

*Fashion Week in Prato, Italy*

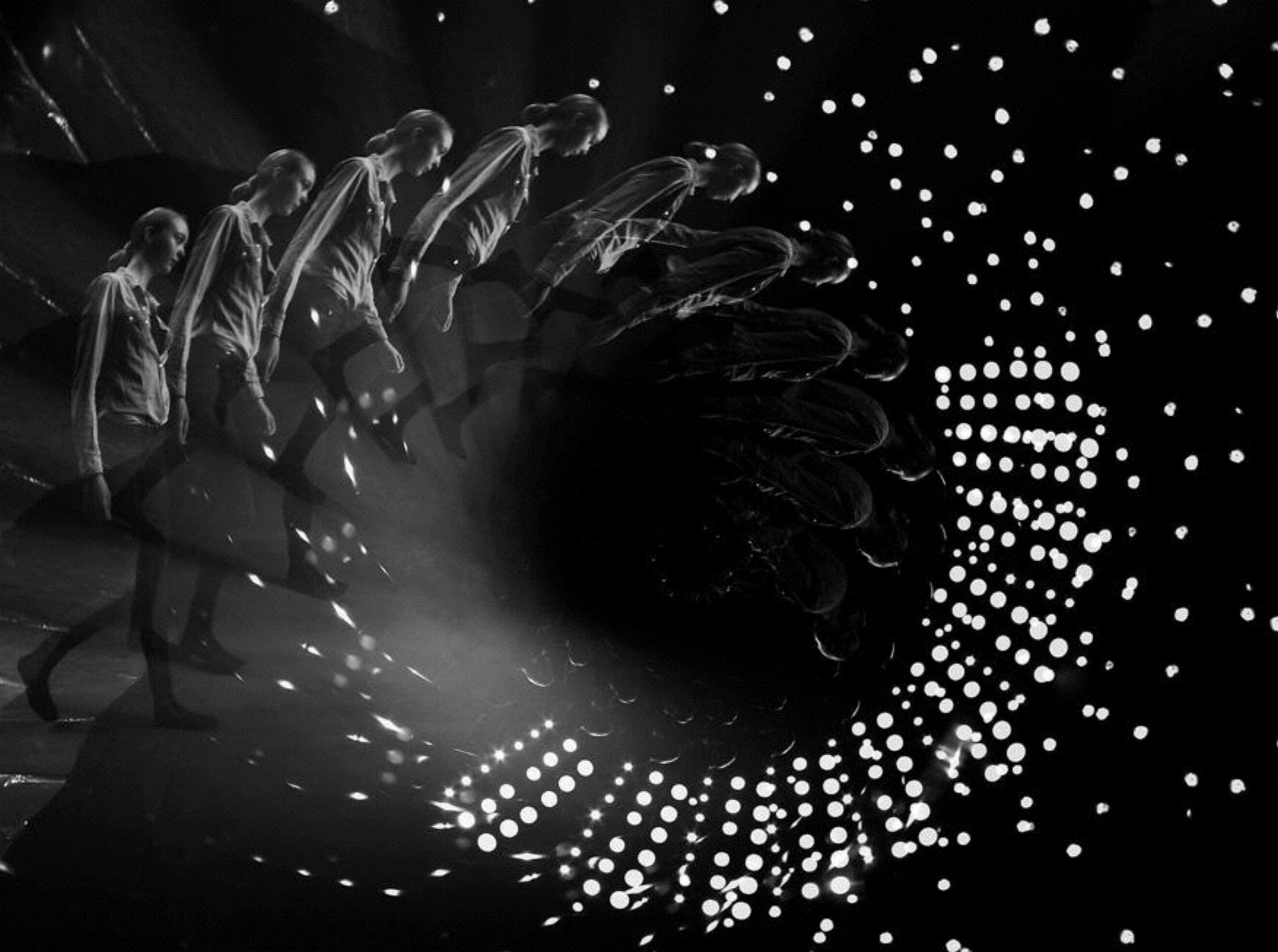
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# 第一届普拉托时装周

