



the 2011
**FREEDOM
& FASHION**
VENDOR APPLICATION

"I am honored to be on the board of advisors for Freedom and Fashion. I love the unique way they incorporate fair-trade fashion, arts and music to end human slavery. I support them 100%."

Fitzjoy Hellin,
Tour Manager for Katy Perry

"We often find ourselves caught up in our own lives and forget to take a moment to look at the needs of people around the world. Freedom and Fashion is a testament to how a small group of individuals can make a difference in this world by opening our eyes, and most importantly— giving individuals an opportunity to take action. I am proud to support the efforts of the Freedom and Fashion team."

Erin Nikaido,
Development Executive
for Project Runway

THE BENEFITS

Vendor Partners may benefit from the following services **AT NO COST:**

(refer to page 2 for details)

Runway Exposure

Vendor Space at Events

Magazine Coverage

Film & Creative Media Piece

Volunteer Service

Social Media Exposure

VENDOR PARTNER APPLICATION · INTRODUCTION

WANT TO BE A PART OF THE FREEDOM AND FASHION FAMILY?

To be represented and promoted by Freedom and Fashion ("FnF"), your organization or company must satisfy **at least one** of the following descriptions:

- A** A non-profit organization that provides direct services to former and/or at-risk trafficked victims: child soldiers, labor slaves, and sexually exploited individuals. The organization provides resources for economic, spiritual, and/or emotional rehabilitation in tangible ways.
- B** A fair trade for-profit company that applies an ethical business model to recruit and manage its workers and execute production. This model must include having a clean and well-functioning work space, reasonable or exceptional pay when compared to the average wage of the operating country, and opportunities for financial independence.
- C** An organization or company that has well-designed products made from formerly exploited individuals who are now earning a sustainable living through the sale of such products. The organization or company seeks to provide business skills and microfinance opportunities to its workers.
- D** An organization or company that allocates sale proceeds of its well-designed products to other organizations or companies that provide direct services to formerly exploited individuals or persons considered "at-risk" for trafficking, labor and sexual exploitation.

If you feel that your organization fits one of the four required criteria above, please fill out the accompanying application form and attached it in an email to: **Tanya@freedomandfashion.com**. Please designate **"VENDOR PARTNER APPLICATION"** in the subject line. Thank you.

VENDOR PARTNERS MAY BENEFIT FROM THE FOLLOWING SERVICES **AT NO COST:**

RUNWAY EXPOSURE

Promotion of company merchandise in FnF's annual fashion show that is entirely cause-centric. The clothing or other merchandise on the runway represent Vendor Partner endeavors to end slavery, bring sustainable economic opportunities, and operate in a way that encourages respect for human dignity.

VENDOR SPACE AT EVENTS

Runway items from the annual FALL/WINTER fashion show during the are available for purchase and all Vendor Partners may set up shop at the event to a captured audience of attendees. FnF charges no vendor space fees for our annual fashion show or other events. FnF aims to offer several publicized events throughout the year with the same promise that 100% of sale proceeds is retained by vendor participants.

MAGAZINE COVERAGE

FnF produces an annual magazine to promote each vendor partner. Vendor partners are interviewed by FnF staff and the partner's company biography is displayed in a half or full page spread. Additionally, FnF strives to provide vendor partner products with top quality coverage and all model casting and photography expenses for the magazine are borne by FnF! Magazines are distributed at and after the fashion show as marketing materials.

FILM & CREATIVE MEDIA PIECE

FnF creates a short film or motion graphic piece that is displayed at the main event fashion show and on our website. In this targeted campaign method, FnF continues its commitment to raising public awareness of FnF partner causes.

VOLUNTEER SERVICE

Each Vendor Partner may request the assistance of an FnF team member for up to eight (8) hours at its corporate location or operational facilities free of charge. Vendor Partners have the discretion to decide whether volunteer hours are dedicated to stuffing envelopes, answering phones, tabling at an event or other privileges!

SOCIAL MEDIA EXPOSURE

FnF provides its readers with timely updates of Vendor Partners' events, products and progress through its blog, Facebook, and Twitter accounts. The FnF online magazine alone received over 24,000 hits two weeks after our fashion show!



VENDOR PARTNER APPLICATION · FORM

Please Note:

If selected as a Vendor Partner, responses to these questions may be used in our magazine and promotional materials.

Disclaimer:

Submitting a Vendor Partner application to FnF is a basic prerequisite of the FnF partnership process; it simply illustrates your interest in becoming a Vendor Partner and compliance with minimum requirements. A Human Resources representative will contact only those organizations and companies that meet the prerequisite for a telephone or in-person interview and background check. Applicant information from prospective partners, not selected as a Vendor Partner, will not be shared by FnF to any third party.

Name _____ Title _____

Organization/Company Name _____

Mailing Address _____

Two Phone Numbers _____ - _____ - _____ - _____

Two Email Addresses _____

You are applying as:

A 501c3 non-profit organization

A fair trade business

Which criterion fits your organization? (Check one or more)

A B C D

Please Note: *If you have been an FnF Vendor Partner in the past, you may limit your responses to Questions 3-8.*

1. In one paragraph, please tell us in detail about the mission of your company.

2. Who were the founders (full names please)? How and where did it start?

VENDOR PARTNER APPLICATION · FORM

3. Was there a time your organization or company had to reinvent or “re-birth” itself? Were there any problems or struggles along the way? Did your organization or company ever want to cease operations? If so, how did you overcome those moments?

4. Does your organization or company sell any products? Please list up to five (5) in detail (i.e. material, source of supplies/components, who executes the finished product, is it exclusive of a men’s/women’s line?).

5. What makes your organization or company different from others?

The Fine Print:

FnF Vendor Partners are not guaranteed participation in the fashion show each year. Select organization and companies will be chosen as participants at the discretion of the Creative and Fashion Department. However, FnF offers opportunities to include all Vendor Partners in various events throughout the year. We offer the above-referenced cost-free services to each Vendor Partner. In return, FnF kindly request that each partner help to facilitate promotion and marketing of those events of which they are participants. Promotion and marketing may include social media updates, emails, e-newsletters, blogs, and word-of-mouth announcements. Additionally, FnF asks for the OPTIONAL donation of products to FnF for use as marketing materials.

6. Why do you want FnF to represent your organization or company? Where and what have you heard about Freedom and Fashion that piqued your interest in partnering with us? Or, what previous experience has your organization or company had with FnF?

7. What are the needs of your organization or company (i.e. financial, marketing, etc.)? What particular challenges have you faced in attempting to meet those needs?

8. To assess FnF's quality of service to our Vendor Partners, would you be willing to fill out a survey after our events?

Yes No