

THE GRID SHOW

SPRING/SUMMER 2026

FASHION WEEK: HOUSTON

PRESENTED BY THE GRID SHOW



**NOVEMBER 6-11
2025**

WELCOME

About The Grid Show:

Grid Show is an innovative and immersive fashion experience set to redefine Houston's fashion landscape. Featuring a mix of established and emerging designers, high-energy runway shows, and exclusive brand activations, this event offers unparalleled exposure to industry professionals, influencers, and media.

Mission & Vision:

Our goal is to bridge culture, creativity, and commerce, elevating Houston as a global fashion hub while providing sponsors with exceptional brand integration opportunities.

What we do:

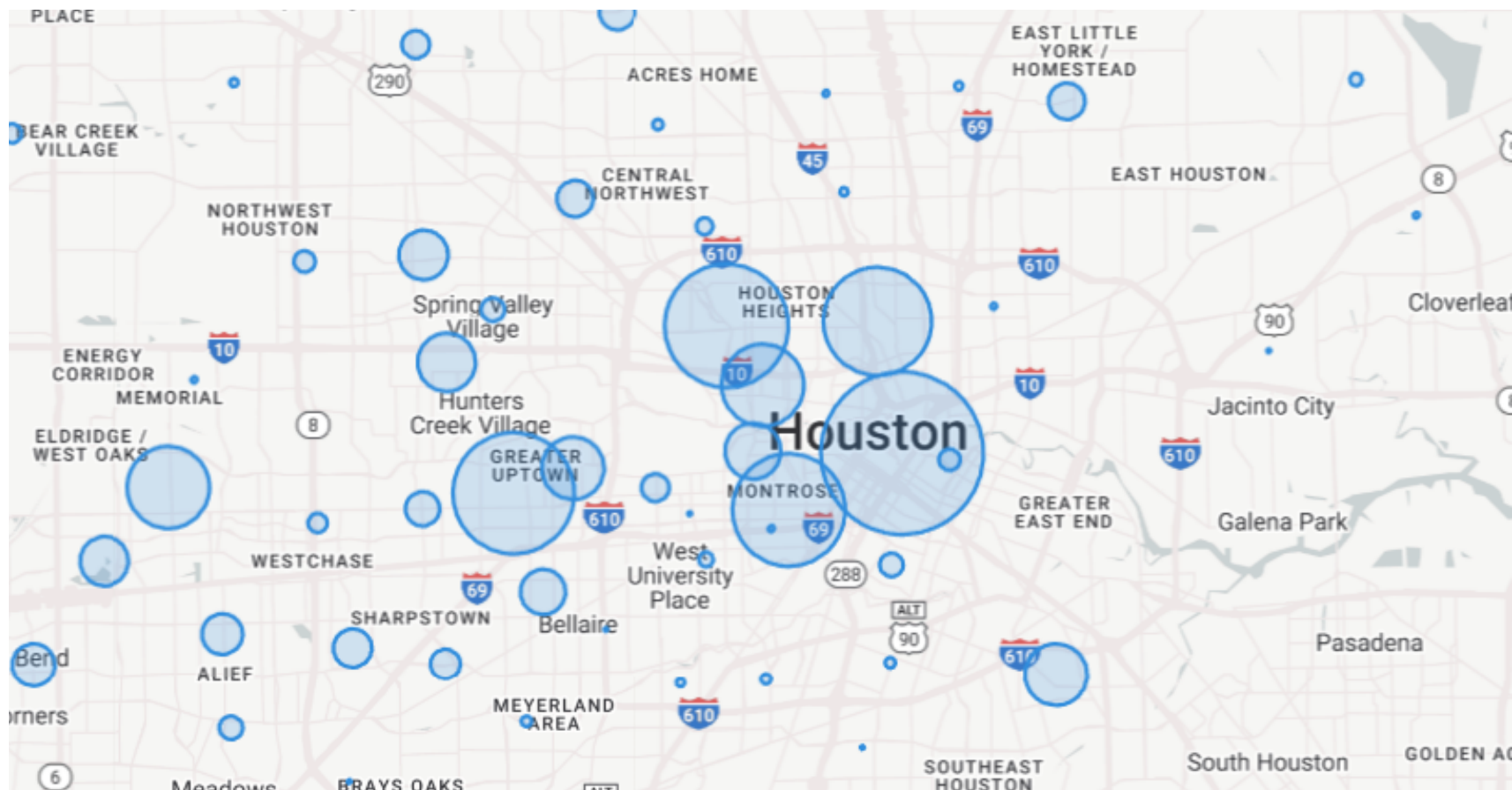
The Grid Show is an exclusive, invitation-only affair where Houston's most discerning tastemakers, industry elites, and members of the 1% gathered in the prestigious River Oaks District.

