



WFF
WORLD FASHION FESTIVAL

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OCTOBER 15-17

2026

UNITY THROUGH
STYLE:

DIFFERENT
CULTURES,
ONE RUNWAY

9TH ANNUAL
GLOBAL FASHION &
CULTURAL EXCHANGE
PLATFORM

FASHION AS A UNIVERSAL
LANGUAGE CONNECTING
CULTURES, CITIES, AND
INDUSTRIES.

WORLDFAHIONFESTIVAL.ORG



The World Fashion Festival (WFF) is an international fashion platform that brings together designers from across the world to present their work on one shared runway—celebrating culture, craftsmanship, and global creative exchange.

- Designers from multiple continents
- Cultural storytelling through fashion
- Strategic collaboration with consulates, cultural institutes, and international organizations
- Hosted in Chicago, a global city built on migration, creativity, and industry

WFF is not just a fashion show—it is a cultural and economic engine.

WHAT IS THE WFF?

UNITY THROUGH STYLE: DIFFERENT CULTURES, ONE RUNWAY



IN A WORLD SHAPED BY MOVEMENT, MIGRATION, AND MULTICULTURAL IDENTITY, THIS THEME CELEBRATES FASHION AS A FORCE FOR CONNECTION.

DESIGNERS BRING:

- CULTURAL HERITAGE
- CONTEMPORARY IDENTITY
- CRAFT TRADITIONS
- MODERN INNOVATION

ALL CONVERGING IN ONE CITY, ONE RUNWAY, ONE SHARED EXPERIENCE.

THIS THEME MIRRORS CHICAGO'S IDENTITY AS A CROSSROADS OF CULTURES, INDUSTRIES, AND IDEAS— POSITIONING THE CITY AS A GLOBAL CREATIVE CAPITAL.



WHY CHICAGO

- Chicago is the ideal host city for a global fashion festival:
- One of the most culturally diverse cities in the U.S.
- Home to strong international communities
- Major hub for tourism, business, and global trade
- World-class infrastructure for events, hospitality, and media
- A city that understands immigration, multiculturalism, and creative industries
- WFF amplifies Chicago's global image as a city that welcomes culture, innovation, and international collaboration.

BENEFITS FOR THE CITY

CULTURAL IMPACT

- PROMOTES INTERCULTURAL DIALOGUE
- CELEBRATES IMMIGRANT AND DIASPORA COMMUNITIES
- STRENGTHENS CHICAGO'S CULTURAL DIPLOMACY FOOTPRINT

ECONOMIC IMPACT

- INCREASED HOTEL STAYS, DINING, TRANSPORTATION, AND RETAIL
- INTERNATIONAL VISITORS: DESIGNERS, TEAMS, BUYERS, MEDIA
- SUPPORT FOR LOCAL VENDORS, VENUES, AND CREATIVE WORKERS

TOURISM & CITY BRANDING

- GLOBAL VISIBILITY THROUGH INTERNATIONAL DESIGNERS AND PRESS
- POSITIONS CHICAGO AS A DESTINATION FOR CREATIVE INDUSTRIES
- ALIGNS WITH CULTURAL AFFAIRS, TOURISM, AND ECONOMIC DEVELOPMENT GOALS





OUR GLOBAL DESIGNER NETWORK

WFF hosts designers from:

- Latin America
- Europe
- Africa
- Asia
- The Caribbean
- North America

Each designer represents:

- Their country
- Their cultural narrative
- Their creative economy
- This creates authentic international representation, not trend-based tokenism.

CONSULATE & DIPLOMATIC COLLABORATIONS

The World Fashion Festival actively collaborates with:

- Foreign Consulates & Embassies
- Cultural institutes
- International trade offices
- Diaspora organizations

Why Consulates Participate

- Promote national culture through fashion
- Support creative exports
- Strengthen cultural diplomacy
- Engage their local communities abroad

Sponsors benefit by aligning with international diplomacy, culture, and global storytelling.



High-Value Brand Association

Sponsors align with:

- Diversity & inclusion
- Global culture
- Creativity & innovation
- International collaboration

Access to a Global Audience

- International designers & delegations
- Cultural leaders & tastemakers
- Media, creatives, entrepreneurs
- Fashion-forward, culturally engaged consumers

Authentic Storytelling

This is not mass fashion—it's meaning-driven visibility.



WHY THIS
MATTERS FOR
SPONSORS

WHO ATTENDS

AUDIENCE PROFILE:

- FASHION PROFESSIONALS & DESIGNERS
- CULTURAL LEADERS & DIPLOMATS
- CITY OFFICIALS & CULTURAL INSTITUTIONS
- CREATIVE ENTREPRENEURS
- MEDIA & CONTENT CREATORS
- INTERNATIONAL COMMUNITIES
- FASHION-CONSCIOUS CONSUMERS

DEMOGRAPHIC:

- MULTICULTURAL
- EDUCATED
- GLOBALLY MINDED
- EXPERIENCE-DRIVEN
- HIGH CULTURAL CAPITAL



SPONSOR VISIBILITY OPPORTUNITIES

Sponsors receive:

- Logo placement across event assets
- On-site brand activations
- Runway & program recognition
- Press & media mentions
- Digital and social media exposure
- Association with international delegations

We customize sponsorships to align with:

- Corporate values
- DEI initiatives
- Global market expansion
- Cultural investment goals

DIAMOND SPONSOR

30k Investment

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



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)



Gold 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

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.

Silver 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.



Bronze 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



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.

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.

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