赞助方案<sup>\*BAI</sup>

28 agosto / 3 settembre 2015

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# 赞助合作形式说明

意大利普拉托时装周组委会愿与具有较高知名度和美誉度，拥有国际及行业领先地位的中外机构合作，共同参与普拉托时装周或联合主办相关项目。普拉托时装周组委会依据《普拉托时装周赞助合作说明》相关规定与赞助机构签定合作协议书，明确合作双方的权利与义务。

普拉托时装周赞助合作分为三级，赞助商分为四类。赞助合作分为战略合作、项目合作和服务合作等三级；赞助商分为冠名赞助商、官方赞助商、项目赞助商、供应商和贵宾赞助商等四类。

❖ 战略合作包括冠名赞助和官方赞助，赞助商为普拉托时装周冠名赞助商和官方赞助商：

- (1) 冠名赞助是指冠名普拉托时装周的商业合作；
- (2) 官方赞助是指普拉托时装周官方认定的，仅次于冠名赞助的重要商业合作。
- (3) 贵宾赞助商则为基础赞助商，也是重要的商业合作对象。

❖ 项目合作包括专项活动和专项赛事，赞助商为普拉托时装周项目赞助商，合作项目有：

- (1) 专项活动有发布会、开幕式、颁奖典礼、专场走秀、大牌邀请秀、时尚酒会、固定空间展览等；
- (2) 专项赛事有本届时装设计评选大赛。

❖ 服务合作包括专用产品和指定服务，赞助商为普拉托时装周供应商，服务内容有：

- (1) 专用产品有化妆用品、电子产品、箱包饰品、交通工具、食品饮料及其他时尚用品；
- (2) 指定服务有酒店住宿、会议场馆、快递物流、航空客运、餐饮旅游及其他配套服务。

❖ 普拉托时装周各项商业合作原则上享有同行业合作排他权。

❖ 总推广宣传所占板块面积不超过总面积的五分之一



COLLECTIVE



**AMBER LE BON**  
BY AMBER LE BON



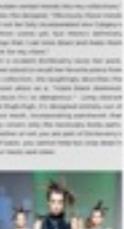
**AMBER LE BON**  
BY AMBER LE BON



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BY AMBER LE BON



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BY AMBER LE BON



**AMBER LE BON**  
BY AMBER LE BON

There's a seductive, understated appeal about Amber's 2017 collection. She's got you on your toes as it's a simple matter of seeing what she's got, and how she wears it. The collection is a study in simplicity, the clothes are clean and minimalist, the lines are sharp and the colors are muted. It's a collection that's all about the fit and the way she wears it. The clothes are simple, but they're not boring. They're just different. They're just Amber. They're just Amber.

There's a certain grace about Amber's 2017 collection. It's a collection that's all about the fit and the way she wears it. The clothes are simple, but they're not boring. They're just different. They're just Amber. They're just Amber.

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FASHIONLONDON NEWS



London Fashion Week: GENERATION NOW  
by Mark O'Flaherty



Flashing lights, the heat, the screaming photographers and the flashes of some heads, some are out of focus, some are in focus, and some are out of focus again. This is London Fashion Week.

FASHIONLONDON

FASHIONLONDON NEWS



As a manager of organized chaos and head-hunting, you'll know that the best talent often comes from unexpected places. In the case of the global media and fashion industry, that's no different. It's not just about the talent, it's about the opportunity. It's about the chance to shine. It's about the chance to be seen. It's about the chance to be heard. It's about the chance to be remembered.

When talking to the star behind Klara's success, we were lucky to find out what it was like to be part of the team that made it all possible. It was a journey, but it was worth it. It was a journey that led to success. It was a journey that led to glory. It was a journey that led to fame. It was a journey that led to fortune.

The designers have been awarded several awards for their work. They have been recognized for their creativity and their vision. They have been recognized for their hard work and their dedication. They have been recognized for their talent and their skill. They have been recognized for their passion and their love for their craft.

It's a great honor to be able to share this story. It's a great honor to be able to share this success. It's a great honor to be able to share this achievement. It's a great honor to be able to share this triumph. It's a great honor to be able to share this victory. It's a great honor to be able to share this glory.

There's no denying it, it's a great honor to be able to share this story. It's a great honor to be able to share this success. It's a great honor to be able to share this achievement. It's a great honor to be able to share this triumph. It's a great honor to be able to share this victory. It's a great honor to be able to share this glory.