Powered by a world-renowned luxury automotive brand, this opulent fusion of high fashion and high-performance design delivered an unparalleled sensory experience. Guests arrived to a seamless valet service, greeted by personal hosts and professional ushers, before being ushered into a world of refinement.

The evening featured a full-service cocktail bar, curated gourmet cuisine, and elegant lounges designed for indulgent conversation and connection. Each of the nine visionary designers captivated the audience with bold, runway-defining collections, while the atmosphere shimmered with sophistication, ambition, and the promise of prosperity. The Grid Show wasn't just an event — it was a manifestation of wealth, exclusivity, and the lifestyle of those destined to rise.

Target Market Overview

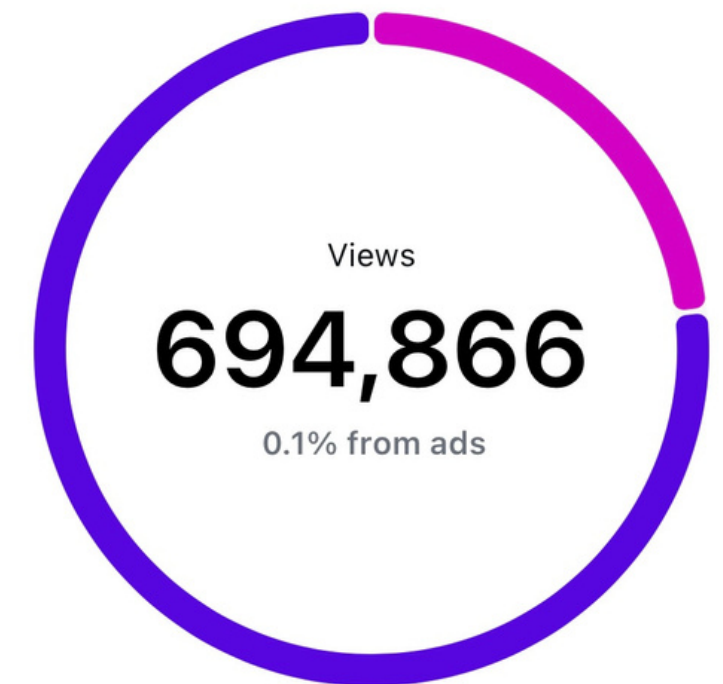
Our recent analytics show strong engagement across Houston, with the highest concentration of visitors coming from central neighborhoods such as Downtown, Montrose, Houston Heights, and Uptown. In total, we reached 12,622 unique visitors, with an impressive 99% being new audiences—highlighting our growing visibility and brand awareness across the city. The data range was pulled from a range of Q2 (April - June)



SOCIAL MEDIA

This illustrates recent data on social media awareness, specifically focusing on Instagram. As our primary platform, Instagram is leveraged to effectively target the key age demographic of 25-54. The data reflects activity spanning from June 1st - Sept 17th of Season 3

