

IFSM

Sponsorship Proposal

International Fashion SuperModel — Grand Finale 2026

A PLATFORM WHERE FASHION,
CULTURE & BUSINESS CONVERGE

PROPOSAL MAP

CONTENTS

A concise route from cultural platform to measurable sponsor value.

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ABOUT US

A GLOBAL FASHION PLATFORM

Connecting the US and Asian textile, fashion and talent industries through competition, culture and collaboration.

FOUNDED

2008

International Fashion Supermodel Contest Los Angeles

FOOTPRINT

7+ CITIES

Los Angeles · New York · Boston · Hong Kong · Macau · Hangzhou · Nanning

MISSION

CROSSOVER

A shared stage for emerging models, designers, agencies, media and business partners.

LEGACY

FROM LOCAL STAGE TO GLOBAL NETWORK

IFSM has developed an international ecosystem for talent discovery and US–Asia cultural exchange.



2008–25

Hundreds of finalists across the US, Hong Kong and China

DEMONSTRATED REACH

CULTURE WITH SCALE

Historic IFSM programming generated broad audience visibility across broadcast and editorial channels.

AUDIENCE

1M+

viewers reached east to west

BROADCAST

8

television and radio outlets

EDITORIAL

100+

media publications covering the event

HISTORIC EVENT REACH · SOURCE: IFSM ORGANIZER RECORDS

2026

THE NEXT CONNECTION

A renewed network linking models and agencies across Los Angeles, Hong Kong and China—built with creative, production and media partners.

HOPE PRODUCTION · SUNRISING INT'L MEDIA · HOLLYWOOD OUTREACH PRODUCTIONS · DUNCHENTE · PARRIS HARRIS



STRATEGIC GOAL

CONNECT MARKETS. CREATE RELEVANCE.

A culturally fluent environment for brands seeking meaningful access to Chinese-American audiences and the wider community.

- Showcase talent, culture, businesses and charitable causes
- Create direct engagement between brands and high-value attendees
- Translate sponsorship into press, placement, sampling and conversation

AUDIENCE VALUE

900+ POTENTIAL UPSCALE CLIENTS

A targeted setting for product discovery, relationship-building and cross-cultural brand visibility.



ESSENTIALLY, WE CONNECT BUSINESSES TO THEIR POTENTIAL CLIENTS—ONE EVENT AT A TIME.

01

SAVE TIME

A professionally produced platform.

02

NETWORK

Meet prospective clients directly.

SPONSOR EXPOSURE

BE SEEN BEFORE, DURING & AFTER

A multi-touch presence designed to extend beyond one evening.

PRESS

01

National and international releases

PLACEMENT

02

Name and product visibility

EXPERIENCE

03

Sampling, display and hospitality

DIGITAL

04

Website and social amplification

SPONSORSHIP PACKAGES



OWN A CATEGORY. COMMAND ATTENTION. BUILD RECALL.

Early confirmation enables stronger recognition, integration and public-relations planning across the campaign.

INVESTMENT OVERVIEW

THREE LEVELS OF PARTNERSHIP

Choose the level that best aligns with your visibility, hospitality and activation goals.

PLATINUM - TITLE

$30,000

Exclusive · 1 sponsor

GOLD

$20,000

Category exclusivity

SILVER

$10,000

Focused brand visibility

EXCLUSIVE PARTNERSHIP

PLATINUM SPONSOR / $30,000

Maximum ownership, event naming rights and high-impact visibility.

- Event naming rights and prominent recognition across reception, step-and-repeat and giant screen
- A bespoke brand film produced by the IFSM Film Production Team, showcased during the event, on the main LED screen, and across IFSM's official digital media platforms; includes on-stage recognition and a speaking opportunity for company representatives
- 10 VVIP + 10 VIP tickets; award-presenter role
- Custom brand posters designed by the IFSM Creative Team
- Website banner, booth display and up to two 6’ × 4’ promotional banners

PLATINUM SPONSOR

ADDITIONAL BRAND VALUE

Confirmed benefits contained in the original sponsorship package and restored for final agreement review.

RECOGNITION & SPONSOR EXPERIENCE

- Recognition as IFSM Committee Vice Chair
- Appreciation Certificate presented to the Title Sponsor
- Opportunity to distribute a sponsor-prepared branded gift bag
- Brand association with IFSM shows and productions, when included

CONTENT, TALENT & TRADE

- Use of approved IFSM images for postcard and client marketing
- Sponsor logo included in IFSM Fashion SuperModel Television credits
- Unlimited access to IFSM Fashion SuperModels for commercial advertising
- Products, services, media value and in-house promotions may be traded for part of the sponsorship fee

FINAL TITLES, TALENT ACCESS, USAGE RIGHTS AND TRADE VALUE ARE CONFIRMED IN THE EXECUTED SPONSORSHIP AGREEMENT.