FASHIONLONDON



I watched a lot of movies - Little Shop of Horrors, Jaw, Trouble Every Day - and began to imagine this attractive, gorgeous woman who takes her strength from animal and vegetal shapes and colours. She has the aggression of a shark and the elegance of a white flytrap. We built her a protective armour using strong, crystalline structures.

**PIERRE-ANTOINE VETTORELLO**  
COTE D'IVOIRE, FRANCE, BELGIUM

A huge trend in the past summer was our use of fine lines and fabrics. We're moving to ghouls, silk and...

**M KLÖK AND L. DU TOIT**

Allure of the sea: Kickassness of the seductive nature of Greek mythology. Unravels and reveals her raw ropes and tassel white two-stared tail reef-like legs, chiffer soft and revealing. So strong and bold at uniforms, or draped. Colours combine in turquoise, burnt orange, salmon, white and...

**BUNMI KOKO (BUNMI OLAYE ANI)**  
NIGERIA, UK

Meeting the renowned Nigerian photographer, Ed Okhai Ojekeme, and seeing his images of impeccably dressed men and women from the 1950s wearing both Western and traditional attire, made my mind race. I've worked with vintage, Nigerian and modernity as themes to create vibrant prints in warm colour shades of yellow, blue and pink. Fabrics include jersey, silk, chiffon, organza and of course our beloved Ankara.

**JEWEL BY LISA (LISA FOLARIYO)**  
NIGERIA

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# 赞助合作内容说明

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## 一、冠名赞助商：

- ❖ 普拉托时装周总冠名 现金：20000欧
- ❖ 服装设计评选赛事与颁奖典礼冠名 现金：10000欧
- ❖ 时尚酒会与晚宴冠名 现金：10000欧

## 二、官方指定赞助商

现金：6000欧

## 三、项目赞助商

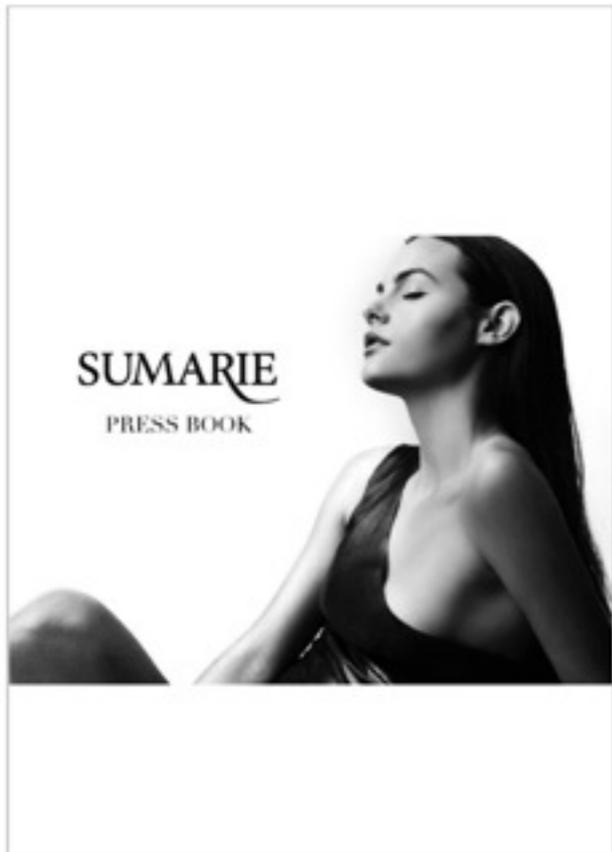
对外发布会（企业专题/设计师专题）、服装设计评选大赛、开幕式、颁奖典礼、专场走秀、大牌邀请秀、时尚酒会、固定空间展览等项  
现金：2000/5000欧

## 四、供应商

产品与服务：价值不低于5000欧

## 五、贵宾赞助商

现金：1000欧



**CELEBRITY ENDORSEMENTS**

 Kate Moss	 Kate Moss	 KATE MOSS	 Kate Moss	 Kate Moss
 Kate Winslet	 Kate Winslet	 KATE WINSLET	 GAGGE DUNLOP	 GAGGE DUNLOP
 Abbey Clancy	 Abbey Clancy	 ABBEY CLANCEY	 JESSICA FINDLAY	 JESSICA FINDLAY
 Gemma Gregory	 Gemma Gregory	 GEMMA GREGORY	 SADIE FROST	 SADIE FROST

