

Stephanie Harford

NEW YORK FASHION WEEK
FEBRUARY 2027



RUNWAY 7 DESIGNER
SPONSORSHIP PROPOSAL

Made to be Known Collection

REPRESENTING SOUTHERN OREGON

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A LETTER TO POTENTIAL SPONSORS

*Fashion has an extraordinary ability to narrate
stories even before a single word is spoken.*

My name is **Stephanie Harford**, a fashion designer originally from a small town in California who now proudly calls Southern Oregon home for over 8 years. Since 2022, I have pursued fashion design full-time, teaching myself every step of the process—from sketching and pattern making to sewing and garment construction. In the beginning, I worked with thrifted fabrics and any materials I could find, believing that creativity isn't defined by what you have, but by what you're willing to create with it. Those early experiences shaped both my craftsmanship and my determination to continue growing as a self-taught fashion designer.

I'm honored to have the opportunity to present my 7-look collection, *Made to Be Known*, at New York Fashion Week with Runway 7 in February 2027.

As an independent dressmaker and stay-at-home mom, every gown is thoughtfully designed and handcrafted from my home studio. This collection will represent months of creativity, craftsmanship, and dedication, and it's an opportunity to represent Southern Oregon as well as stay-at-home moms on one of fashion's most recognized stages.

By becoming a sponsor, you're investing in more than a runway show—you're supporting a growing creative mother, local talent, and the story behind every piece. Throughout the journey, I'll be sharing the creation of the collection with my audience across YouTube and social media, providing sponsors with meaningful recognition along the way.

Thank you for considering this partnership.
I would be honored to represent your business as we bring *Stephanie Harford Designs* to New York Fashion Week.



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MEET THE DESIGNER

STEPHANIE HARFORD



Fashion Designer, Photographer, Filmmaker, Musician, Mother, Wife

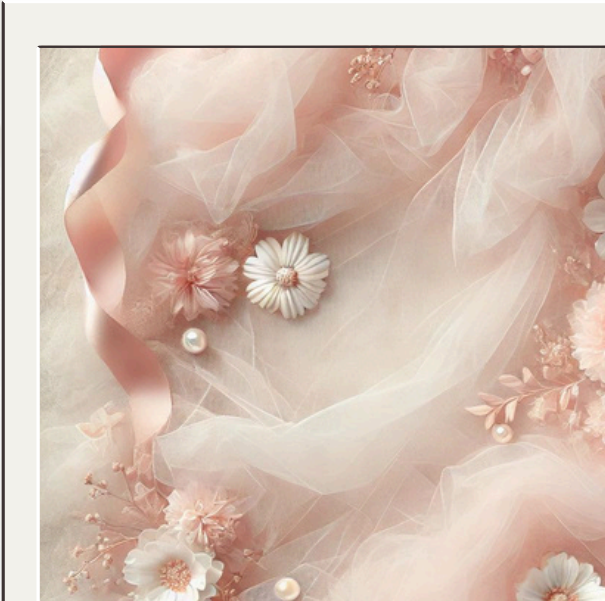
- Southern Oregon Designer
- Wife & Mother
- YouTube Creator
- Photographer & Filmmaker
- Self-Taught
- One-of-a-Kind Gowns
- Romantic, Feminine Fashion
- Handmade & Homemade
- 30,000+ Combined Social Media Following
- Passionate about helping women feel beautiful, confident, and seen



ABOUT THE COLLECTION

MADE TO BE KNOWN

A collection that represents a woman who embraces her story and steps boldly into who she was created to be.



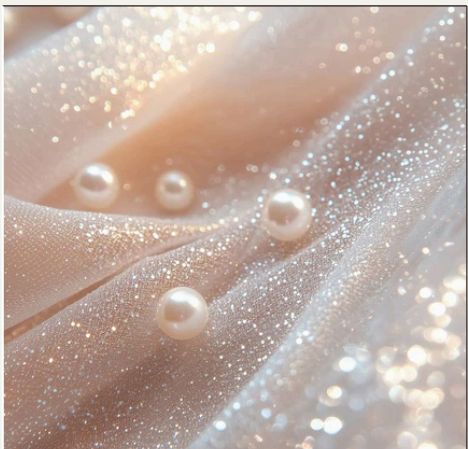
GRACEFUL
MAIN CHARACTER
ENERGY



VINTAGE
ELEGANCE



ROMANTIC
FEMININE



SHEER FABRICS
ETHEREAL

WHY NEW YORK FASHION WEEK?