Per Day



DATA CHART

Key Insights

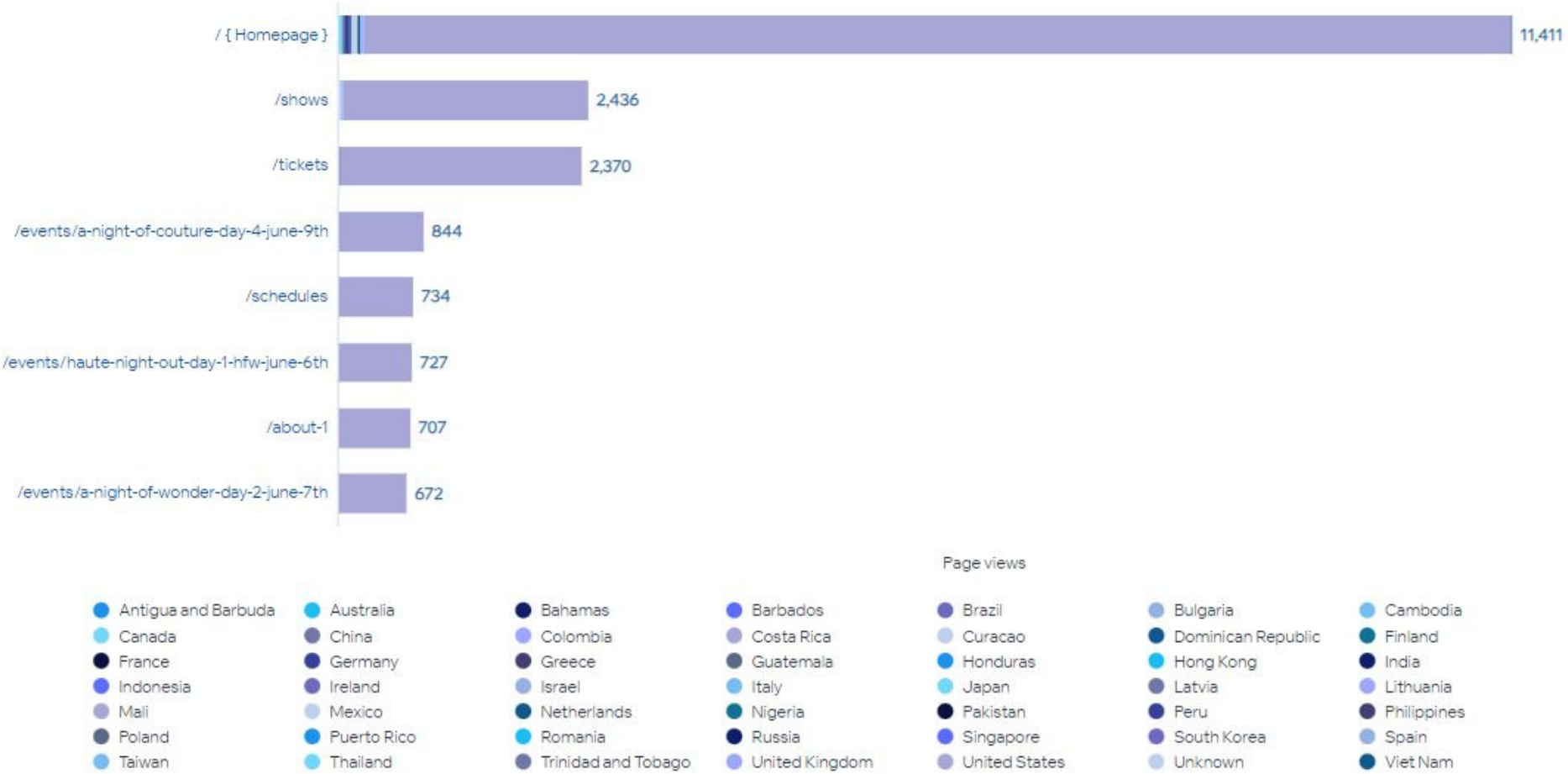
This illustrated data shows site session metrics from the past 30 days, categorized by country and device type, including desktop, mobile, and tablet. It provides a clear breakdown of user engagement across different regions and devices

Sessions by country



1 12,255

Countries



The Grid Show boasts a substantial online presence within the United States, where it is well-established and widely recognized. In addition, it maintains a notable international presence, though it is more dispersed across various regions globally. This dual-layered reach enhances its visibility and impact, both domestically and on the international stage.