PRESS TESTIMONIALS

**marie claire**  
*Stunning collection and fantastic use of fabric.*

**STYLE**  
*Really beautiful fabrics and style.*

**COMPANY**  
*A really luxurious collection.*

**BAZAR**  
*A stunning, focused collection.*

**CLIENT TESTIMONIALS**

Specialising in body structure and shaping, SUMARIE represents fashion forward design, using the finest textiles and a high quality finish treated with a true passion for stylish swimwear.

The SUMARIE team pride themselves in offering an impeccable service. This high level of client relations includes private fittings, bespoke tailoring solutions and a truly personal service, where each and every client is known by name.

**Carla, Dubai**  
*Wearing a SUMARIE bikini never fails to give me confidence. The classic style matched with high quality fabric and a flattering cut, is the perfect combination.*

**Alis, London**  
*A truly luxurious bikini and so very chic.*

**Liya, Israel**  
*Gorgeous swimwear, I love the timeless look of SUMARIE.*

**Elma, Australia**  
*I love the feel and the cut, it is simply amazing swimwear.*

**PRESS**

Regularly featured in the fashion press, SUMARIE is going from strength to strength, recently winning the Silver in Ladies Swimwear Business Design award 2013 and presenting the Summer Swim collection at London Fashion Week AW 13.

**TRADE SHOWS**

At SUMARIE we represent exceptional swimwear at the highest level and professional trade shows, ensuring a number of press opportunities within the swimwear sector.

Swimwear of this exciting new collection include:

- Pop Breeze London, U.K.
- Liberty, Edinburgh, U.K.
- Stella, Glasgow, U.K.
- Swire, Munich, Germany
- Acute, Frankfurt, Germany
- Wife Prince, New York, U.S.A.
- Grand Dame, London, France
- Playboy, London, U.K.

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# 赞助合作权益说明

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## 一、名誉权益回报

- ❖ 根据赞助商级别享有用本届2015普拉托时装周的标识做企业宣传，指定产品其同类产品包装上标注“意大利普拉托时装周指定品牌赞助商”的标志，并可以在产品目录、包装、名片及相关宣传手册上使用此标识的不同项权益。时间为一年。价值
- ❖ 享有同类产品的排他性赞助名誉权益。
- ❖ 根据赞助商级别在时装周的官方宣传渠道如网站、平面媒体、平面广告、邀请函、背景板面列出赞助商并标注LOGO。
- ❖ 冠名赞助商与官方指定赞助商将获得以组委会的名义颁发“意大利普拉托时装周冠名赞助商/官方指定赞助商”奖牌一个。

## 二、接待权益回报

- ❖ 根据赞助商级别，邀请2~4位企业领导出席发布会、开幕式、颁奖典礼、晚宴等活动及享有致辞、颁奖等不同项权益。
- ❖ 根据赞助商级别赠送15-30张门票不等（贵宾级别为5张），门票价值98欧/张，附抽奖编号。
- ❖ 根据赞助商提供的产品档次与数量，组委会会有选择地分发于出席活动的政商及艺术文化时尚界名流嘉宾与媒体来宾，以便达到积极推介的目的。

### 三、广告权益回报

- ❖ 门票背面提供广告位。
- ❖ 开幕式、发布会及秀场入口、出口及重要必经路段提供放置赞助商宣传资料展示的空间和平台。
- ❖ 时装周刊物内提供广告页。并赠送时装周刊物。
- ❖ 根据赞助商级别，时装周网站上将进行赞助商专题宣传并可做赞助商企业的网站链接。