- International Exposure
- Networking and Industry Professionals
- Media & Press Opportunity
- High-Quality Content
- Long-Term Brand Growth
- Portfolio & Credibility
- Experience
- Fashion Capital of the U.S.



NEW YORK IS MORE THAN A SHOW – IT'S A LAUNCHPAD FOR THE FUTURE OF MY BRAND

WHY PARTNER WITH ME?

A GROWING BRAND WITH AN ENGAGED AUDIENCE



13.6k

FOLLOWERS



4k

SUBSCRIBERS



4.7k

FOLLOWERS



5k

FOLLOWERS

30,000+ COMBINED FOLLOWERS

MY CONTENT REACHES

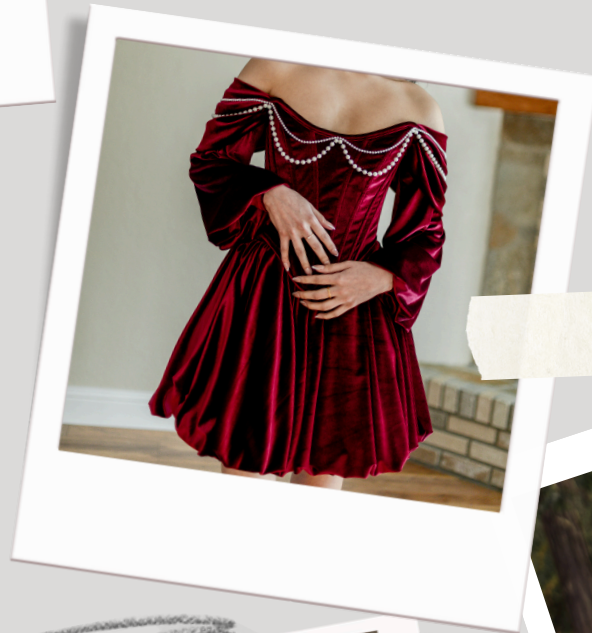
- ✓ Fashion Enthusiasts
- ✓ Sewists and DIY Creators
- ✓ Creative Entrepreneurs
- ✓ Women Who Value Handmade, Luxury Fashion
- ✓ Photographers, Models and Creatives
- ✓ Moms and Boss Babes





PREVIOUS WORK

2023-2026



COLLABORATION HIGHLIGHTS

PAST COLLAB + POTENTIAL

Kiki Textiles – Received fabric for video

The Shop Company – Received Mini Dress Form for video

Local photographers – Collaborated on photo shoots

Hair and Makeup Artists – Contributed to photo shoots

Trainwell – Tested app and workout routine

Models – Local and remote, modeled my designs

COLLABORATION OPPORTUNITIES

- Featured in YouTube Videos
- Product Integration
- Social Media Promotion
- Authentic Brand Alignment
- Professional Collaboration
- Shared Audience Growth
- Professional photography and videography



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor	\$4,000
Premier Partner	\$2,500
Collection Sponsor	\$1,500
Sponsor a Runway Look	\$1,000
Gold Sponsor	\$750
Silver Sponsor	\$500
Bronze Sponsor	\$250
Friend of the Collection	\$100
In-Kind Sponsor	Product, Materials, Etc.

Payments Accepted:

- Online ([website](#))
- Check (payable to "Stephanie Harford")
- Zelle (541-916-6294)
- Venmo @Stephanie-Harford
- Cash
- Apple Cash
- Ask if method is not listed.

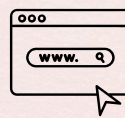
SPONSOR BENEFITS



LOGO
PLACEMENT



SOCIAL MEDIA
MENTIONS



WEBSITE
RECOGNITION



YOUTUBE
MENTION



EVENT RECAP



BEHIND-THE-
SCENES CONTENT



PROFESSIONAL
RUNWAY PHOTOS



THANK YOU
RECOGNITION

SPONSORSHIP BENEFITS

PRESENTING SPONSOR — \$4,000

Become the exclusive Presenting Sponsor of Stephanie Harford's New York Fashion Week debut and receive premier recognition throughout the entire journey.

Only 1 Available

- Exclusive Presenting Sponsor designation
- Largest logo placement
- Featured recognition at Fall 2026 brand launch
- Dedicated social media feature
- YouTube recognition throughout the NYFW journey
- Website homepage feature
- Professional runway photos after NYFW
- Recognition in post-show recap content

PREMIER PARTNER — \$2,500

For businesses wanting a major role in both the local launch and NYFW journey.

Limited Availability

- Prominent logo placement
- Launch event recognition
- Website feature
- Social media features
- NYFW recap recognition

COLLECTION SPONSOR — \$1,500

Support materials, construction, and collection development.