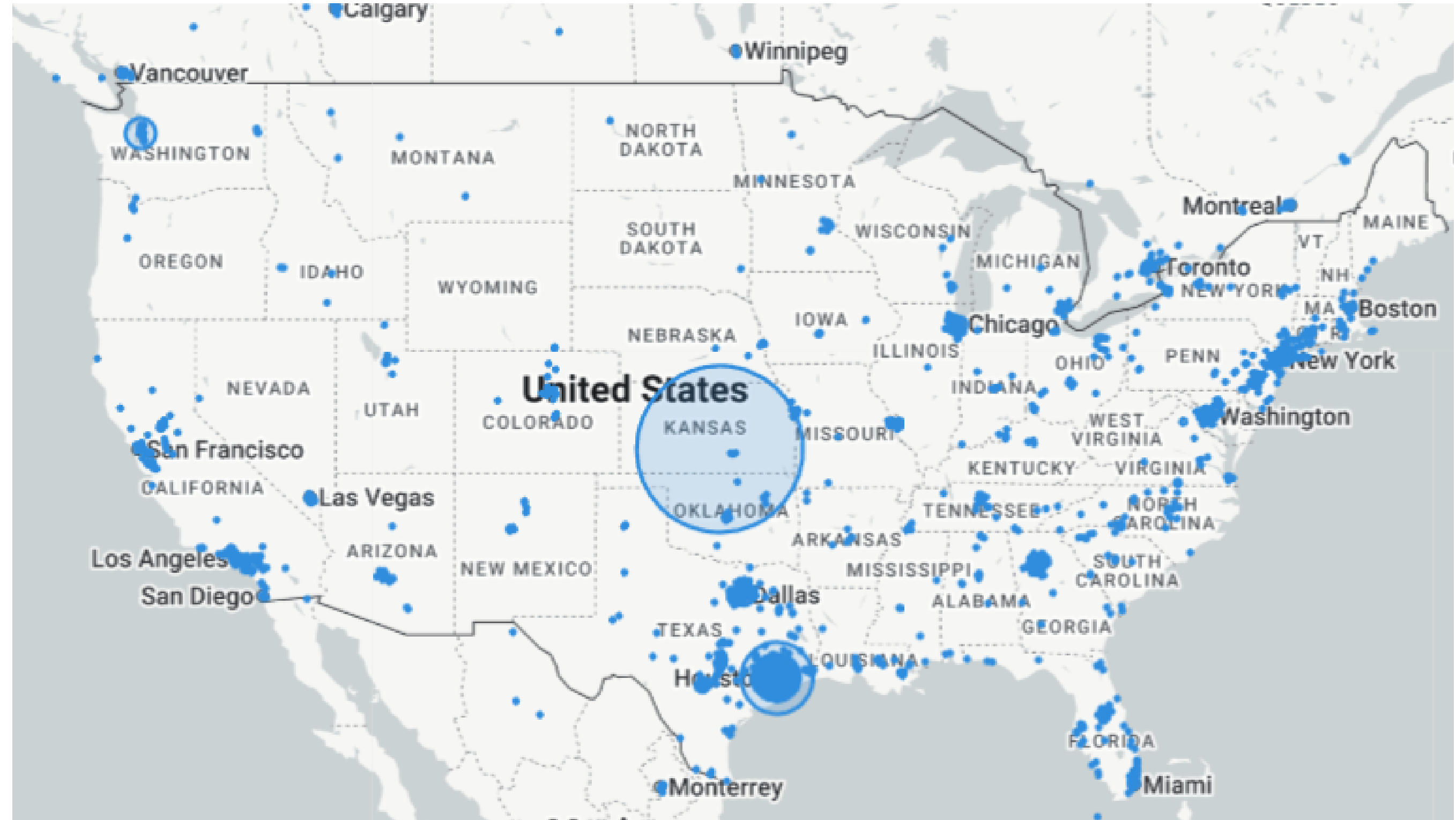
USER ENGAGEMENT

PITCH DECK 2025

Key Insights

This timeline of visual data illustrates the most recent distribution of site sessions ***within the United States over the past 2 quarters***. It provides a detailed overview of user engagement patterns, highlighting the effectiveness of ongoing marketing efforts.

By analyzing this timeline, we can gain insights into how our strategies are influencing user behavior across different regions and adjust our approach to maximize impact continually.



PRODUCT

Brand Association

Aligning with The Grid Show enhances brand credibility and association with luxury, innovation, and artistic expression, positioning products favorably within the competitive luxury market.

