

FASHIONETTA®

2026 REQUEST FOR PROPOSAL

Presented by the **Phoenix AKARAMA Foundation** in partnership with **Alpha Kappa Alpha Sorority, Incorporated®**, Delta Beta Omega Chapter





For nearly 60 years, the **Phoenix AKARAMA Foundation** has hosted **Fashionetta®** as a way to raise much-needed funds to support and sustain community programming and scholarships in the greater Phoenix area and beyond. We are excited to provide you with the opportunity to submit a proposal for the fashion show portion of the event.

- Proposals are due by 11:59 p.m. (Arizona time), **Friday, June 19, 2026.**
- Notifications will be sent by **Wednesday, July 1, 2026.**

Event information and demographics:

- **Event date:** Saturday, December 5, 2026
- **Event location:** Sheraton Phoenix Downtown, 340 N 3rd St, Phoenix, AZ 85004
- **Estimated event start time:** between 9 a.m. and 10 a.m.
- **Estimated event end time:** between 12 p.m. and 1 p.m.
- **Audience size:** 800+
- **Audience demographics:** predominately African American, multi-generational, mixed socio-economic make-up and primarily career-driven and affluent.

What we provide:

- One (1) night lodging, two persons per room. NOTE: hotel accommodations can be made at a different location than the venue.
- Breakfast on the morning of the event.
- Rehearsal time will either be scheduled on Friday evening or Saturday morning, as determined by the venue.

What your proposal should include:

- Maximum show time = 45-minutes (two 15-minute segments with a 15-minute intermission)
- Minimum show time = 30-minutes (multiple segments, with no intermission)
- Physically fit male and female models of all ages and body types
- If color commentary is included, it should align with a high-end runway fashion show and should avoid political commentary.
- Show content should follow the theme.

What your proposal should include (continued):

- At least one (1) scene that includes pink and green clothing. Wedding scenes are optional but should align with a high-end runway fashion show. Festive holiday colors are acceptable, but keep in mind organizational colors and representations.
- Upscale clothing, featuring prominent and up-and-coming designers, but not all need to be African American. Fast fashion brands like Shein, Temu and Fashion Nova are not acceptable. High-end department store-branded fashions are acceptable.
- Proper undergarments must be worn to ensure clothing is displayed properly and tastefully, given the mixed audience.
- No solicitation or selling items to guests without the expressed, written consent of the Phoenix AKARAMA Foundation.
- Guests/audience members should be made aware of how to purchase the items seen on the runway.
- Transportation requirements, if needed.

The company is solely responsible for obtaining any necessary licenses and/or permissions to perform, broadcast, or display any copyrighted materials, including but not limited to; music, voice recordings, video, etc.

Additional items to be included in the proposal:

- Samples of marketing and promotional items
- Video, pictures, or a presentation of company work and website links.

Proposals should be submitted via email no later than 11:59 p.m. (Arizona time), Friday, June 19, 2026, to fashionetta@phxakarama.org and tracylewis1908@gmail.com. Late proposals will not be accepted.

If you have any questions, please reach out. We look forward to hearing from you and reviewing your proposal for Fashionetta® 2026. For more information about the Phoenix AKARAMA Foundation, our programs and service opportunities, visit phxakarama.org.



Sherry A. McFadden

President,
Phoenix AKARAMA Foundation



Tracy Nicole Lewis

Second Vice-President,
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THANK YOU FOR YOUR SUBMISSION

Learn more at phxakarama.org

