

# HIGHEST

ON THE RUNWAY

ELEVATED UNDERGROUND

SPONSORSHIP  
PACKAGES

APRIL 20

SOHO  
NYC

INFO@CERTIFIEDBAKED.COM

BAKED!

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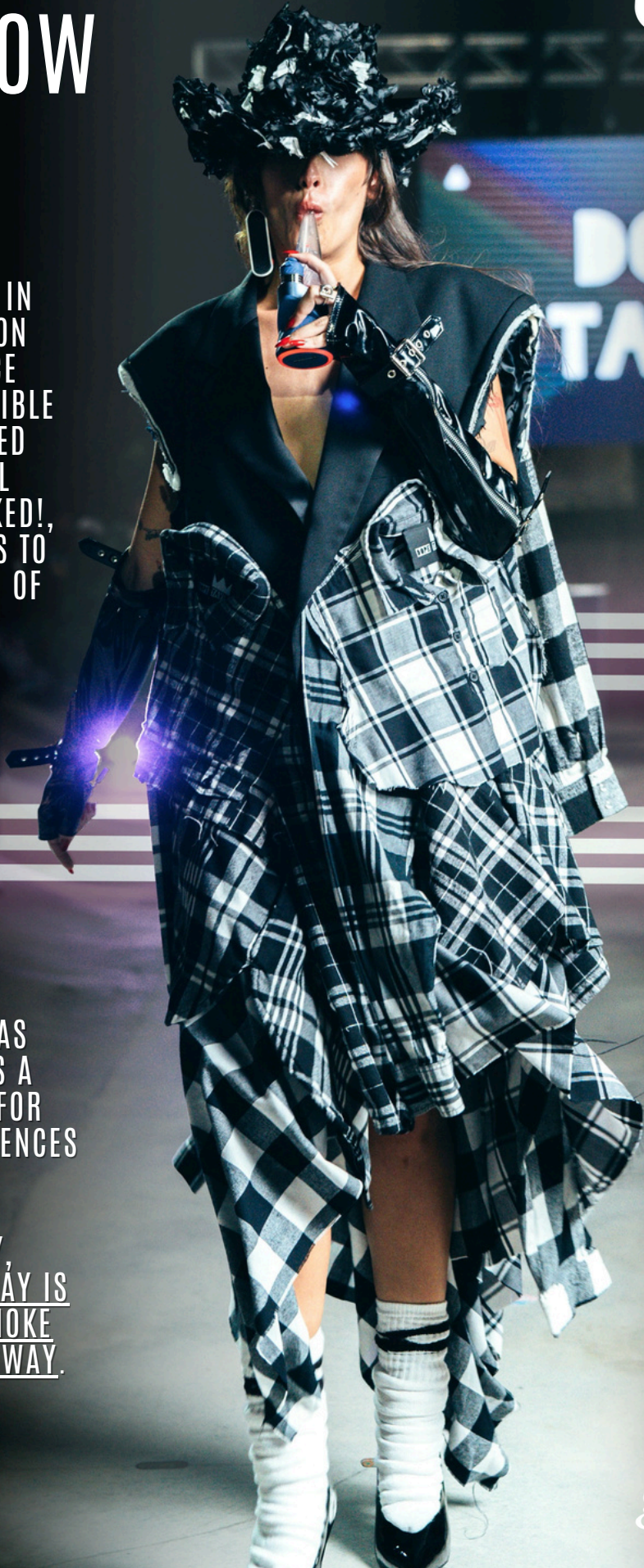


# A ONE OF A KIND SHOW

**HIGHEST**  
ON THE RUNWAY

WITH ITS INAUGURAL MIAMI RUNWAY SHOW IN APRIL 2023, HIGHEST ON THE RUNWAY HAS SINCE CURATED FOUR INCREDIBLE SHOWCASES, PARTNERED WITH TOP EXPERIENTIAL EVENT PRODUCERS BAKED!, EACH SHOW CONTINUES TO PUSH THE BOUNDARIES OF TRADITIONAL RUNWAY EVENTS & CANNABIS CULTURE AT LARGE.

UNDER IT'S FOUNDER CRISP'S VISIONARY DIRECTION, H.O.T.R. HAS ESTABLISHED ITSELF AS A TRAILBLAZER, KNOWN FOR ITS IMMERSIVE EXPERIENCES AND COMMITMENT TO REDEFINING FASHION STEREOTYPES. NOTABLY, HIGHEST ON THE RUNWAY IS THE FIRST SHOW TO SMOKE CANNABIS ON THE RUNWAY.