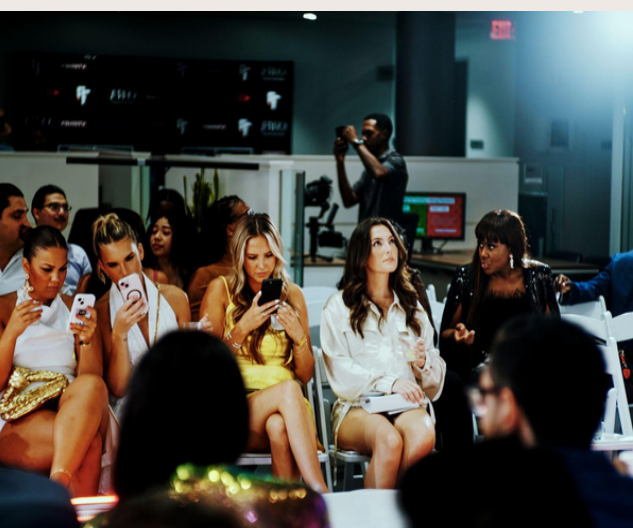
CLIENTS

*Event Productions of **The Grid Show** facilitates valuable networking opportunities with industry professionals, influencers, and affluent consumers, fostering potential collaborations, partnerships, and customer relationships.*

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1

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2

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3



PAST PATRON & SPONSORS



HOUSTON CENTRAL



Momentum BMW



PORSCHE

Porsche River Oaks



JAGUAR

HOUSTON CENTRAL



GENESIS OF
SOUTHWEST HOUSTON



ASIA
SOCIETY
TEXAS



ALTIERI



ISLAND DRIP
& MED SPA



honest.





Sponsorship Benefits

AUDIENCE

Our audience at The Grid Show epitomizes the essence of fashion-forward individuals with discerning tastes. Spanning across diverse walks of life and age groups, they represent influential figures and trendsetters within their communities. These movers and shakers not only appreciate luxury but actively shape cultural and social landscapes. They seek innovation and exclusivity, making The Grid Show the ideal platform for brands to showcase products that resonate with this sophisticated demographic. Whether they are industry leaders, creatives, or community influencers, our audience embodies a passion for fashion that transcends boundaries and defines contemporary style.

1. Target Audience Alignment: The event attracts a high-net-worth audience interested in luxury lifestyles, aligning perfectly with the demographic typically interested in luxury automobiles.

2. Brand Synergy: Partnering with The Grid Show allows auto dealerships to associate their brand with luxury, style, and innovation—core values shared between high-end fashion and luxury automotive dealerships.

3. Enhanced Visibility: Sponsoring The Grid Show provides prominent exposure among a sophisticated audience, both onsite and through extensive media coverage, thereby boosting brand recognition and visibility.

4. Networking Opportunities: The event offers exclusive networking opportunities with industry leaders, influencers, and affluent consumers, facilitating potential business partnerships and client relationships.

5. Unique Marketing Platform: Unique Marketing Platform: Auto Dealerships can leverage the event for unique marketing initiatives, such as showcasing new models, hosting test drives, or integrating their vehicles into the event space, enhancing brand engagement and customer experience.

Custom Sponsorship Packages

WHY US

Sponsoring The Grid Show is more than brand exposure — it's an investment in Houston's cultural and economic future. This week-long celebration of top-tier fashion, luxury, and innovation transforms the city into a thriving hub of commerce, creativity, and opportunity. Beyond showcasing visionary designers in world-class settings, The Grid Show acts as a dynamic citywide campaign aimed at boosting Houston's GDP, supporting local businesses, and creating meaningful connections among entrepreneurs, investors, and industry leaders.

Sponsors gain direct access to influential audiences, from affluent consumers to decision-makers shaping the city's economic landscape. Through exclusive events, media partnerships, and immersive experiences, The Grid Show fosters an environment where brands, business owners, and creatives can forge new collaborations, drive future investments, and collectively elevate Houston as a national destination for luxury, fashion, and enterprise. This isn't just a sponsorship — it's a stake in the growth, prosperity, and cultural legacy of Houston.

TAILORED SOLUTIONS

Our **custom sponsorship packages** are designed to align with your specific business objectives while maximizing brand visibility during Fashion Week Houston.

BRAND ALIGNMENT

We ensure that your brand resonates with our **affluent audience**, creating a meaningful connection through targeted marketing strategies and exclusive opportunities.

