

A fashion show runway scene. A model is walking towards the camera, wearing a long, flowing red dress with a deep V-neckline and a thin belt. The dress is covered in sequins and has a sheer, tulle-like skirt. She has her hair pulled back and is looking directly at the camera. The background is dark with many bright, out-of-focus lights, creating a bokeh effect. In the distance, another model in a red dress is visible, walking away. The overall atmosphere is glamorous and high-fashion.

CIFWIK

CAYMAN INSTYLE FASHION WEEK

APRIL 18 - 21, 2024

2024 PARTNERSHIP DECK

WWW.CAYMANINSTYLEFASHIONWEEK.COM

A woman in a bright green, high-collared, short-sleeved dress with a ruffled hem is walking on a runway. She is looking towards the camera and has her hands clasped in front of her. The background is dark with some blurred lights. The runway is white.

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ABOUT US

ELEVATE BRANDS TOGETHER

Partner with Cayman Instyle Fashion Week and partner with a powerful platform of integrity, value and creativity that equals success. Our sponsorship packages provide impactful community support to the only fashion school in the Cayman Islands, Creative Fashion School.

Help a Caymanian youth to grow and commit to their success while also helping an older resident to actualize their creativity.

FASHION THE FUTURE: SPONSOR CIFWK



Cayman InStyle Fashion Week (CIFWK) is more than a fashion event—it's a movement dedicated to nurturing creative potential, particularly among the youth in design and the arts. Our primary mission revolves around supporting talent growth through the Creative Fashion School (CFS), a non-profit organization committed to reshaping the Cayman Islands' fashion and creativity landscape.

At the core of CIFWK is our unwavering commitment to empowering Cayman's youth. The "Free Your Mind" Program inspires local students through design workshops, guiding them from concept to creation and igniting their passion for fashion. Addressing mental health challenges, CIFWK and CFS contribute proceeds to a local mental health facility, highlighting our dedication to community well-being.

CIFWK serves as a gateway to creativity, offering workshops, networking events, and exposure. The Runway Show and Trailblazer Gala showcase local talent and honor community leaders, providing a platform for aspiring designers, artists, and models. Beyond local impact, CIFWK attracts international attention, featuring accomplished celebrity designers alongside local talent on the global stage. This weekend-long extravaganza, blending fashion, awards, and cultural celebration, promotes tourism and showcases the vibrant culture of the Cayman Islands. Supporting CIFWK means investing in the creative future of youth and the mental well-being of the community, making a lasting impact on the Cayman Islands and beyond. Join us in this journey of empowerment, artistry, and celebration.

OUR REACH

Partnering with CIFWK means aligning with a widely recognized brand rooted in passion and philanthropy. Our comprehensive marketing strategy, spanning social media, reach expansion, and a multi-platform approach, ensures constant exposure and growth opportunities, all driven by a blend of professionalism and creativity. The Free Your Mind: Runway Show, a highlight of our sold-out 2023 weekend, attracted a diverse audience, providing a unique chance to connect with affluent, trendsetting individuals across various age groups.



No. of event attendees

1500+

The event boasted a robust attendance of 1500+ participants, featuring contributions from 10 international designers and 18 local designers.



Local and international models

130

The event showcased a diverse array of models, including both local and international talents, with a participation of 61 youth and 69 adults, complemented by 8 model workshops.



Followers

500k+

With a collective Instagram following exceeding 500k, our Fashion Week garnered significant online engagement, and on-site, guests spent an average of 5 days on the island.



Subscribers

10k+

Our YouTube channel, boasting 10k+ subscribers, provided a dynamic platform, while the Fashion Week itself featured the participation of 35+ international models and designers, contributing to a global reach.



Followers

120k+

With an impressive Facebook following of 120k+, our Fashion Week ensured an active online presence, posting a minimum of 2 updates daily throughout the event as guests engaged on the island.