CATEGORY PARTNERSHIP

GOLD SPONSOR / $20,000

Category exclusivity with a strong mix of content, hospitality and on-site visibility.

- Prominent event signage and printed promotional placement
- A bespoke brand film produced by the IFSM Film Production Team, showcased during the event, on the main LED screen, and across IFSM's official digital media platforms
- 8 VVIP + 8 VIP tickets; award-presenter opportunity
- Custom event banner designed by the IFSM Creative Team
- Press, social, event-program and approved image-use opportunities
- Website banner plus booth display and one 6’ × 4’ promotional banner

GOLD SPONSOR

ADDITIONAL PARTNERSHIP VALUE

Expanded recognition, content access and trade opportunities carried forward from the original package.

RECOGNITION & BRAND RIGHTS

- Recognition as IFSM Fashion Week LA Committee Director
- Appreciation Certificate presented to the Appointed Sponsor
- Logo and sponsor listing on IFSM websites and social media, with a hyperlink to the company website
- Rights to use IFSM logos to promote products and services through social media and product placement

CONTENT, TALENT & TRADE

- Brand association with IFSM shows and productions, when included
- IFSM images for postcard marketing and photo opportunities with participating talent
- Unlimited access to IFSM Fashion Week LA models for advertising, plus sponsor logo in IFSM Fashion Television credits
- Products, services, media value and in-store or in-house promotions may be traded for part of the sponsorship fee

FINAL TITLES, TALENT ACCESS, USAGE RIGHTS AND TRADE VALUE ARE CONFIRMED IN THE EXECUTED SPONSORSHIP AGREEMENT.

FASHION BRAND PARTNERSHIP

SILVER SPONSOR / $10,000

A focused entry point for fashion brands seeking credible presence and access.

- Logo recognition at reception and step-and-repeat
- A bespoke brand film produced by the IFSM Film Production Team, showcased during the event, on the main LED screen, and across IFSM's official digital media platforms
- Placement in printed promotional materials, programs and press events
- 5 VVIP + 5 VIP tickets
- Website banner and inclusion in press and social communication
- Approved IFSM logo, image and product-placement opportunities

SILVER SPONSOR

ADDITIONAL FASHION BRAND VALUE

Extended recognition and activation benefits restored from the original appointed fashion brand package.

RECOGNITION & BRAND RIGHTS

- Recognition as IFSM Committee Associate Director
- Appreciation Certificate presented to the Gold Sponsor
- Logo and sponsor listing on IFSM websites and social media, with a hyperlink to the company website
- Rights to use IFSM logos for promotion, on-air mention and/or product placement

CONTENT, TALENT & TRADE

- Brand association with IFSM shows and productions, when included
- IFSM images for postcard marketing and celebrity photo opportunities at IFSM events
- Unlimited access to IFSM Fashion Models for commercial advertising, plus sponsor logo in IFSM Fashion Television credits
- Products, services, media value and in-store or in-house promotions may be traded for part of the sponsorship fee

FINAL TITLES, TALENT ACCESS, USAGE RIGHTS AND TRADE VALUE ARE CONFIRMED IN THE EXECUTED SPONSORSHIP AGREEMENT.

BENEFIT MATRIX

AT-A-GLANCE

Final scope is confirmed in the executed sponsorship agreement.

BENEFIT	PLATINUM - TITLE	GOLD	SILVER
Naming rights	•	•	•
Video feature	Bespoke Brand Film	Brand Film Production	Brand Showcase
VVIP / VIP	10 / 10	8 / 8	5 / 5
On-site display	Visual Identity Package	Visual Design	Logo Placement
Digital & press	Premier	Enhanced	Included
Activation access	Maximum	Extended	Focused

NEXT STEPS

FROM SELECTION TO ACTIVATION

A simple path to secure benefits and begin integrated planning.

01

SELECT

Choose a package and confirm any custom activation needs.

02

SIGN

Complete the sponsor information and execute the agreement.

03

PAY

Minimum 50% due upon signing; balance due October 25, 2026.

04

ACTIVATE

Provide logo, creative assets, guest names and display materials by agreed deadlines.

SPONSOR AGREEMENT

COMPANY INFORMATION

Complete all sections, sign and return with sponsorship payment.

DATE

COMPANY NAME

CONTACT NAME / TITLE

STREET ADDRESS

CITY / STATE / ZIP

OFFICE PHONE

EMAIL ADDRESS

BUSINESS WEBSITE

AGREEMENT & TERMS

SPONSOR PAYMENT & CANCELLATION

Commercial deadlines and liabilities stated in the original sponsorship proposal.

SPONSOR PAYMENT

A minimum of 50% must be paid upon signing. The balance is due by October 25, 2026. Agreements received after October 25, 2026 must include full payment. Payment delays may result in missed marketing deadlines and exclusion from campaigns or advertising opportunities.