TARGETED MARKETING

Engage directly with Houston's elite clientele, leveraging our platform to enhance your brand's image in the luxury fashion market through strategic outreach.

Sponsorship Investment Packages

BRONZE \$5,000

- ****Brand Logo Placement****: We'll showcase your logo prominently on all event materials, press releases, and online promotions. You'll also receive a special mention at our events.
- ****Exclusive Access****: You'll get 4 VIP tickets and 6 General Admission tickets. These grant you entry to every event activity.

****VIP Lounge Access****: Enjoy exclusive services in our Patrons Lounge with full access.

****An increase in the level of sponsorship does include all the benefits of the previous sponsorship level, as well as additional perks**.**

SILVER \$10,000

Upgrade to the Silver level and enjoy amazing benefits crafted for savvy investors:

- ****VIP Experience****: Get 10 VIP and 5 General Admission tickets to ensure you and your guests have special access to all event activities.
- ****Boosted Brand Visibility****: Enjoy daily brand shout-outs during the event and have your brand prominently displayed on the event's backdrop and in gift bags.
- ****Widespread Media Exposure****: Gain attention from top media outlets like Kavyar, Fashion Channel, Honest Media, and Vesta Stream, both internationally and locally.
- ****Flexible Payment Options****: Mix merchandise value (like product placement or vendor showcases) with cash for the best brand positioning opportunities.

Join the Silver level today and take your investment to new heights.

Sponsorship Investment Packages

GOLD \$15,000

- ****Gold Level VIP Experience****: Receive 15 VIP and 10 General Admission tickets, granting you and your guests exclusive access to all event activities and areas.
- **Premier Marketing Booth**: Enjoy a prime location for your brand's promotional activities throughout Season 4, ensuring maximum visibility and engagement.
- **Tailored Payment Package**: Enhance your investment by combining merchandise value (product placement/vendor showcase) with monetary contributions for speaking opportunities, with flexible options starting from \$5K/\$10K.

Elite Email Marketing: We will promote your business on our platform, reaching a curated audience of over 180,000 contacts, along with your guests. This unparalleled opportunity offers maximum brand exposure and personalized connections.