PARTNERSHIP PACKAGES

FASHION THE FUTURE: SPONSOR WITH STYLE

Cayman InStyle Fashion Week (CIFWK) 2023 achieved unparalleled success, propelled by our invaluable sponsors who transformed the event into an international sensation. Witnessing CIFWK transcend local boundaries and attract global recognition was awe-inspiring, especially with the participation of two World's Top Models, Naima Mora and Kiara Belen, showcasing our 2023 designs. With our sponsors, we crafted an experience that not only left a lasting impact but also ignited a desire for vision and possibilities among Caymanian youth, fostering opportunities for employment and advancing the local fashion industry.

Now established as an international event and ambassador for the Cayman Islands, CIFWK received overwhelmingly positive feedback from organizers, media, and the broader audience—a testament to the passion and creativity invested in every detail. In 2023, CIFWK expanded beyond the traditional fashion week, realizing its broader purpose of educating and empowering youth.

From Confidence and Camera Workshops to Model Training Workshops, sponsorship of Caymanian models to prestigious events like Miami, New York, and Milan Fashion Weeks, to initiatives like the Summer Camp, After-School Programme, and Creative Fashion School, CIFWK actively contributed to the growth and development of the community.

As we express immense gratitude for the collective effort that made CIFWK a resounding success, we eagerly anticipate continuing this impactful journey together, ensuring that CIFWK remains a prominent annual calendar item for the Cayman Islands.

SPONSORSHIP OPPORTUNITIES

Cayman InStyle Fashion Week has a wide variety of sponsorship levels to meet the needs of any business.

If your company works with us, it can:

- Participate in a widely publicised community event.
- Make use of a one-of-a-kind and innovative promotional platform.
- Get your company's name in line with those of successful regional and local competitors.
- Maximize your brand's exposure to a wide audience through strategic marketing.
- Develop profitable customer relationships through direct interaction.
- Gain exposure for your brand and products in the media and from concerted marketing efforts.
- Promote your products and services to potential clients via exhibitions and exclusive events



WHAT WE PROVIDE

In addition to highlighting our creative talents that will be on display at the show, we will:

- Help fashion designers stand out to wholesalers, retailers, and, ultimately, consumers by equipping them with the resources required to accomplish this
- Give creatives a platform to exhibit their work
- Encourage potential buyers and investors from outside of Cayman to purchase designs made in the island thereby increasing the prestige of the (local) designers who created them
- Facilitate the coming together of like-minded volunteers and partners, to encourage accessibility and inclusion within the Cayman Islands' many artistic disciplines
- Deliver first-rate assistance and exposure to those just starting out in their careers, just as major cities like New York, Paris, London, and Milan do for their budding designers and models
- Promote the Cayman Islands as a global hub for the international beauty and fashion industries



SPONSORSHIP PACKAGES

| | PLATINUM \$20,000 | GOLD \$15,000 | SILVER \$10,000 | BRONZE \$5,000 |
|---|----------------------|------------------|--------------------|-------------------|
| TICKETS - WELCOME PARTY/SWIMSUIT SHOW | 6 TICKETS | 3 TICKETS | 2 TICKETS | 1 TICKETS |
| VIP TICKETS - RUNWAY SHOW | 5 TICKETS | 4 TICKETS | 3 TICKETS | 2 TICKETS |
| GENERAL TICKETS - RUNWAY SHOW | 15% DISCOUNT | 15% DISCOUNT | 15% DISCOUNT | 15% DISCOUNT |
| TICKETS - FREE YOUR MIND GALA/TRAILBLAZER AWARDS/CREATIVE FASHION SCHOOL GRADUATION | 1 TABLE | 4 TICKETS | 3 TICKETS | 2 TICKETS |
| TICKETS - FREE YOUR MIND ESCAPE | 15% DISCOUNT | 15% DISCOUNT | 15% DISCOUNT | 15% DISCOUNT |
| RECOGNITION ON CIFWK (1 YEAR) | ● | ● | | |
| VIP CONCIERGE SERVICE AT ALL EVENTS | ● | | | |
| RED CARPET BRANDING | ● | ● | ● | |
| LOGO ON WEBSITE, EMAILS, INVITATIONS & POSTERS | ● | ● | ● | ● |
| LOGO ON STEP & REPEAT | ● | ● | ● | |
| LOGO ON ALL PRINTED & ELECTRONIC MATERIALS (FLYERS, MAGAZINE & SOCIAL MEDIA) | ● | ● | ● | ● |
| INCLUSION ON ALL PRESS RELEASE & INCLUSIONS | ● | ● | ● | ● |
| MENTION ON RADIO ADS/COMMERCIALS | ● | ● | ● | ● |
| SINAGE AT ALL EVENTS | ● | ● | ● | ● |
| AD IN RUNWAY SHOW PROGRAM MAGAZINE | FULL PAGE | HALF PAGE | HALF PAGE | QUARTER PAGE |
| MARKETING ITEMS INCLUDED IN SWAGBAGS | ● | ● | ● | ● |
| SPONSOR TABLE/EXHIBITION SPACE (ALL EVENTS) | ● | ● | ● | |
| LIVE MEDIA INTERVIEW | ● | ● | ● | ● |
| SOCIAL MEDIA AD PROMOTION THROUGHOUT CIFWK | ● | ● | ● | ● |

