

# NEXUS

SPONSORSHIP OVERVIEW

● NYFW · NEBULA NYC · 300-500 INVITE-ONLY

## Reach buyers at fashion week.

Runway show and private after-program at Nebula NYC — audience access, LED activation, measurable content.

BOOK A SPONSORSHIP CALL →

3 OR 9 SEPTEMBER 2026 [IN FLUX]

NEBULA NYC · 135 W 41ST ST · TIMES SQUARE · PRESAGE NYC

# Who you reach

Brands sponsor NYFW to hit a specific, high-spend audience.

300-500

invite-only guests — list-controlled

PROFILE

creative directors, luxury buyers, tech partnership leads, trade press

DIGITAL

2M+ earned impressions founding season (target)

| Your ideal customer is already at fashion week.

● REC

DECK/ROOM

NEXUS

DECK/ROOM



INVITE-ONLY ROOM

300-500 GUESTS

# The event

What you are sponsoring — format, scale, and calendar.

**Calendar** — NYFW · 3 or 9 September 2026 [in flux] · date confirmed with Nebula

**Venue** — Nebula NYC · 135 W 41st St · Times Square · 11,000 sq ft · LED screens

**Format** — live runway · portrait booth · private after-program

**Production** — Presage NYC · 3 NYFW shows produced

**300-500**

Invited guests

**11K**

Sq ft · Nebula

**40S**

Hero show clip

# What sponsors get

Three reasons brands fund NYFW — mapped to NEXUS deliverables.

## Awareness

Show caller · press kit · documentary · partner B-roll

## Exclusivity

Category-exclusive slots — one presenting partner · two Premier · three activations

## Access

Guest-list allocation · front-row equivalent · VIP after-program

# Activation concepts

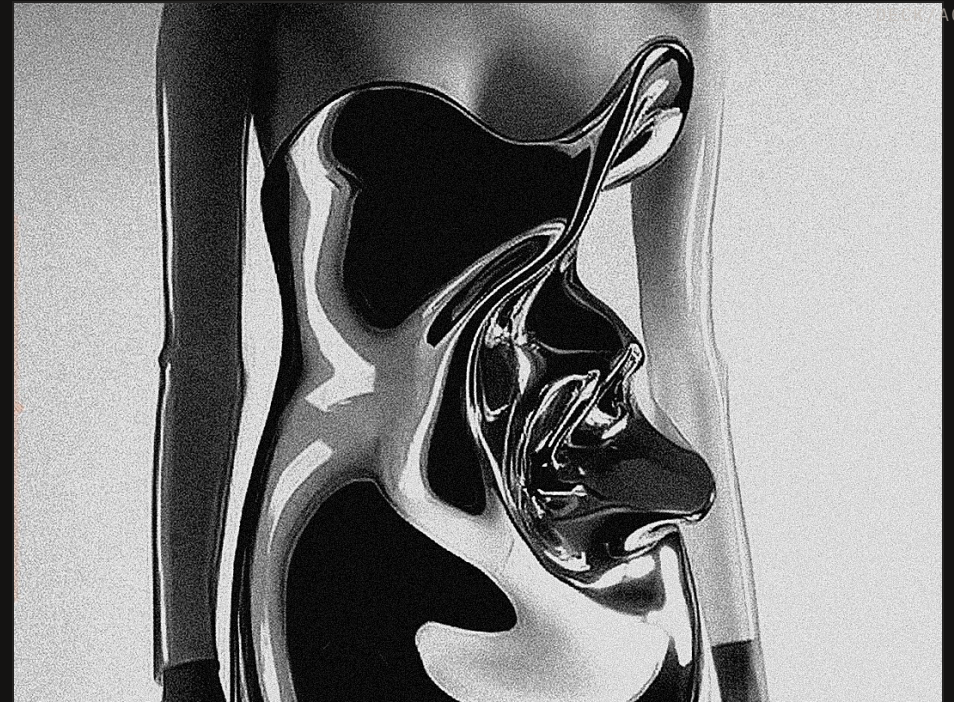
Ready-to-execute integrations. Packages mix and match.

01 · Screens — branded visual environment per designer segment on LED walls

02 · Portrait booth — sponsor watermark on every guest image (from \$3,222)

03 · Runway — 40-second live moment with show caller credit

04 · Digital — sponsor-cut documentary clip and press kit credit



Portrait booth — one company owns the activation.

● REC  
DECK/RUNWAY

NEXUS  
DECK/RUNWAY

RUNWAY ACTIVATION

40S HERO CLIP

# Packages

Cash tiers for brands · founding integration slots · mix to your KPI.

## Title

**\$32,222**

### Own the night

Event naming · max LED · booth naming · VIP · full press

## Premier

**\$22,222**

### Major presence

Screen segment · VIP table · press kit · guest block

## Partner

**\$12,222**

### Room access

Press kit logo · guest tickets · recap credit

## Activation

**\$3,222**

### Own the booth

Portrait booth · logo on every guest image

# Availability

One title slot. Three activation slots. First come.

TITLE	1	\$32,222 · naming + max presence	Open
PREMIER	2	\$22,222 · major screen + VIP	Open
PARTNER	3	\$12,222 · room access	Open
ACTIVATION	3	\$3,222 · portrait booth	Open
PRESENTING	1	Fashion · hero look	Open

# NEXUS

**Book a sponsorship call.**

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