**BAKED!**

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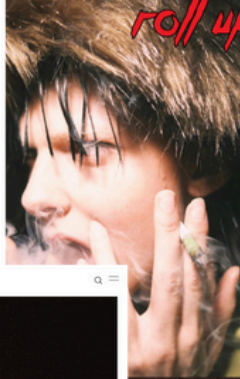
# ALWAYS PRESS

HIGHEST ON THE RUNWAY HAS APPEARED YEAR-AFTER-YEAR IN A VARIETY OF NOTABLE PRESS AND MEDIA PUBLICATIONS SUCH AS OCEAN DRIVE, GALORE, FLAUNT, HONEYSUCKLE, AND MANY MORE.

H.O.T.R. OFFERS BRANDS A UNIQUE AND UNPARALLELED OPPORTUNITY TO BE PART OF SOMETHING GROUNDBREAKING WHILE GENERATING CUTTING-EDGE CONTENT AND SHARING IT WITH THEIR AUDIENCE WORLDWIDE.



# HIGHEST ON THE RUNWAY



*FWO* FashionWeekOnline. *OCEAN DRIVE* MAGAZINE *BAZAAR* *Galore*

FLAUNT roll up SKUNK HONEYSUCKLE

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# SOHO VENUE

427 BROADWAY



# HIGHEST

ON THE RUNWAY



**BAKED!**



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# GET ON THE RUNWAY

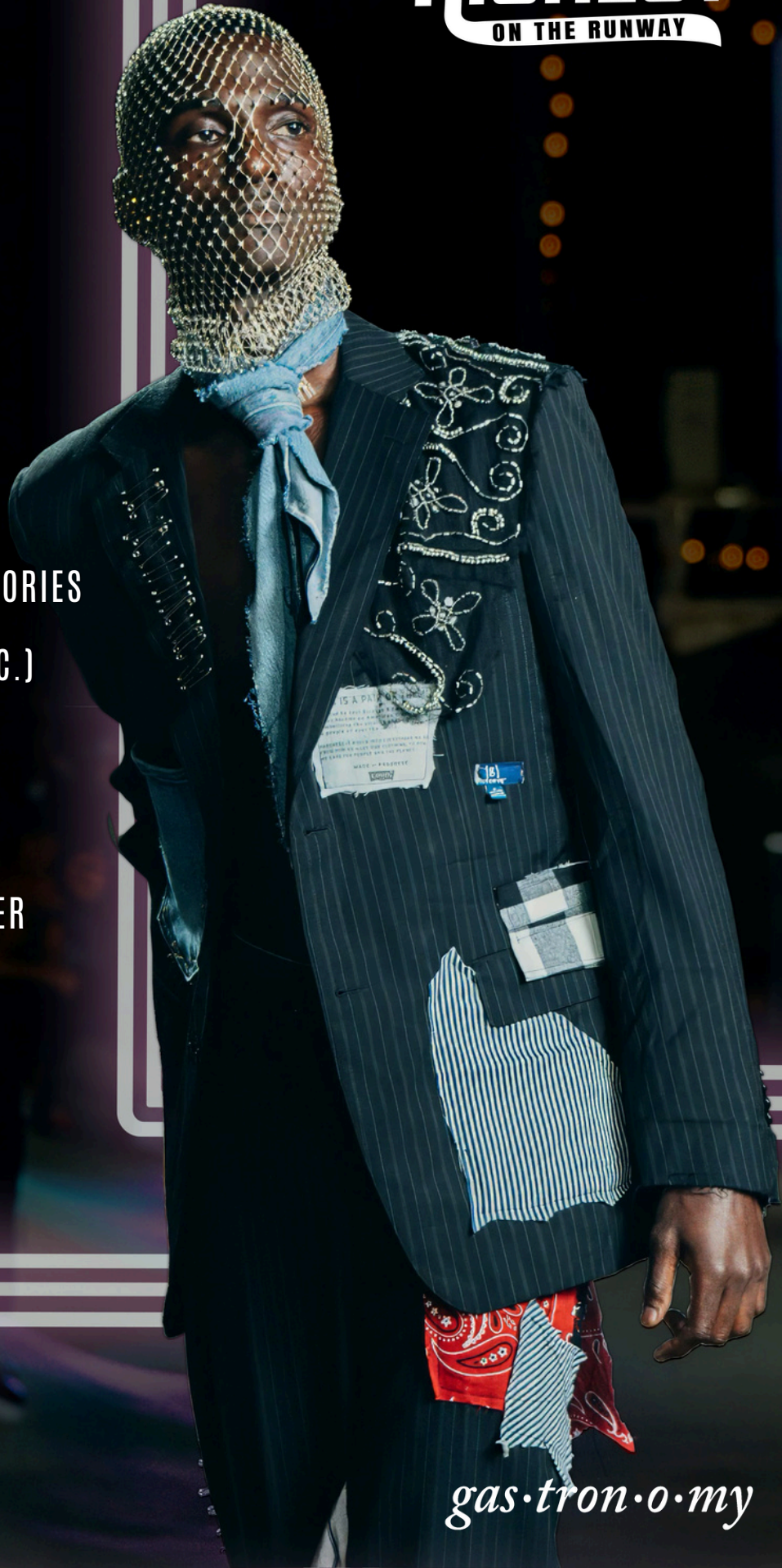
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## OPTIONS FOR LIFESTYLE BRANDS