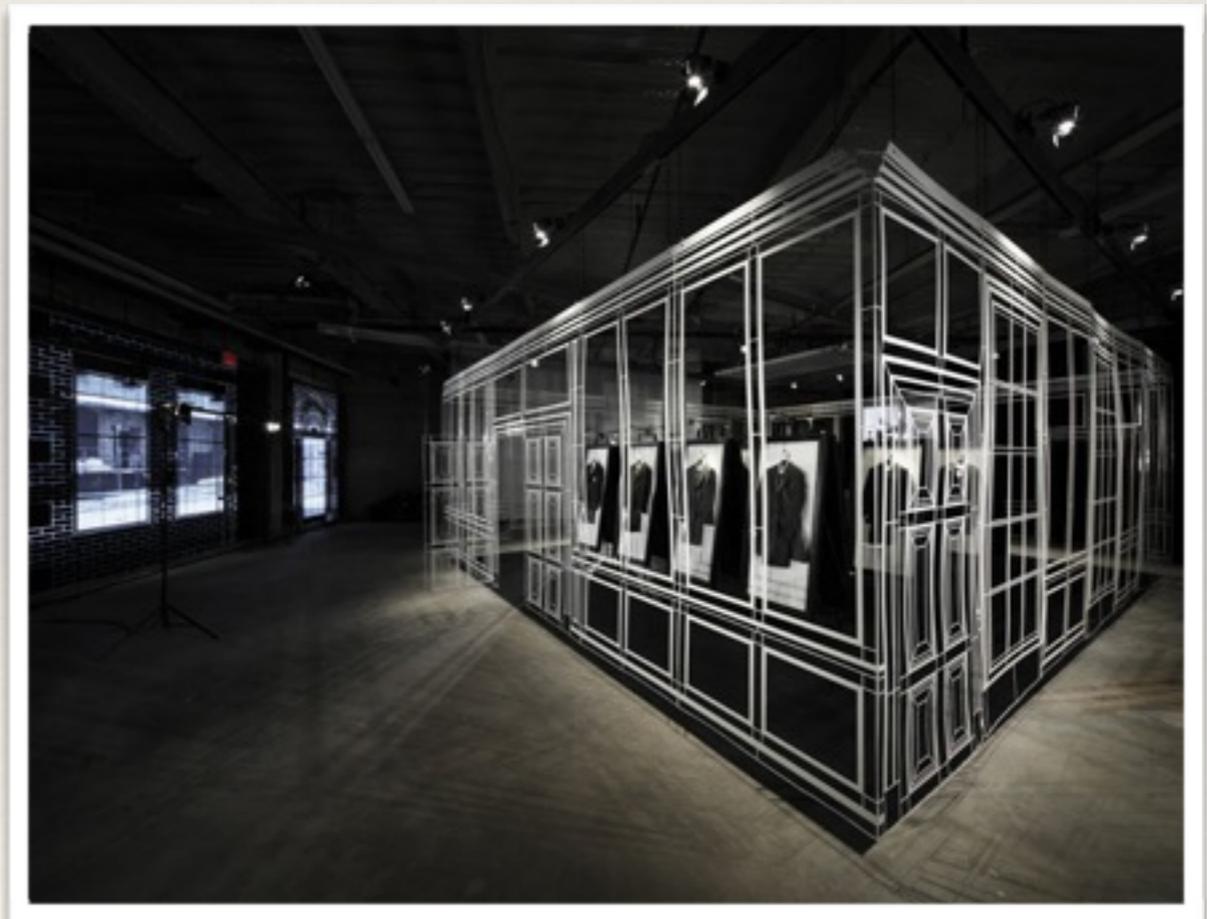
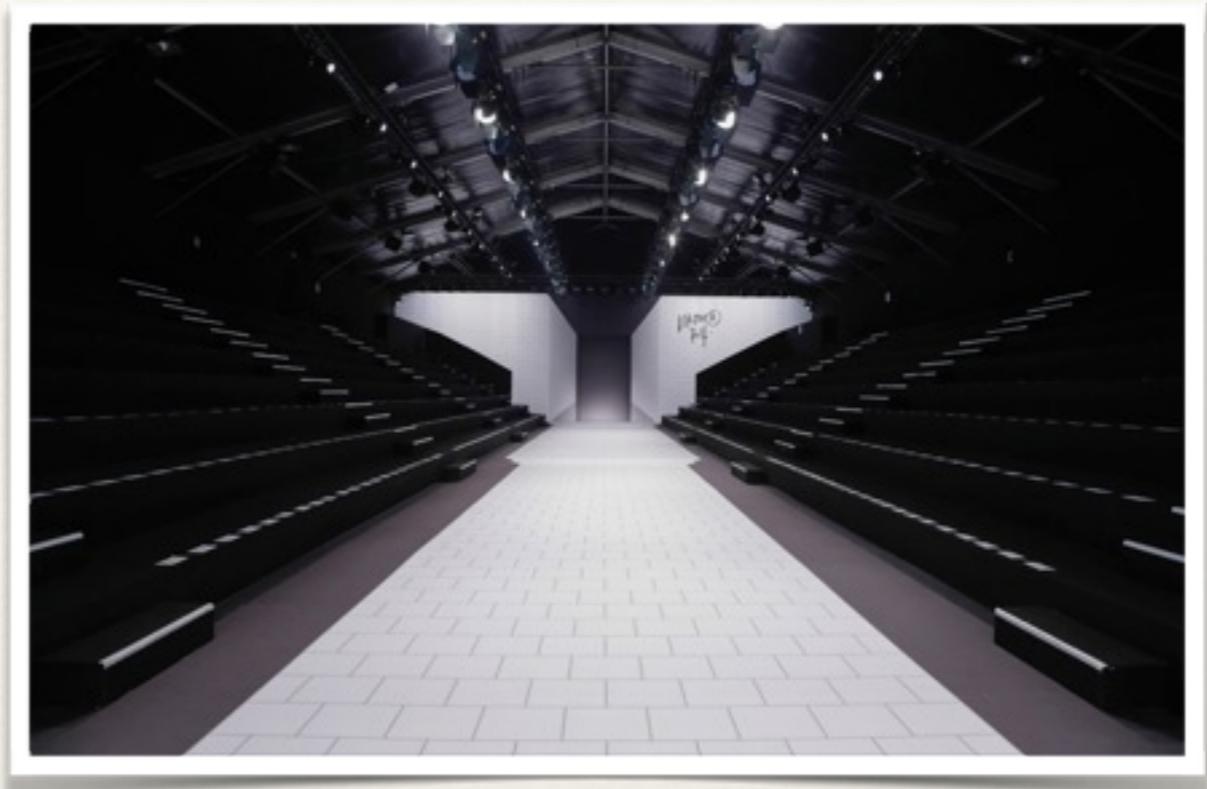
### 四、现场活动与展示权益回报