GALLERY



SOCIAL RESPONSIBILITY

CREATIVE FASHION SCHOOL



The Creative Fashion School (CFS) is a non-profit organisation founded by Norma Ebanks, to provide Caymanian youth and older residents an opportunity to develop and release their creativity purposefully. CFS provides a safe, structured, and fun environment for novice and mature students to innovate, design and learn.

Expressing creativity and learning a skill can alleviate mental issues, which will benefit the individual, community, and society. CFS educates Caymanians in the art of sewing and fashion designing, which gives them the foundation to pursue a career and/or an individual lifelong interest in fashion, creativity or home decor.

Daily workshops and classes are available to everyone, as students learn different avenues of bringing their creative ideas to life. Additionally, there are after-school programs and an annual summer camp for young creatives.

Design and fashion talents have universal appeal and open a myriad of professional possibilities. Developing Cayman's abundance of promising talent would contribute to local and international creative industries and benefit Cayman's international image.

CFS has collaborated with local schools to promote Caymanian talent and formed the Emerging Designers Program (EDP). With support from international organisations, EDP students have opportunities to showcase their talents alongside International Designers. This helps students to build confidence, knowledge and self-esteem.

In the future, Creative Fashion School will have a scholarship program, further supporting emerging local talent.

Proceeds from Cayman Instyle Fashion Weeks' events will be reinvested into the Creative Fashion School to support its efforts in educating local individuals and a scholarship fund to further support emerging local talent.

MEDIA COVERAGE



[Caymanian models to walk runway at New York Fashion Week](#)



[Lichtenberg nominated for Award at Cayman InStyle Fashion Week](#)



[Cayman InStyle Fashion Week wraps up with runway show at Ritz-Carlton](#)



[Two of America's Next Top Models to Host Cayman Islands Upcoming Fashion Week on Saturday, April 1st at the Ritz-Carlton](#)



[Cayman Front and Center at Adrian Alicéa's New York Fashion Week Runway Show](#)

THE EXPERIENCE

CIFWK TIMELINE

FREE YOUR MIND:

SWIMSUIT & RESORT WEAR
SHOW / WELCOME PARTY

THURSDAY, APRIL 18TH

FREE YOUR MIND:

THE GALA / TRAILBLAZER
AWARDS / CFS GRADUATION

FRIDAY, APRIL 19TH

FREE YOUR MIND:

RUNWAY SHOW & KIDS/TEEN
SHOW (2 SHOWS)

SATURDAY, APRIL 20TH

FREE YOUR MIND:

THE ESCAPE

SUNDAY, APRIL 21ST

THE EXPERIENCE

CIFWK TIMELINE



FREE YOUR MIND: SWIMSUIT & RESORT WEAR SHOW / WELCOME PARTY

The highly anticipated inaugural event of Cayman InStyle Fashion Week kicks off with a glamorous celebration of style and sophistication—the Swimsuit and Resort Wear Show. This spectacular runway extravaganza doubles as the grand Welcome Party, setting the tone for a week of fashion-forward elegance.

