

Special Invitation

Do you want to take your label to the next level and reach a nation wide audience?

f.rock fashion is about to launch an extensive PR campaign to build the awareness of f.rock fashion brand and to promote our 8 month National Marketing Schedule in the lead up to the 2010 f.rock fashion event.

Over the last 6 months we have been researching every online and print publication throughout Australia. We will be forwarding our f.rock fashion black box of f.rock tricks to every editor and fashion journalist in Australia.

We have over 500 names of editors and fashion journalists from some of the biggest magazines, also some of the most popular online social networks, Style Hunter, Shop Til you Drop, Vogue, Madison, Oyster, Cream, Sydney Morning Herald... 2Threads, Ruush, the list really goes on.

We are offering 12 lucky designers the opportunity to be involved in our PR campaign, to have your label land on the desk of every fashion publication in Australia.

We're not just sending them a nice email, which will get lost in the 1000's of emails editors and journalists receive daily. The f.rock fashion black box of tricks is a shiny black box, that includes a baby red coat hanger, chocolates, a CD with an A4 sheet information page about your label, a f.rock DVD, plus an A4 12 page booklet about f.rock fashion and our top 12 designers. ONE of them could be you.

To ensure, we maximise this opportunity, we will be following up every box mailed out with a follow up call to build strong relationships with the media, but also to secure media exposure for our designers and f.rock fashion.

This is a unique investment opportunity, which will also class you as a f.rock fashion Designer Sponsor for the 2010 f.rock fashion event, held next April at Wharf 8.

As a bonus you will receive:-

- 2 VIP tickets, which give you access to the VIP area on the night
- Your logo featured on all pre-event press releases
- Brand sampling opportunities in the 300 VIP gift bags, including sampling opportunities at feeder events
- A banner add in 'What the f.rock?', for four weeks leading up to the event, advertising your stock in the f.rock fashion store, your boutique or sale.
- A feature on the f.rock fashion Designer sponsor page with a link to your own page on the f.rock fashion website
- Opportunity for inclusion in cross-promotions

PLUS inclusion in a special press release announcing your sponsorship contribution.

Investment \$2000.00

This is a chance of a lifetime for a new label to be promoted in such a massive way. This offer is only by invitation, so if you are interested, please call Helen on 0428 63 22 73