



WORLD FASHION FESTIVAL
THE GILDED EDITION

2025
A GOLDEN
CELEBRATION
OF FASHION
AND LEGACY

8TH ANNUAL
WORLD FASHION
FESTIVAL

SEPTEMBER
18-20,
2025

AT THE ICONIC
MACY'S AT 111 N. STATE STREET, CHICAGO



WORLD FASHION FESTIVAL 2025: A GOLDEN CELEBRATION OF FASHION AND LEGACY



Mark your calendars for an extraordinary fusion of culture, style, and history at the 8th Annual World Fashion Festival. This year's festival promises an unforgettable celebration, set against the backdrop of the iconic Macy's at 111 N. State Street, Chicago, from September 18–20, 2025.

CELEBRATING A DUAL MILESTONE:

**50TH ANNIVERSARY OF ENSEMBLE ESPAÑOL
SPANISH DANCE THEATER: HONORING FIVE
DECADES OF FLAMENCO EXCELLENCE AND
CULTURAL EXPRESSION.**

**50TH ANNIVERSARY OF THE MOVIE
"MAHOGANY": PAYING TRIBUTE TO THE
TIMELESS GLAMOUR AND STORYTELLING OF
THE ICONIC FILM STARRING DIANA ROSS AND
BILLY DEE WILLIAMS.**



CHICAGO

SEPTEMBER 18–20, 2025



GILDED

THEME

"Golden Threads: Celebrating 50 Years of Fashion, Dance, and Legacy" This year's theme weaves together the elegance of Flamenco, the glamour of "Mahogany," and the creativity of global fashion.

EVENT HIGHLIGHTS:

- Three exhilarating days of fundraising runway shows showcasing collections inspired by heritage, modernity, and the enduring brilliance of the number 50.
- A unique pop-up shop offering exclusive designer wear directly off the runway.
- Themed nights, including "The Gilded Night" and a 70s-inspired evening honoring "Mahogany."



1. **Amplify Your Brand:** Gain exposure to a high-profile audience of fashion enthusiasts, influencers, media representatives, and industry leaders.
2. **Supporting the Community:** This festival isn't just about fashion—it's a celebration with purpose. Proceeds from the event will benefit non-profit organizations, ensuring that the impact extends far beyond the runway. By attending, you'll contribute to initiatives that make a meaningful difference in the lives of many.
3. **Engage with a Global Network:** Connect with designers, performers, and thought leaders from across the world in an environment that celebrates innovation, diversity, and creativity.
4. **Showcase Your Commitment:** Position your brand as a supporter of art, culture, and sustainable growth, reinforcing your dedication to meaningful impact.

WHY PARTNER WITH US



GILDED CROWN SPONSOR

30k Investment

- o Top Billing – Sponsor Presents
 - o VIP Concierge Service: Personalized assistance for top-tier sponsors throughout the event.
 - o Exclusive Networking Event: Private meet-and-greet with designers, influencers, and media.
 - o Featured Speaker Opportunity: 5-minute spotlight during the opening night or gala reception.
 - o Post-Event Recognition: Inclusion in a thank-you campaign via social media and email marketing.
 - o Behind-the-Scenes Access: Invitation to a backstage tour with designers and models.
 - o Customized Social Media Spotlights: Exclusive content series featuring the sponsor's contributions.
 - o Logo on Event Staff Apparel: Visibility on t-shirts, lanyards, or event volunteer badges.
 - o Title logo on all in store Macy's posters
 - o Exclusive global Live streaming billing all 3 days
 - o Sponsor exclusivity in product category
 - o Sponsor Full Page Ad in WFF 2025 program book (provided by sponsors)
 - o Sponsor logo on designated customized print/digital event invitation(s)
 - o Sponsor banner and link on WFF website for 6 months
 - o Sponsor logo placement on social media posting – (Facebook, Instagram, TikTok, LinkedIn)
 - o Logo and company press release included in WFF Media Kit
 - o Sponsor logo on online ticketing service site
-

GILDED CROWN SPONSOR

30k Investment

ON SITE BENEFITS

- o Logo on WFF Virtual Loop
- o Recognition in the pre-WFF commercial video (provided by sponsor)
- o Prominent signage on WFF grounds
- o VIP Lounge space with product placement
- o Logo on step-and-repeat
- o Live mentions On-Site Announcements by Host During WFF
- o Swag Bag insert with product placement for seated guests
- o 20 VIP Tickets for the Runway Fashion show & Reception
- o 10 General Admission Tickets for Runway Show (Online Registration Required)



Golden Legacy Sponsor \$20K

Branding Benefits

- Secondary logo placement on event materials
 - Logo on selected in-store Macy's posters
 - Shared global live streaming billing
 - Half-page ad in WFF 2025 program book
 - Logo on WFF sizzle reel
 - Logo on all social media posting
 - Button on WFF website
 - Mention in WFF press release and media kit
 - Logo on WFF Step and Repeat
 - Logo on all WFF digital evites
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On Site Benefits

- Booth space with 1 table and 2 chairs (electricity optional at additional cost).
- 10 VIP Tickets + 5 General Admission Tickets.
- Smaller signage presence at the venue.

