

THE 16TH BAR

PETITE WOMENSWEAR

Media Partner Proposal for Event

THE 16TH BAR- [thee siks-teenth bahr]-noun

1. In musical notation, a bar (or measure) is a segment of time defined by a given number of beats of a given duration. Within 16 bars, the rhythmic style of the piece is established. This introduction, in other words, provides you with a melody that allows you to establish your first impression of the song.

2. When you walk into any room, your outfit plays as your first impression.

Your outfit is The 16th Bar.

The 16th Bar, designed by Frankie Ortiz, is the first and only high end Ready-To-Wear label strictly designed as a petite womenswear brand. A collection of bold, powerful, and innovative garments designed with strategic lines to create illusions of a taller, slimmer silhouette, for the petite bombshell. The labels' debut collection will carry a full selection of pieces ranging from dresses and shirts, to skirts, pants, and jackets.

During the research and development stages, our main strategy was to build brand awareness through our blog and online presence by sharing fashion trends and tips on proper fit, as well as the behind the scenes of our brand. Within 2 years, The 16th Bar now averages 6,000 monthly views, with the majority of the views coming from Paris, New York, and Los Angeles. We have close to 40 documented requests asking to order products now. Frankie Ortiz has won several design competitions, including Fashion's Night Out: Las Vegas' Best New Designers, and is currently a member of the Advisory Board of the Nonprofit Fashion Business Inc. of Downtown Los Angeles.



The 16th Bar participated in St. Baldrick's Foundation Charity Fashion Show; Jacket, Skirt, Clock Broach by The 16th Bar



Purpose of the event: To successfully launch The 16th Bar, its first collection, and our new online Ecommerce website.

Why being a Media Partner benefits you: Our Invite-Only guest list will consist of 80-100 guests including upscale consumers, corporate executives, VIP's, socialites, tastemakers, fashionistas, and press. We ensure that every guest will be even more knowledgeable about your brand at the conclusion of our event.

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Event Details:

September 27, 2012 @7:00pm

Address: 1026 S. Santa Fe Ave.

Los Angeles, CA 90021

Event Parking: Free Street Parking

Itinerary:

7:00-8:30 pm Cocktails, Networking, Sponsorship Recognition

8:30-8:45 Runway Show

8:45-10:00 pm Cocktails, Buyer Meetings, Sales

10:00-1:00 am Rooftop After Hours Cocktails

Press Release – www.the16thbar.com/press

Event Details & Tickets – www.the16thbar.com/events



Fashion's Night Out: Dress by The 16th Bar

MEDIA PARTNER BENEFITS

(Dependant on time of sponsorship, benefits may be affected)

- Logo and Featured Sponsor mention in Media Press Releases and Public Service Announcements
- Your name or logo on The 16th Bar website with a link to your company website
- Your name or logo on all flyers, promotional items, and event programs
- Social Media sponsor recognition and announcements to gain loyal fans, likes, and followers
- 2 Complimentary Event Tickets
- Sponsorship recognition and thank you announcement throughout the event and at start of runway show

Additional Sponsor Benefits:

Customize your sponsorship to be most beneficial for your company.

(Additional benefits may require an additional donation/press.)

- Customized interactive engagement with your brand (i.e. for an App, the guests will download your App for a free goodie bag, snacks, promotional shirt, etc.)
- Any strategies that would mutually benefit our companies and would be most effective for your sponsorship advertising



“I am not a woman of means. I have bled and will continue to work for every one of my accomplishments. I have been told that I will not be successful launching my own line, and that there is no future in petite womenswear, but even after being denied opportunities over and over, I continue forward. I have researched every aspect of this business from the best patternmaking and sewing methods, to the average measurements, heights, and most common issues associated with petites. I have researched and learned the secrets of super brands, and how to display and advertise your brand to build value into its name. People have told me I don’t have a future, but I have succeeded, and will continue to succeed. This is not just another clothing label, I intend to change the industry, and with your support, I will not be able to fail.” – Frankie Ortiz

We thank you for your time and generosity, and look forward to working together with you.

The 16th Bar

Frankie Ortiz – Chief Designer

Kyle Chamberlain – Business

Partner/Advertising

www.the16thbar.com

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