1 Spot Available

- Website recognition
- Social media mentions
- Recognition in collection content
- Professional event photos

SPONSOR A RUNWAY LOOK — \$1,000

Sponsor one specific look in the Made to Be Known collection.

Up to 7 Available

- Recognition as sponsor of that specific look
- Progress updates
- Behind-the-scenes content
- Professional photos of the finished design
- Website recognition
- Social media recognition

GOLD SPONSOR — \$750

Help bring the collection to life while receiving recognition throughout the New York Fashion Week journey.

- Website sponsor recognition
- Social media recognition
- Group sponsor appreciation post
- Professional runway photo package

SILVER SPONSOR — \$500

Support an independent designer representing Southern Oregon on an international stage.

- Website sponsor recognition
- Social media thank-you
- Group sponsor recognition

BRONZE SPONSOR — \$250

Join the journey and help support the creation of a New York Fashion Week collection.

- Sponsor page recognition
- Group sponsor thank-you post

FRIEND OF THE COLLECTION — \$100

Perfect for individuals, families, and small businesses who want to support the journey to New York Fashion Week.

- Name listed on supporter page
- Group supporter recognition

IN-KIND SPONSOR — \$0

Provide products, materials, or services that help support the collection and New York Fashion Week participation.

Examples:

Fabric • Lace • Notions • Printing • Photography • Other professional services

- Recognition customized based on the value and scope of the contribution

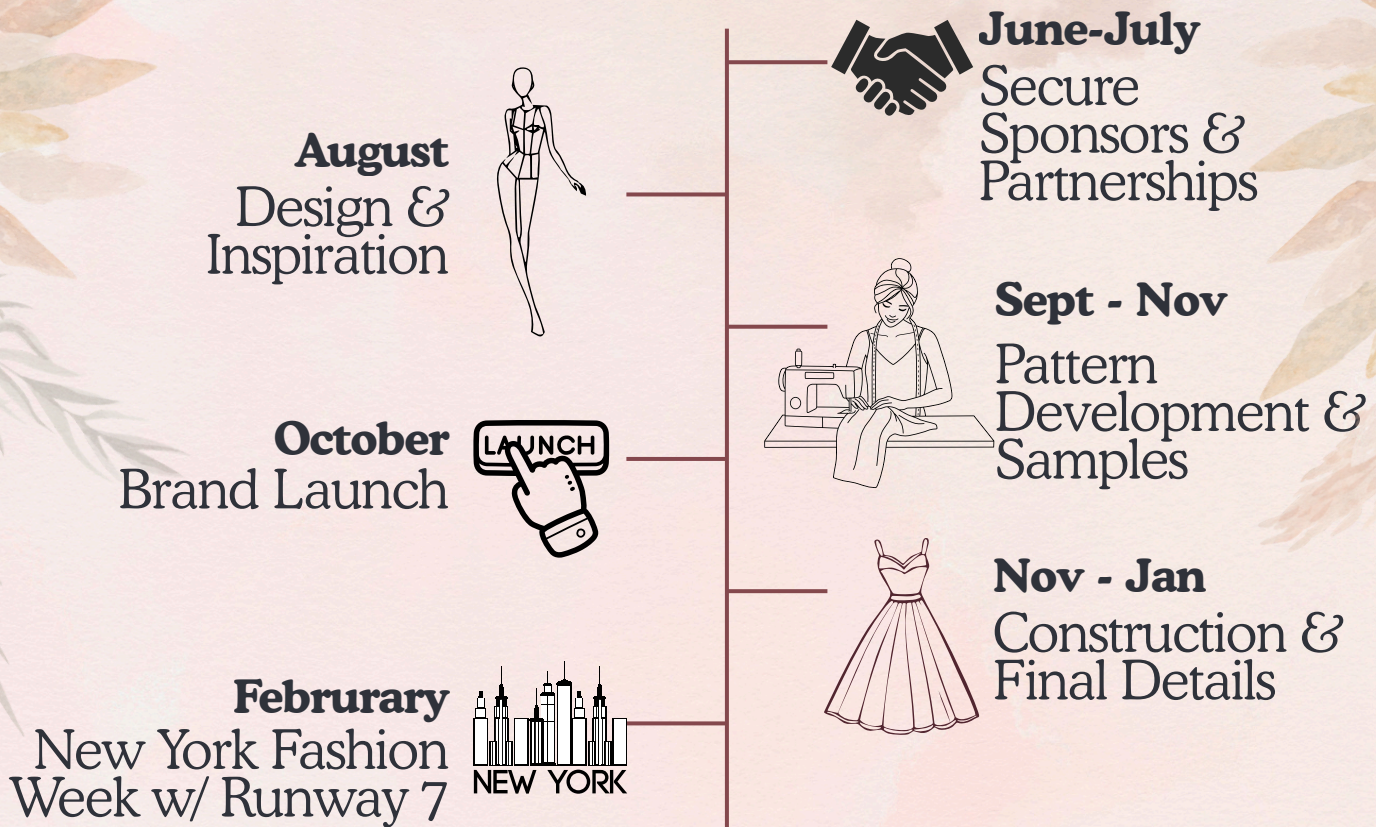


BUDGET BREAKDOWN

EXPENSE	ESTIMATED COST
Runway 7 Designer Package	\$4000
Flights (Round Trip)	\$1300
Hotel (5-6 nights)	\$1700
Assistant Budget	\$500
Garment Shipping/Transport	\$200
Collection Materials & Finishing	\$1300
Transportation & Local Expenses	\$500
Contingency Fund	\$500
FUNDING GOAL	\$10,000

Any sponsorship received beyond the minimum goal will directly enhance the quality of the collection, presentation, and content shared before, during, and after New York Fashion Week as well as being able to help fund the Southern Oregon soft launch of the brand, to happen this Fall 2026.

THE JOURNEY



SPONSOR A *Runway Look*

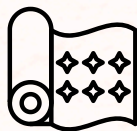
Become the exclusive sponsor of one runway design. Your support helps fund the materials, construction and details that bring each look to life.

EACH LOOK IS AVAILABLE FOR SPONSORSHIP \$1,000 OR EQUIVALENT VALUE IN MATERIALS OR SERVICES

- Limited to one sponsor per design (7 total)
