event leading up to the event date. All sponsors, except for Silver and Bronze sponsors, are able to create their own pop-up shop, interactive branding stations, and will have access to event's email list after the duration of the festival. *Email for details.*



FASHION EXPO SPONSOR
LEVELS

TITLED SPONSOR (2)

\$3500



- Premium logo placement on website, poster, and event screens
- Title “brought to you by...” sponsorship on website, poster, marketing materials, and event screens
- Advertising through various social media channels and mailing lists, including radio promotion - over 5000 unique individuals to be reached!
- Mentions on SS HOC social media and mailouts
- 7 VIP tickets to SS Fashion Expo
- Mention from MC during the SS Fashion Expo
- Sponsorship booth/banner advertising at SS Fashion Expo

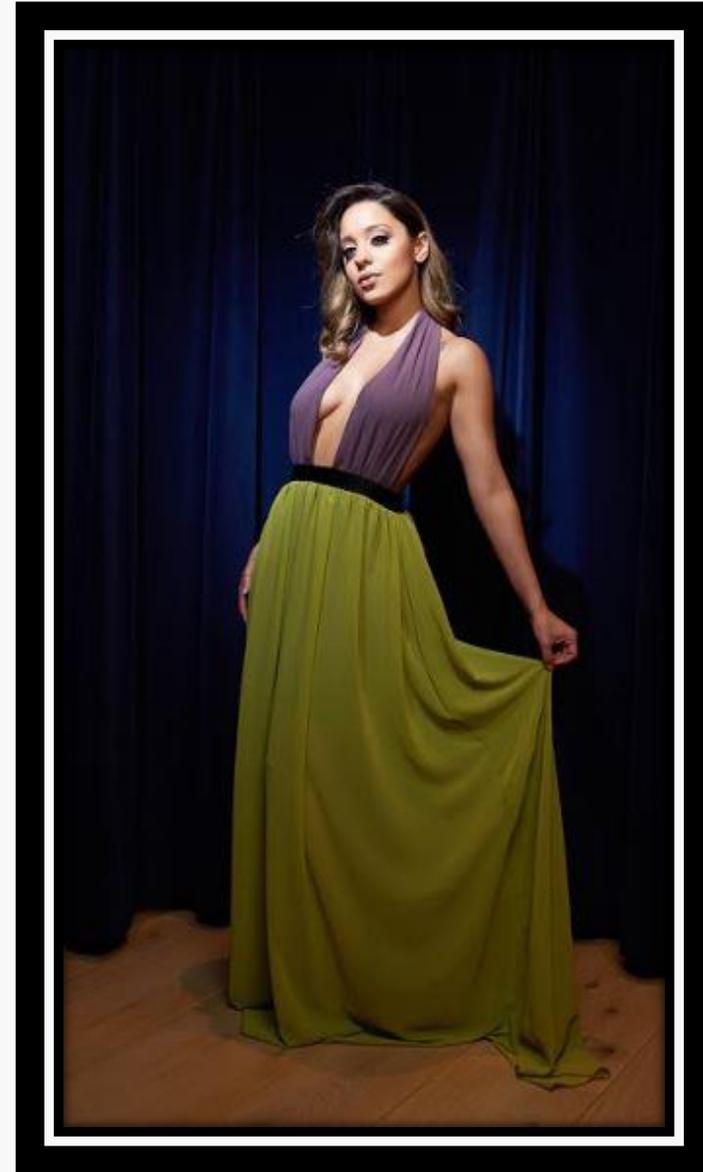
DIAMOND SPONSOR (2) \$2500

- Premium logo placement on website, poster, and event screens
- Title “brought to you by...” sponsorship on website, poster, marketing materials, and event screens
- Advertising through various social media channels and mailing lists, including radio promotion - over 5000 unique individuals to be reached!
- Mentions on SS HOC social media and mailouts
- 5 VIP tickets to SS Fashion Expo
- Mention from MC during the SS Fashion Expo
- Sponsorship booth/banner advertising at SS Fashion Expo



GOLD SPONSOR (3) \$1500

- Premium logo placement on website, poster, and event screens
- Title “brought to you by...” sponsorship on website, poster, marketing materials, and event screens
- Advertising through various social media channels and mailing lists including radio promotion - over 5000 unique individuals to be reached!
- Mentions on SS HOC social media and mailouts
- 4 VIP tickets to SS Fashion Expo
- Mention from MC during the SS Fashion Expo
- Sponsorship booth/banner advertising at SS Fashion Expo



SILVER SPONSOR (4) \$975

- Logo placement on website, poster, and event screens
- Mentions on SS Fashion Expo social media and mailouts
- 3 VIP tickets to SS Fashion Expo



BRONZE SPONSOR (4) \$875

- Logo placement on website, poster, and event screens
- Mentions on SS Fashion Expo social media and mailouts
- 2 VIP tickets to SS Fashion Expo





FASHION EXPO
VENDOR LEVELS

**LARGE DISPLAY
VENDOR
\$800**

- Logo placement on website, poster, and event screens
- 7 General Admission Tickets to SS Fashion Expo

Includes 1-10 ft rectangle table, 3-chairs, 1-wastebasket, 3-social media promotions, and vendor's logo listed and website link on SS Fashion Expo website.

Vendors can bring 2 retractable banners (31.5"X 80") and 1-banner 8X8 in size. No additional chairs and/or furniture is allowed without prior approval.

**SMALL DISPLAY
VENDOR
\$650**

- Logo placement on website, poster, and event screens
- 5 General Admission Tickets to SS Fashion Expo

Includes 1-8ft rectangle table, 2-chairs, 1-wastebasket, 2-social media recognition, and brand listed on SS Fashion Expo website and marketing materials.

Vendors can bring 2 retractable banners (31.5"X 80"). No additional chairs and/or furniture is allowed without prior approval.

**SWAG BAG
PARTNER
\$550**

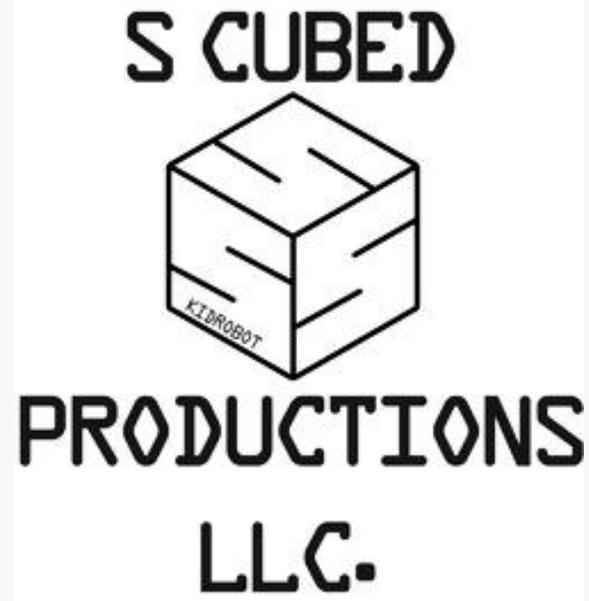
- Logo placement on website, poster, and event screens
- 3 General Admission Tickets to SS Fashion Expo

• Samples and literature to go inside the VIP/Media Influencer Swag Bags. 100 sample minimum.

• Listed and recognized on the event's website.

SS FASHION EXPO

CONTACT INFORMATION



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