



The
Play
chic
Fashion Show

Sponsorship 2015

Playing dress up
begins at five
and never truly ends...

Kate Spade



NEVER



STOP



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DRESS UP

Bring Play to the Runway with

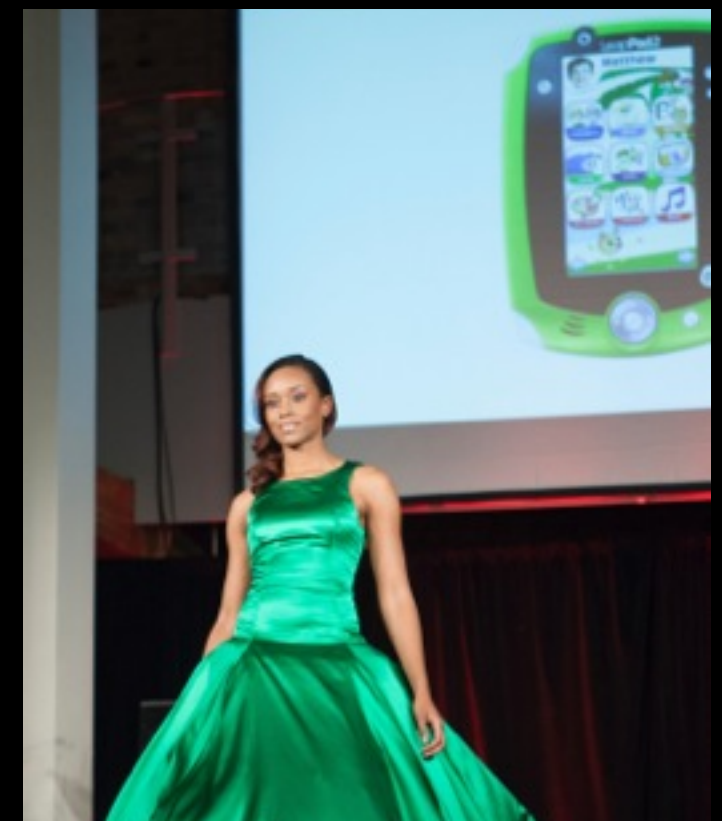
The *play*CHIC

Fashion Show

Thursday, November 19th, 2015

The playCHIC Fashion Show pairs toy and game brands with haute couture clothing designers to create the world's most playful and high-end runway.





You'll make an impression. About 350 million, actually.

That includes Broadcast...



And Print...



- International New York Times
- Italian Vogue
- Chicago Tribune
- TimeOut
- Chicago Sun Times
- Indianapolis Star
- The Red Tricycle

...And Social Media!

Meet (a few) of the
playCHIC Fashion
Ambassadors...

@SassyMomChicago

@lilstylefile

@CJAlIDressedUp

@alilyloveaffair

These dynamic, A-List social
media celebrities have HUGE
followship and are focused on
strategically merchandising
playCHIC leading up the event.
They live-tweet the show from the
front straight to their audiences.





How do we do it?

We are the Chicago Toy & Game Group.



But you can call us ChiTAG for short. (That's pronounced shy-tag.)

We host a series of events right before Black Friday that celebrate the power of play.



Dahlink, we'll take care of everything...
Sponsorship Package \$25,000

The Event

- Full-page brand profile in playCHIC Fashion Show program
- Your logo on step and repeat backdrop
- Custom 15-to-30-sec. intro video
- Commercial/product promoted from the runway
- Five (5) tickets to The playCHIC Fashion Show
- And, of course, a unique playCHIC haute couture fashion look (Professional model with accessories and hair/make-up all included)

Marketing & Press

- Prominent company recognition through regional and national press
- Feature branded content in playCHIC's pre- and post-show media campaign
- Full professional photo and video coverage of the event
- Over 500 VIP industry, press, bloggers and media influencers in attendance
- Company logo and product(s) featured on playCHIC and ChiTAG social media

Sponsorship Package (con't.)

Media Presence Throughout the ChiTAG Weekend

- Your look on-stage at the TAGIE Awards (as award-presenter)
- 15x20 ft. booth at the ChiTAG Fair





Call us.
You know you want to.

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