Showcasing a harmonious blend of talent, the event features both local and international designers, each contributing their unique flair to the vibrant tapestry of swim and resort wear.

Attendees can expect a captivating fusion of cultural influences, innovative designs, and sizzling summer trends, making it an unforgettable launch for a week-long celebration of fashion on the scenic shores of the Cayman Islands.



FREE YOUR MIND: THE GALA / TRAILBLAZER AWARDS / CFS GRADUATION

We celebrate the culmination of dedication and creativity at the CIFWK Gala, where our Free Your Mind Program takes centre stage. Design students and guests showcase unique outfits amidst live painting and local musical talent. Join sponsors, influencers, models, international designers, celebrities, and the press for a night of glamour, speciality cocktails, and floating appetizers, immersed in the vibrant spirit of Cayman creativity. The Gala also features the CIFWK Trailblazer Awards, honouring individuals for their inspiring contributions to our community through creative excellence and meaningful endeavours.

CIFWK Trailblazer Awards was established to honour those who have inspired the community through their creative abilities, strive for excellence, and who give back to the community in meaningful ways. The main aim of the CIFWK Trailblazers Awards is to recognize individuals who are contributing their skills and talents to a specific category in our community and publicly show appreciation for their contribution to our society. The criteria of this awards segment are as follows:

ELIGIBILITY CRITERIA:

- Persons can nominate themselves via webform on our website
- The nominee must be a resident of the Cayman Islands

NOMINATING & VOTING PROCESS:

- Persons can nominate themselves via webform on our website
- Persons from the community can nominate others (nomination must be accompanied by a photo and contact details of the nominee)
- Nominees' pictures, along with information regarding their category, will be posted on social media.

PRIZE:

- Each winner will receive a personalised award

In 2024, we proudly host the inaugural graduation ceremony of the Creative Fashion School. This significant event marks the culmination of creative journeys for a diverse cohort of students, spanning both young minds and seasoned adults. As the first-ever graduating class, these aspiring designers, visionaries, and trendsetters will be adorned in the regalia of their achievements, showcasing their dedication and passion for the world of fashion. The air will be filled with excitement and pride as we witness the emergence of a new wave of talent, ready to make their mark on the fashion landscape. It's not just a graduation; it's the dawn of countless creative futures, promising innovation and style in the ever-evolving realm of fashion.



FREE YOUR MIND: RUNWAY SHOW & KIDS/TEEN SHOW

Lights! Camera! Fashion! The Runway Show's first year 2019 left the onlookers in awe, and we can't wait to excel in 2024. The Show will feature local as well as top international designers.

Also featured will be our local models, trained by International Runway Coach Alva Page, who has groomed several of our very own Caymanian models who were successfully signed with notable model agencies.

The inception of the 2019 show provided a platform for local designers to be seen alongside international top designers such as Sergio Hudson (known for his designs for Michelle Obama, Beyonce, and Jennifer Lopez) and Sai Sanko (who showed her collection for the first time ever on a runway and has since been worn by celebrities such as Gabrielle Union-Wade and Jenna Jenovich).

Our spectacular 2023 show gave local designers an opportunity to showcase their designs alongside accomplished international designers like Carlton Jones (known for styling celebrities such as Queen Latifah, Mary J. Blige, Halle Berry, Michelle Obama and Aretha Franklin), Cesar Galindo (who has created red carpet designs for many celebrities including Madonna, Cyndi Lauper, Courteney Cox, and Missy Elliott) and Adrian Alicéa (who has dressed and styled A-list stars like Zoe Saldaña, Lil' Kim, Marilyn Manson, Nick Cannon, Daddy Yankee, Naughty by Nature's Treach, India Arie and Camila Alves).