Royal Elegance Sponsor 10k

Branding Benefits

- Tertiary logo placement on digital assets.
- Quarter-page ad in WFF 2025 program book.
- Logo on WFF sizzle reel
- Social media mentions
- Mention in press releases
- Mention in WFF press release and media kit
- Button ad on WFF website

On Site Benefits

- Booth space with 1 table and 2 chairs.
- 6 VIP Tickets + 4 General Admission Tickets.
- Swag bag placement for general audience.





Timeless Glamour Sponsor \$5K

Branding Benefits

- Logo included in event newsletters only.
- Listed on website sponsors page (without link).
- Mention in social media round-up posts.
- Logo on WFF sizzle reel

On-Site Benefits:

- Booth space with 1 table.
 - 4 VIP Tickets + 2 General Admission Tickets.
 - Swag bag placement
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Heritage Patron Sponsor \$2.5K

Branding Benefits

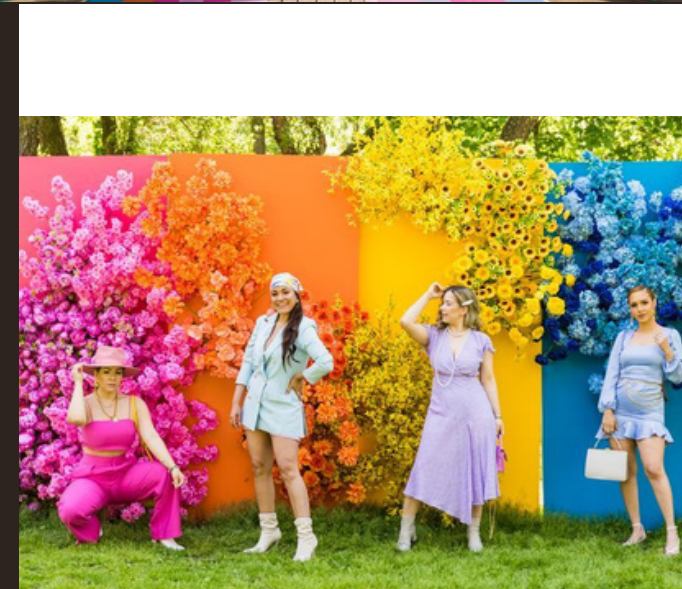
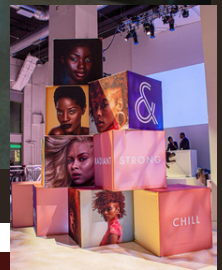
- Logo listed on website sponsor page and WFF program book
- Group mention on social media acknowledgment post.
- Live mention recognition

On-Site Benefits:

- 2 VIP Tickets + 2 General Admission Tickets.
 - Swag bag placement
-

Photo Backdrop Opportunity

EXTEND YOUR BRAND'S REACH WITH CUSTOM PHOTO INSTALLATIONS



Why Participate?

- Showcase your creativity and promote your business.
- Generate user-created content for your brand as attendees post pictures and videos on their social media channels.
- Extend the life of the festival through social media impressions, amplifying your visibility beyond the event.

Inclusions for Participants

- Your business name/logo displayed prominently on your backdrop.
- Placement near high-traffic areas to maximize engagement.
- Recognition on the festival's official social media and website.

AN EXCITING, DYNAMIC EVENT

CREATIVES, INNOVATORS, DESIGNERS

THE WORLD FASHION FESTIVAL WAS CREATED TO CELEBRATE EVERYTHING FASHION IN CHICAGO WHILE SHOWCASING THE BEAUTY OF THE CITY OF CHICAGO, ITS GORGEOUS GREENERY, PUBLIC ART SPACES, THOUGHTFULLY DESIGNED SKYSCRAPERS, AND ETHNIC DIVERSITY.



How we started

After dedicating 17 years to founding and producing Latino Fashion Week, the World Fashion Festival was born as the first-of-its-kind fashion platform, showcasing the artistry, creativity, and cultural richness of fashion from around the world. Rooted in the vibrant architectural beauty of Chicago, this festival elevates fashion to a universal language that connects cultures, inspires innovation, and celebrates diversity. The World Fashion Festival is a global perspective creating a space where iconic landmarks meet the world's most visionary designs, all while championing the creative spirit that unites fashion without borders." Cesar Rolon

Attendees

Who is attending the World Fashion Festival?

Fashionistas, brand ambassadors, and culture influencers. YouTubers, journalists, bloggers, marketers, small business owners, tourists, and start-up entrepreneurs. College students and season pros, passionate content creators, and local, national, and international press.

NICHE TARGET MARKET

Build brand awareness with an exclusive event demographics of 15,000+ overall attendance*s.



\$75-150K
Income



75%
live in
local city



20% live
outside of
local city



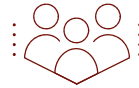
70% Health
Conscience



25-40
Age Group



20% visit from
international
countries



Attracting some of
Chicago's most
diverse communities



75% Education:
College Graduate*

*or advanced degree

OUTSTANDING PRESS COVERAGE



Become a sponsor of World Fashion Festival 2025 and leave your mark on a global stage. Whether through financial sponsorship, in-kind contributions, or creative collaborations, your support will help bring this celebration of fashion, culture, and legacy to life.



Contact



Join us in celebrating Chicago's vibrant cultural tapestry, honoring half a century of art and innovation, and experiencing the power of fashion to connect and inspire.

Cesar Rolon

Founder

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