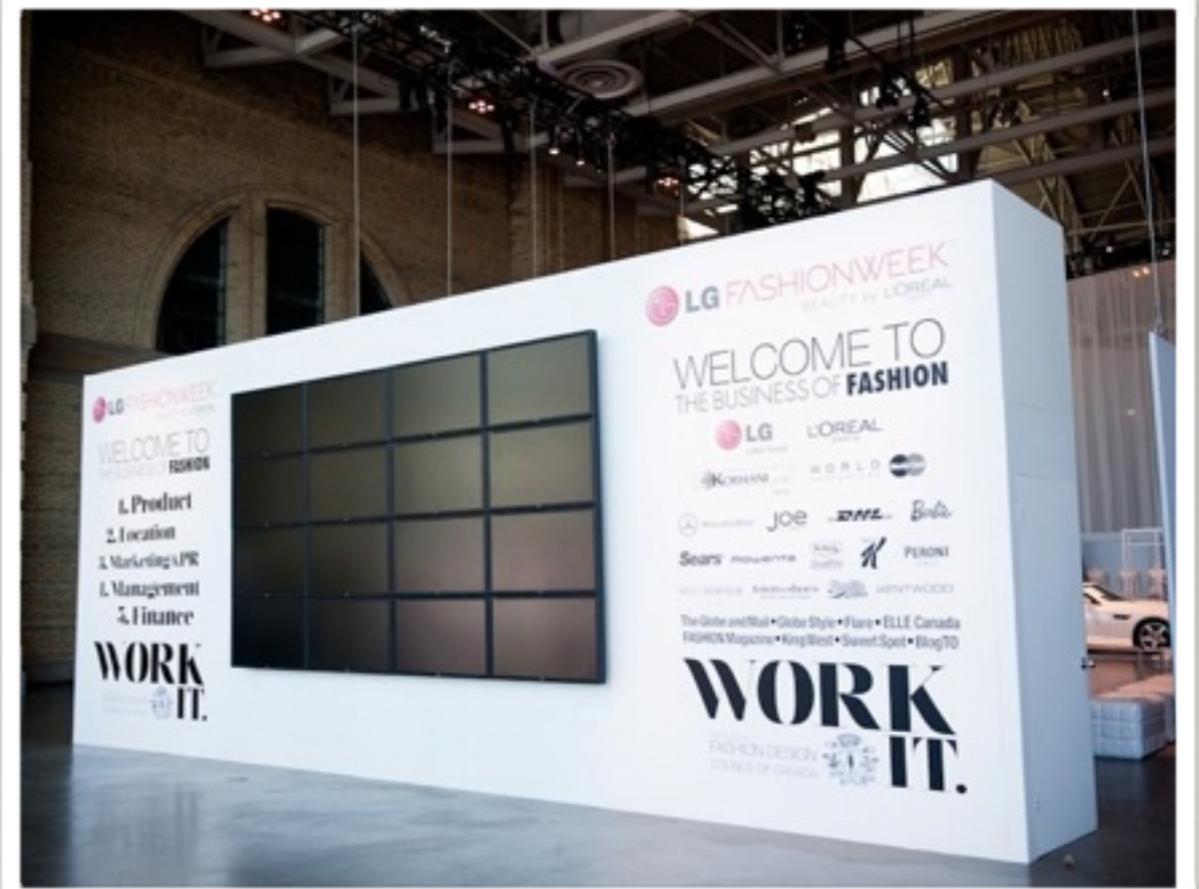
- ❖ 根据赞助商级别分配赞助商的名片、宣传手册、立体广告牌、横幅、立幅的现场展示空间。
- ❖ 专场秀活动的赞助商将有时段内秀场的使用权；固定展览空间的赞助商则有时段内固定展览场地的使用权。