- TITLE SPONSORSHIP
- EXPERIENCE SPONSORSHIPS
  - BAR
  - CATERING
  - PHOTO BOOTH
  - GIFT BAGS
  - CUSTOM CREATIVE ROLLS
- FEATURE YOUR BRAND ACCESSORIES
  - VAPORIZERS
  - GLASS (PIPES, BONGS, ETC.)
  - ROLLING PRODUCTS

## OPTIONS FOR FASHION BRANDS

- LEAD BRAND/CUSTOM DESIGNER
- FEATURE YOUR ACCESSORIES
  - HATS
  - JEWELRY
  - SHOES
  - SUNGLASSES



**BAKED!**

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# GET CONTENT

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BOOKING A CONTENT PACKAGE GUARANTEES A FULL-SERVICE BRAND EXPERIENCE. WITH OUR SKILLED TEAM OVERSEEING EVERY ASPECT, YOU CAN EXPECT IMPRESSIVE PHOTO & VIDEO RESULTS THAT BEST SHOWCASE YOUR BRAND AND ITS PRODUCTS.

## CAMPAIGN 2.5K

25 EDITED IMAGES

45 SECOND Video / AD

2 Models (Max) + 2 Outfit Changes (Per Model)

2 GA TICKETS

## EDITORIAL 5K

40 EDITED IMAGES

60 SECOND Video / AD

2 Models (Max) + 3 Outfit Changes (Per Model)

4 GA TICKETS

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# SPONSORSHIP

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## BRAND ACTIVATION 5K

- 6FT TABLE BRAND ACTIVATION
- INDIVIDUAL BRAND PHOTO SHOOT
- SOCIAL MEDIA PROMOTION
- 4 GA TICKETS

## FASHION SPONSOR 5K (3 AVAILABLE)

- SHOWCASE YOUR BRAND ON SELECT MODELS DURING THE FASHION SHOW
- CREDITS AND PROMINENT BRANDING IN THE EVENT PROGRAM AND ON DISPLAYS
- EXCLUSIVE PHOTO/VIDEO CONTENT
- INDIVIDUAL BRAND PHOTO SHOOT
- SOCIAL MEDIA PROMOTION
- 4 GA TICKETS

## HOSPITALITY SPONSOR 7.5K

- BRANDED IN-EVENT EXPERIENCE (FOOD, BEV, PHOTO BOOTH, ETC)
- LARGE LOGO ON PROMO MATERIALS
- DESIGNATED BOOTH/SPACE AT EVENT
- SPEAKING OPPORTUNITY OR SPECIAL MENTION DURING THE SHOW
- INCLUSION IN EVENT PROGRAM/GUIDE
- INDIVIDUAL BRAND PHOTO SHOOT
- SOCIAL MEDIA PROMOTION
- 6 GA TICKETS



# SPONSORSHIP CONT.

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## ENTERTAINMENT SPONSOR 10K

- LOGO PLACEMENT NEAR, ON, OR AROUND PERFORMANCE AREA (DJ, BAND, FIRE DANCERS, ETC)
- BRAND MENTIONED OR SHOWCASED DURING INTRODUCTIONS
- EXCLUSIVE PHOTO OPPS WITH THE ENTERTAINERS/ARTISTS
- POTENTIAL FOR SPONSORS TO CUSTOMIZE THE ENTERTAINMENT EXPERIENCE, ALIGNING WITH THEIR BRAND OR PRODUCTS HOW/WHERE FEASIBLE
- INDIVIDUAL BRAND PHOTO SHOOT
- SOCIAL MEDIA PROMOTION
- 6 GA TICKETS

## TITLE SPONSOR 15K

- TOP BILLING ON ALL PROMO MATERIALS
- EXCLUSIVE NAMING RIGHTS (I.E. "THE [SPONSOR NAME] FASHION SHOW")
- PROMINENT LOGO PLACEMENT AT THE EVENT
- DEDICATED SPEAKING OPPORTUNITY OR SPECIAL MENTION DURING THE SHOW
- PRIME ACTIVATION SPACE AT THE EVENT
- INDIVIDUAL BRAND PHOTO SHOOT
- EXTENSIVE SOCIAL MEDIA PROMOTION
- 5 VIP TICKETS
- 10 GA TICKETS





GET INVOLVED

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