



## Fashion Kicks 2013

*Changing lives through fashion*

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

**Beechwood**  
cancer care centre  
helping people who live with cancer  
Charity No. 1006015

**ACADEMY OF CULINARY ARTS**  
Chefs  
Adopt  
a  
School  
Charity No. 106767

# Introduction

- Fashion Kicks was established by international footballer Shay Given and his wife Jane and is a Registered Charity.
- It is strongly aligned to “Macmillan Cancer Support” raising much needed funds and raising awareness. Fashion Kicks also donates money from its activities to “Beechwood Cancer Care” and “Chef’s Adopt a School”
- Over £1m net has been raised by Fashion Kicks since its formation

## Shay + Jane’s Vision

“take the high profile worlds of football and fashion and blend them into a cocktail for good”



# Partnership Opportunities

**Fashion Kicks** has a well developed and professionally led Partnership Programme comprised of three tiers:

**Platinum Partners** Brand/business alignment with one of the highest profile charity events of the year.(Maximum 6 Category Exclusive Partnerships)

**Gold Partners** A tailored package of Rights for brands/businesses looking to stand out from the crowd while supporting a great cause(Maximum 6 Partnerships)

# Platinum Partners

- 3 year agreement
- Category Exclusivity (Automotive/ Property/ Drinks/ Horology/ Travel/ Airline/ Jewellery/ Grocery/ Recruitment/ Betting/ Sportswear/ Fashion Label/ Professional Services/ Financial Services/ Insurance/ Hotels)
- Comprehensive Rights package in keeping with the status of the Platinum tier.



# Platinum Partner Rights and Benefits

## **Visibility**

Screens

Printed Promotional Materials

Commemorative brochure

Website(reciprocal)

## **Intellectual Property**

Designations

Marks

Merchandising

Pass Through

## **Access**

2 Prime position Tables

After Party

Product placement/seeding in  
main room

Data inclusion as Opt In on  
email invites

# Gold Partners

- 3 Year agreement
- Non-Exclusive
- Brand-Business enhancing Rights package



# Gold Partner

## Rights and Benefits

### **Visibility**

Printed Promotional Materials

Commemorative brochure

Website(reciprocal)

Screens

### **Intellectual Property**

Designations

Marks

### **Access**

1 Prime position table

After Party



For further information and to discuss these opportunities please contact:

Rachael Kirkham  
Special Events  
Macmillan Cancer Support

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