

MICHIGAN FASHION FEST X NYFW EDITION

Sponsor Packet

Produced by CG Models • COR3 Talent • Revo Media

Hosted at StudioCOR3 — Grand Rapids, Michigan



EVENT OVERVIEW

Michigan Fashion Fest X NYFW Edition is a landmark two-day fashion experience bringing true New York Fashion Week energy to Grand Rapids, Michigan. Produced by CG Models, COR3 Talent, and Revo Media, and hosted at StudioCOR3, the event features elite designers, professional models, cinematic media production, and the official premiere of the Gatekeeper of Dreams documentary.

This is the first event of its kind in the Midwest and serves as Michigan's new gateway into the world of high fashion.

SPECIAL GUEST

Barbara Garcia,

Head of Casting, Runway7, New York Fashion Week

Founder of CG Models

Star of "Gatekeeper of Dreams" NYFW Documentary

Barbara and members of her NYFW production team will be on-site, offering unprecedented visibility, industry access, and professional evaluation opportunities.

WHY THIS EVENT MATTERS FOR SPONSORS

Sponsors receive access to a highly engaged and fast-growing fashion audience while aligning with a major cultural moment that bridges Michigan and New York's fashion industries. Brands benefit from:

- Association with NYFW leadership and the documentary premiere
- Significant digital reach through Revo Media, StudioCOR3, CG Models, COR3 Talent, and VxP Magazine
- A cinematic, content-rich environment ideal for marketing
- Exposure to models, designers, influencers, creatives, press, and industry professionals
- The prestige of supporting the largest fashion event Michigan has seen

This event is built for high-visibility brand integration.

AUDIENCE & REACH

Attendees:

- Fashion designers
- Models and agencies
- Influencers and content creators

- Stylists
- Photographers and videographers
- Fashion enthusiasts
- College creatives
- Press and industry guests

Digital Reach Includes:

- Revo Media platforms
- CG Models & COR3 Talent networks
- StudioCOR3 channels
- VxP Magazine audience
- Designer and model repost networks

Total estimated impressions: High six to seven figures.

EVENT ACTIVITIES

Sponsors will receive visibility across a wide range of high-impact moments, including:

- Designer runway showcases
- Model casting and fittings
- Media interviews and photo activations
- VIP red carpet experience
- Gatekeeper of Dreams documentary premiere
- Backstage content stations (CYC Wall, LED Volume, Firefly Box)
- Afterparty and networking experiences

Each touchpoint offers premium brand exposure opportunities.

SPONSORSHIP TIERS

TITLE SPONSOR (1 Available) - \$10,000

The event is branded as:

“Michigan Fashion Fest X NYFW Edition — Presented by [Your Brand]”

Includes:

- Top-tier logo placement across all printed and digital materials
- Branded segment or activation (e.g., “[Brand] Red Carpet Experience”)
- Commercial or message aired during documentary premiere
- On-site booth or activation area
- Premium logo placement on LED Volume visuals
- VIP ticket bundle
- Custom media deliverables (videos, photos)
- Documentary “Associate Producer” title for “Gatekeeper of Dreams Part2”

GOLD SPONSOR - \$4,000

Includes:

- Logo on step-and-repeat
- Company mention in marketing materials
- Sponsored social media post across Revo Media + StudioCOR3 platforms
- Product placement opportunities
- On-site activation space
- VIP seating

SILVER SPONSOR - \$2000

Includes:

- Logo on select digital materials
- Sponsor acknowledgment during the event
- Vendor table or booth
- Social media thank-you recognition

BRONZE SPONSOR - \$1000

Includes:

- Logo inclusion on event website
- Listing in event program
- One social media thank-you post

SPONSOR BRAND INTEGRATION OPPORTUNITIES

Brands may participate through:

- Product placement
- LED Volume background branding
- Step-and-repeat logos
- VIP lounge branding
- Sponsored awards or designer segments
- Named experiences (red carpet, photo moment, media lounge)
- Commercial spots during the documentary premiere
- Custom content creation produced by Revo Media

This event is designed to deliver maximum visibility and highly shareable content for sponsors.

MEDIA VALUE FOR SPONSORS

All sponsor tiers gain access to professionally produced media assets, including:

- Event photography
- Highlight video
- Branded social content
- Behind-the-scenes coverage
- Interviews and red carpet moments

Sponsor branding may also appear in the Gatekeeper of Dreams event sequence, depending on placement level.

EVENT SCHEDULE

January 30, 2026

Casting • Fittings • Designer & Model Interviews • Media Day • Press • Pre-Show
Content Capture

January 31, 2026

Fashion Show • VIP Red Carpet • Documentary Premiere • On-Site Activations •
Afterparty

VENUE

StudioCOR3 — Grand Rapids, Michigan

A 9,000 sq. ft. professional film and photography studio featuring:

- LED Volume for custom visuals
- Massive CYC Wall
- Full lighting and audio setup
- Camera control and media stations
- VIP-ready layout and green room
- Ample space for runways, activations, and branding

WHY SPONSOR THIS EVENT

- Align with a premiere NYFW-connected event
- Reach a high-value, trend-forward audience
- Gain premium content for marketing and social media
- Participate in a major cultural moment in Michigan fashion
- Support emerging designers, models, and the creative economy
- Receive cinematic-level exposure via Revo Media's production ecosystem

CONTACT

To secure a sponsorship tier or request custom partnership options, please contact:

Revo Media

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