FREE YOUR MIND: THE ESCAPE

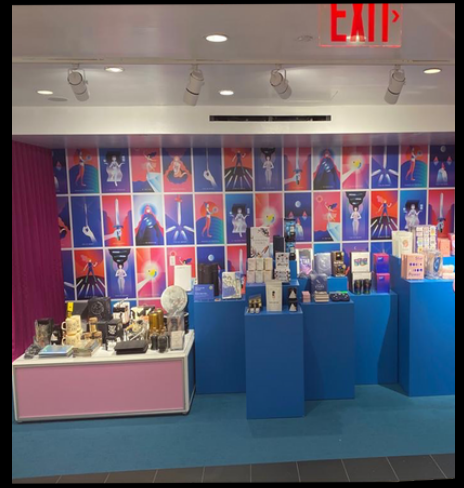
Embark on a captivating journey as Cayman InStyle Fashion Week culminates with the grand finale, "Free Your Mind: The Escape." This extraordinary event is a celebration of the Cayman Islands' exquisite beauty, where the glistening waters and pristine landscapes provide an awe-inspiring backdrop. Designed to enchant visiting celebrities, designers, and media, The Escape invites guests to immerse themselves in the allure of this Caribbean gem.

As the sun sets over the Cayman Islands, sponsors, local designers, and models will have the opportunity to mingle with A-listers in an intimate and casual setting. Against the enchanting backdrop of our island paradise, guests will experience the unique brand of hospitality that defines the Cayman Islands.

The Escape is more than just an event; it's a sensory journey, a fusion of luxury and relaxation, allowing participants to savour the essence of the Cayman Islands in the company of influencers and trendsetters from the fashion world. Join us for an unforgettable day where the beauty of the Cayman Islands is the star, and connections and memories are forged under the Caribbean sky.

THE CIFWK MARKET

In 2024 we are also excited to introduce Cayman InStyle Fashion Week Market to our lineup. The Market will follow the Runway Show where local and international designers will have the opportunity to interact with our guests and sell their products to retailers.



CIFWK BRIDAL

Having premiered last year, the Cayman InStyle Fashion Week Bridal segment made its debut, presenting the newest fashions and trends. The carefully curated lineup promises to elevate the excitement with stunning bridal gowns crafted by internationally renowned bridal designers.



NEXT STEPS

Thank you for your interest in partnering with Cayman InStyle Fashion Week. Please review all the information before making your selection, and do not hesitate to call or email us with any questions.

To move forward, simply let Norma Ebanks know. At that time, you will be sent an agreement with all the terms, including payment and policies.

**TO SCHEDULE A CALL, CONTACT:
+13459280344**

**OR EMAIL
INFO@CAYMANINSTYLEFASHIONWEEK.COM
INFO@THECREATIVEFASHIONSCHOOL.COM**

SPONSORSHIP FORM

Agreement/ Logo/ Ads must be received by **March 4, 2024** to ensure recognition on all promotional materials.

Sponsorship/ Advertiser Information:

Name as you would like it to appear for recognition purposes:

Contact Name/ Company Name/ Address:

Phone/ Email/ Website:

Sponsorship level: (Please select one)

☐ Platinum (\$20,000)

☐ Gold (\$15,000)

☐ Silver (\$10,000)

☐ Bronze (\$5,000)

Magazine Advertising: (seperate from packages)

(Please select one or more. Outside and inside spots are open as inventory allows.)

☐ Inside front Cover (\$1,500)

☐ Back Cover (\$1,500)

☐ Inside Back Cover (\$1,300)

☐ Double Page Spread Ad (\$1,250)

☐ Double Page Spread Advertorial (\$1,000)

☐ Full Page (\$900)

☐ Half Page (\$600)

☐ Quarter Page (\$400)

Payment Information:

☐ Check enclosed for \$_____.00 made payable to Creative Fashion School

☐ Cash enclosed in the amount of \$_____.00

CIFWK

CAYMAN INSTYLE FASHION WEEK



Designs by Norma Ebanks

Creative Fashion & Design™
Quality Fabric with Innovative Designs



Norma Ebanks Designs

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WWW.CAYMANINSTYLEFASHIONWEEK.COM

INFO@CAYMANINSTYLEFASHIONWEEK.COM

+1 345-517-2078 OR +1 345-928-0344

@CIFWKOFFICIAL

@CAYMANINSTYLEFASHIONWEEK