

# MIAMI FASHION WEEK®

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To whom it may concern,

I am writing to express our organization's intent to seek sponsorship funding from the City of Miami Beach for the upcoming Miami Fashion Week event scheduled to take place in November 2024. Our organization, The Fashion Shows, LLC, is dedicated to promoting the fashion industry in South Florida and fostering economic growth through cultural events.

Miami Fashion Week has become a staple in our region's cultural calendar, attracting designers, fashion enthusiasts, and industry professionals from around the world. The event showcases the unique style and creativity that Miami is renowned for, while also providing a platform for emerging designers and local talent to gain exposure on a global scale.

As we plan for Miami Fashion Week 2024, we are seeking financial support from the City of Miami Beach to ensure the success and sustainability of the event. Sponsorship funding will be utilized for various aspects of event production, including venue rental, marketing and promotion, logistics, and talent.

In return for your sponsorship, we are committed to promoting the City of Miami Beach as a premier destination for fashion and culture. Your support will be prominently recognized through branding opportunities, media exposure, and acknowledgments before, during, and after the event. Additionally, we welcome the opportunity to collaborate on promotional initiatives that highlight the city's vibrant atmosphere and diverse community.

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We believe that a partnership between Miami Fashion Week and the City of Miami Beach for Miami Fashion Week November 2024 will not only benefit our respective entities but also contribute to the continued growth and prosperity of our city's thriving fashion industry.

We are excited about the possibility of working together and are available to discuss the details of sponsorship opportunities at your earliest convenience. Thank you for considering our request, and we look forward to the opportunity to showcase the best of Miami Beach's fashion scene with your support.

Sincerely,

Lourdes Fernandez-Velasco  
Executive Managing Director  
The Fashion Shows LLC / Miami Fashion Week