- Recognition as the official sponsor of one look
- Progress updates during construction
- Behind-the-Scenes content featuring your support
- Professional photos of the completed design
- Recognition on website & YouTube videos
- Social media acknowledgement
- Signed photo of the finished garment after NYFW (if requested)



MATERIAL PARTNER OPPORTUNITIES



FABRIC
SPONSOR



TRIM SPONSOR



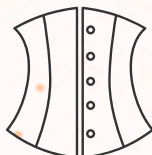
FLORAL
SPONSOR



BEAUTY
SPONSOR



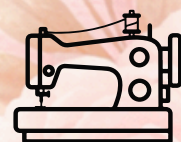
JEWELRY
SPONSOR



CORSET SUPPLIES



PRINTING
COMPANIES



SEWING/DESIGNING
SUPPLIES

LET'S REPRESENT
Southern Oregon
TOGETHER



Every dream begins with someone who believes in it.



www.stephanieharford.com



[@stephanie.harford](https://www.instagram.com/stephanie.harford)



stephanieann.harford@gmail.com



(541) 916-6294



SCAN HERE

Stephanie Harford

made to be known

sh



NEW YORK FASHION WEEK

Tuesday, June 9th, 2026

To Whom It May Concern,

We are thrilled to extend this formal invitation to Stephanie Harford, to participate in the prestigious New York Fashion Week, hosted by Runway 7. This highly anticipated event will take place from the 10th to the 13th of February at the iconic Sony Hall located at 235 W 46th St, New York, NY 10036, in the heart of New York City.

New York Fashion Week serves as a global platform for established and emerging fashion designers to showcase their latest collections, connect with industry professionals, and captivate fashion enthusiasts from around the world. As one of the most influential events in the fashion calendar, it offers unparalleled exposure and networking opportunities for brands looking to make a lasting impression.

Runway 7 is committed to curating an exceptional showcase that celebrates diversity, innovation, and creativity in fashion. With our esteemed venue partner, Sony Hall, we are dedicated to providing an immersive and memorable experience for both designers and attendees alike.

Yours truly,

Christina Kovacs

Director of Designer Relations
Runway 7 Fashion, LLC
christina@runway7fashion.com
646-480-9431

DEPOSIT



INVOICE

Bill To

Stephanie Harford

Invoice#
INV-000068

Invoice Date
24 Jun 2026

#	Item & Description	Qty	Rate	Amount
1	Runway 7 NYFW Agreement	1.00	500.00	500.00
Sub Total				500.00
Total				\$500.00
Balance Due				\$0.00

PAID

Notes

Thank you for the payment. You just made our day.



Southern Oregon *Models*



Lisa and Sarah would love to attend as my models and are campaigning with me. Any excess sponsorship funds can directly fly them out to have this experience.