- 以上具体项请参考赞助商合作协议表格

**【附】 本届时装周全程支持媒体名单：**

- ❖ 华文媒体（排名按首字母，不分先后）
  - 华人报
  - 欧洲侨报
  - 欧华联合时报
  - 人民日报海外版
- ❖ 意大利本地媒体（排名按首字母，不分先后）





	总冠名	赛事冠名	晚宴冠名	官方指定	项目	供应商
赞助金额（欧）	20000	10000	10000	10000	2000/5000	价值5000
名额数	1	1	1	1		
可使用授权						
组委会证书						
发布会致辞						
主持人鸣谢						
各类现场背景板LOGO						
平面宣传资料LOGO						
接待处放置资料						
贵宾专用通道						
重要贵宾合影						
资料宣传袋						
平面媒体广告LOGO						
网络媒体广告LOGO						
赛事门票背面广告						
企业专题推介报道						
赠送晚宴						
晚宴入场券背面广告						
秀场座位LOGO粘						
秀场入场券背面广告						
现场气球						

金额

内容

固定展位参展

场地规格：  
时段：  
广告位：  
道具：  
宣传资料：

秀场

场地规格：  
席位：500/600  
时段：  
模特：  
舞台技术：  
广告：

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# 赞助合作程序说明

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- ❖ 赞助商需将有效复印件和有关品牌注册或授权证明文件以及企业简介和产品（服务）提交至时装周秘书处；
- ❖ 秘书处收到资料后联系赞助商商定赞助合同；
- ❖ 合同签订后应按照约定时间汇款至秘书处指定账户并寄发汇款底单有效复印件或传真至秘书处。



**【附】 协办与赞助单位名单（排名不分先后）**

意大利华人艺术家协会 意大利华人音乐家协会 意大利华裔协会 意大利米兰sesto2012足球俱乐部 意大利中华炎黄文化研究会 意大利中意设计协会 罗马意达表业 H.1新黄氏 格丽诗 蓝蒂亚 欧尚 全球&福迪卡 绅士依百度 意大利全球宝网购平台 意大利普拉托服装行业协会

主办

意大利全球时尚联盟设计师协会

承办活动

意大利东方时尚传媒集团

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[www.modaitaly.org](http://www.modaitaly.org)