CANCELLATION & REFUNDS

Cancellation must be received in writing by certified return receipt. On or before October 20, 2026, the sponsor is liable for 50% of the canceled sponsorship. After October 25, 2026, liability is 80% plus 100% of reserved exhibitor-space cost, if any.

AGREEMENT & TERMS

ADDITIONAL CONTRACT PROTECTIONS

Provisions present in the original agreement that should remain explicit in the final 2026 contract.

PAYMENT NON-WAIVER	A deviation from the payment schedule, including acceptance of late payment, does not waive the organizer’s right to cancel a sponsor contract for noncompliance.
FUTURE WAIVER	A written waiver on one occasion does not constitute consent to, or a waiver of, any right or remedy on a future occasion.
ATTORNEYS’ FEES	If MODELVISTA PRODUCTION retains counsel to enforce the agreement or protect its interests and is the prevailing party, it may recover reasonable costs, charges, expenses and attorneys’ fees.
ADA · CIVIL RIGHTS · EEO	The sponsor also indemnifies and holds MODELVISTA PRODUCTION and the facility harmless from costs, expenses, liability or damage arising from the sponsor’s failure to comply with applicable federal protections.

USE THE COMPLETE LEGAL LANGUAGE IN THE FINAL EXECUTED SPONSORSHIP AGREEMENT.

AGREEMENT & TERMS

AUTHORITY & INDEMNIFICATION

Responsibilities and risk allocation included in the original policies and regulations.

AUTHORIZED REPRESENTATIVE

The sponsoring organization assumes responsibility for its authorized representative to follow all contract rules and regulations.

INDEMNIFICATION

The sponsor agrees to indemnify and hold MODELVISTA PRODUCTION and its related parties harmless from claims, demands, damages, losses, costs, liabilities and expenses arising from the sponsor’s acts, omissions, negligence, misconduct or legal violations, including applicable litigation costs and reasonable attorneys’ fees.

AGREEMENT & TERMS

WAIVER, FEES & COMPLIANCE

Additional provisions carried forward from the original policies and regulations.

WAIVER	No right is waived unless the waiver is explicitly stated in writing and signed by an authorized organizing member. Delay or omission does not operate as a waiver.
ATTORNEYS' FEES	If MODELVISTA PRODUCTION must enforce the agreement and is the prevailing party, it may recover reasonable costs, charges, expenses and attorneys' fees.
ADA · CIVIL RIGHTS · EEO	The organizer may terminate relations with a sponsor that acts contrary to applicable federal protections. The proposal states a 50% reimbursement of paid sponsorship amounts when canceled for these reasons.

AGREEMENT & TERMS

OTHER REGULATIONS

The organizer retains authority over matters not specifically covered by the agreement.

MODELVISTA PRODUCTION may interpret, amend and enforce the rules and regulations, provided amendments are brought to sponsors' attention. Each sponsor and its employees agree to follow the rules and any conforming amendments. The organizer also reserves the right to decline or prohibit sponsorship that it considers contrary to the character, objectives or best interests of the show or unsuitable for its attendee audience.

INITIAL TO INDICATE THAT YOU HAVE READ AND AGREE TO THE ABOVE TERMS, POLICIES & REGULATIONS

AGREEMENT APPENDIX

POLICIES & REGULATIONS

Sponsor should review the complete agreement with legal counsel before execution.

- Authorized representative responsibility
- Indemnification and allocation of risk
- No waiver except in a signed writing
- Prevailing-party attorneys’ fees
- Compliance with ADA, civil-rights and equal-employment laws
- Organizer authority regarding other regulations and event suitability

Editable summary—not legal advice. Preserve the full legal language in the final executed contract.

AGREEMENT & TERMS

INDEMNIFICATION — COMPLETE SCOPE

Detailed risk allocation retained from the original policies and regulations.

PROTECTED PARTIES

- MODELVISTA PRODUCTION and the IFSM organizing parties
- Their agents, servants, employees and contractors
- Patrons, guests, licensees and invitees
- Other persons entering the premises with the sponsor’s express or implied permission

COVERED CLAIMS & COSTS

- Claims, demands, actions, damages, losses, costs, liabilities, expenses and judgments
- Injury to persons or damage to property arising from the sponsor’s acts, omissions, negligence or misconduct
- Claims arising from violations of applicable laws, ordinances or governmental orders
- Related litigation costs, reasonable attorneys’ fees and court costs

USE THE COMPLETE LEGAL LANGUAGE IN THE FINAL EXECUTED SPONSORSHIP AGREEMENT.

THANK YOU

LET’S BUILD THE NEXT IFSM MOMENT TOGETHER.

International Fashion SuperModel
Sponsorship Proposal · 2026



ifsmmodels.com



IFSM

INVITATION

International Fashion SuperModel
— Grand Finale

NOVEMBER | 8TH | 2026

A PLATFORM WHERE FASHION,
CULTURE & BUSINESS CONVERGE