



YFS
YOUNG
FASHION
SHOW

SPONSORS & EVENT PARTNERS

YFS PARTNERSHIP & ACTIVATION GUIDE

WHY YFS

WHY PUT YOUR BRAND INSIDE THIS EXPERIENCE?

A live fashion show with families, models,
designers, media and creators in the room.



AUDIENCE & SCALE

FOUR U.S. CITIES. ONE AUDIENCE.

891

PARTICIPATING MODELS

1,795

EVENT GUESTS

76

RUNWAY PRESENTATIONS

37

FASHION BRANDS
& DESIGNERS

13,364

ENGAGED CONTACTS

3.6M+

INSTAGRAM VIDEO VIEWS

40K+

INSTAGRAM FOLLOWERS

7M+

CREATOR REACH

Creators who have worked with or participated in YFS.



LIKE NASTYA × YFS

450M+

CREATOR AUDIENCE

PER EVENT

THE PEOPLE ALREADY IN THE ROOM

450–650

PARENTS PER EVENT

200–300

KIDS & TEEN MODELS PER EVENT

100

MEDIA & CREATORS PER EVENT

50–70

BEAUTY PROFESSIONALS PER EVENT

\$1.78M+ ESTIMATED PARTICIPANT-RELATED SPEND



WAYS TO PARTNER

FIVE WAYS INTO THE SHOW



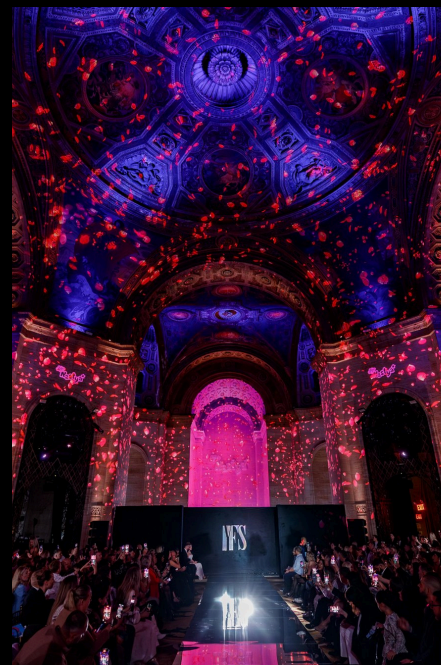
01

BRAND SPONSORSHIP
& ACTIVATION



02

BEAUTY, STYLE
& EXPERIENCE



03

VENUE, HOSPITALITY
& PRODUCTION



04

PRODUCT, GIFTING
& SERVICES



05

CUSTOM PARTNERSHIP

A VISIBLE ROLE INSIDE THE SHOW

Main-screen exposure

Step-and-repeat logo placement

Stage mentions & giveaways

Brand interviews on camera

Content created inside the event

What a YFS partnership can look like, from previous editions.





02 · BEAUTY, STYLE & EXPERIENCE

BEAUTY IS PART OF EVERY SHOW

50–70

BEAUTY PROFESSIONALS BACKSTAGE

Makeup, hair and styling teams, products used backstage, and the moments participants and guests remember.



03 · VENUE, HOSPITALITY & PRODUCTION

LANDMARK ROOMS, PRODUCED SHOWS

Venues, hotels and hospitality partners host the show and its guests. Production partners bring the stage, light, sound and screens to life.



CIPRIANI



THE
BILTMORE
LOS ANGELES

PRIME LINE AV



04 · PRODUCT, GIFTING & SERVICES

PRODUCTS IN THE HANDS OF THE PEOPLE IN THE ROOM

Gifts for models, guests or the beauty team. Products backstage. Services and in-kind support for the show.



PARTNERS IN ACTION

WHAT PARTNERSHIP HAS LOOKED LIKE AT YFS



LIFEWAY KEFIR

On the main screen above the full room



BOB SNAIL

Product with participants and guests



VENUE PARTNERS

Cipriani 25 Broadway · The Biltmore LA · DuPont Building · Palmer House Hilton



PRIME LINE AV



YFS CITIES & OPPORTUNITIES

NEW YORK MIAMI LOS ANGELES CHICAGO

One edition · One market · Multiple cities · Custom

Current opportunities vary by edition.

[VIEW CURRENT SHOWS →](#)



BUILD A CUSTOM IDEA

START FROM WHAT YOU WANT THE SHOW TO DO

AUDIENCE REACH

CONTENT

CATEGORY
PRESENCE

COMMUNITY
CONNECTION

LIVE ACTIVATION

PARTICIPANT
EXPERIENCE

CITY / LOCAL
PRESENCE

PRODUCT
INTEGRATION

HOW A PARTNERSHIP COMES TOGETHER

SIX STEPS, ONE CONVERSATION

01

TELL US THE OBJECTIVE

02

YFS REVIEWS FIT

03

BUILD THE IDEA

04

ALIGN CURRENT
INVENTORY + TERMS

05

EXECUTE

06

FOLLOW-UP

For sponsorship, activation, in-kind, venue, beauty, product, production and custom partnerships.

ONE CITY OR SEVERAL?

Both — one edition, one market or multiple cities.

PRODUCT OR SERVICE PARTNERSHIPS?

Yes — product, gifting, beauty, venue, production and in-kind.

HOW ARE TERMS DISCUSSED?

Directly with the YFS team after you enquire.

LET'S BUILD SOMETHING AROUND THE SHOW.

[PARTNER WITH YFS](#)

[VIEW CURRENT SHOWS](#)