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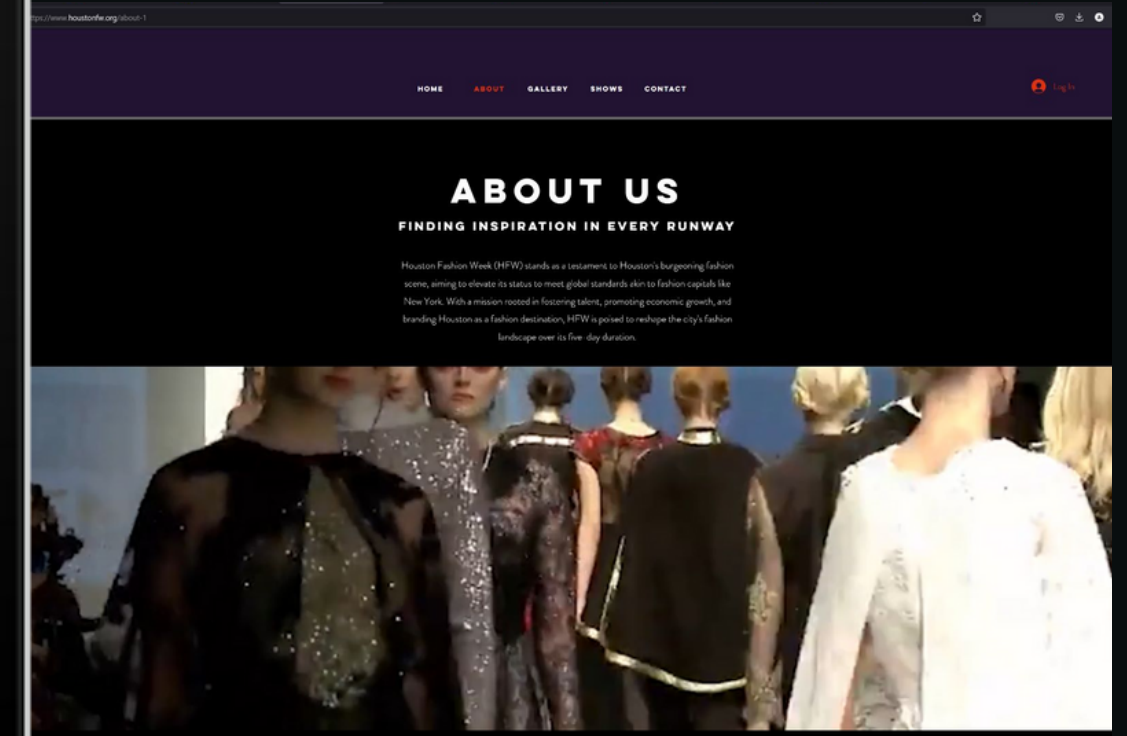
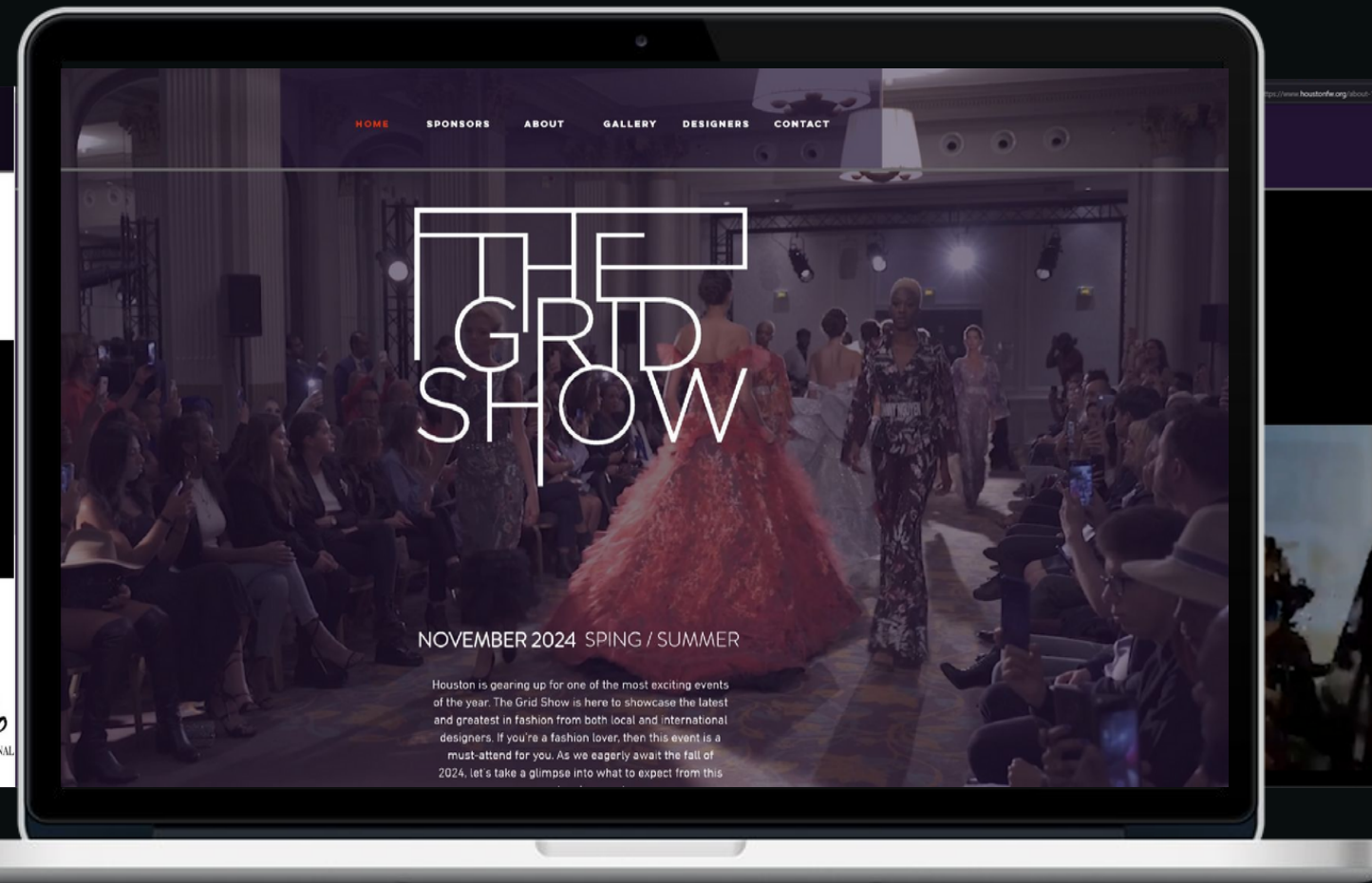
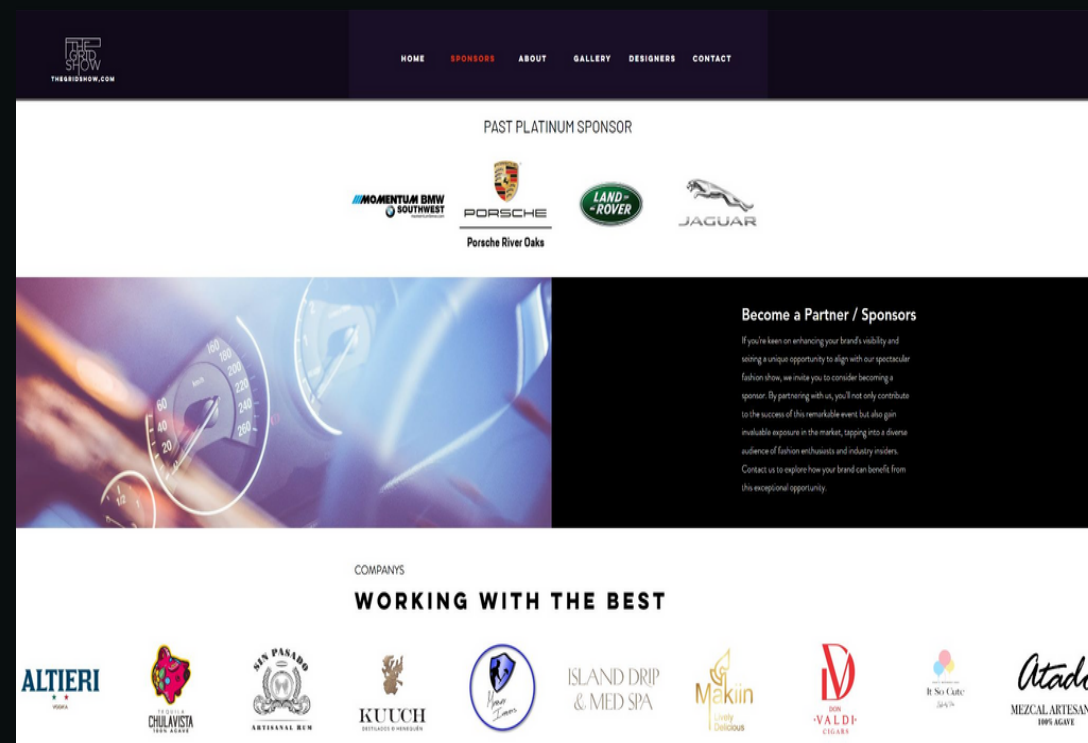
PLATINUM \$20,000

- ****Platinum Level VIP Experience****: Enjoy 20 VIP and 15 General Admission tickets, offering you and your guests exclusive access to all event activities and areas, tailored to your preferences.
- **Prominent Daily Brand Announcements**: benefit from daily brand announcements by our dedicated MCs throughout the entire event, as well as during peak times. This enhances your presence and personalizes audience engagement.

Exclusive Hosted Event: We will fully produce the event, inviting our extensive, carefully curated audience of over 180,000 contacts alongside your guests. This unique opportunity ensures maximum brand exposure with a focus on individualized connections.

TITLE SPONSOR \$25,000

- **Ultimate Title Sponsor**: Enjoy exclusive benefits with 40 VIP tickets for you and your guests, granting access to all event activities, personalized to your preferences.
- **Enhanced Marketing and Advertising**: Your logo will be prominently displayed on the building and a personalized banner for maximum visibility.
- **Exclusive Private Event**: We'll host a tailor-made event for your brand, inviting our network of exclusive clients and partners for unparalleled exposure with our international designers world markets and audience.



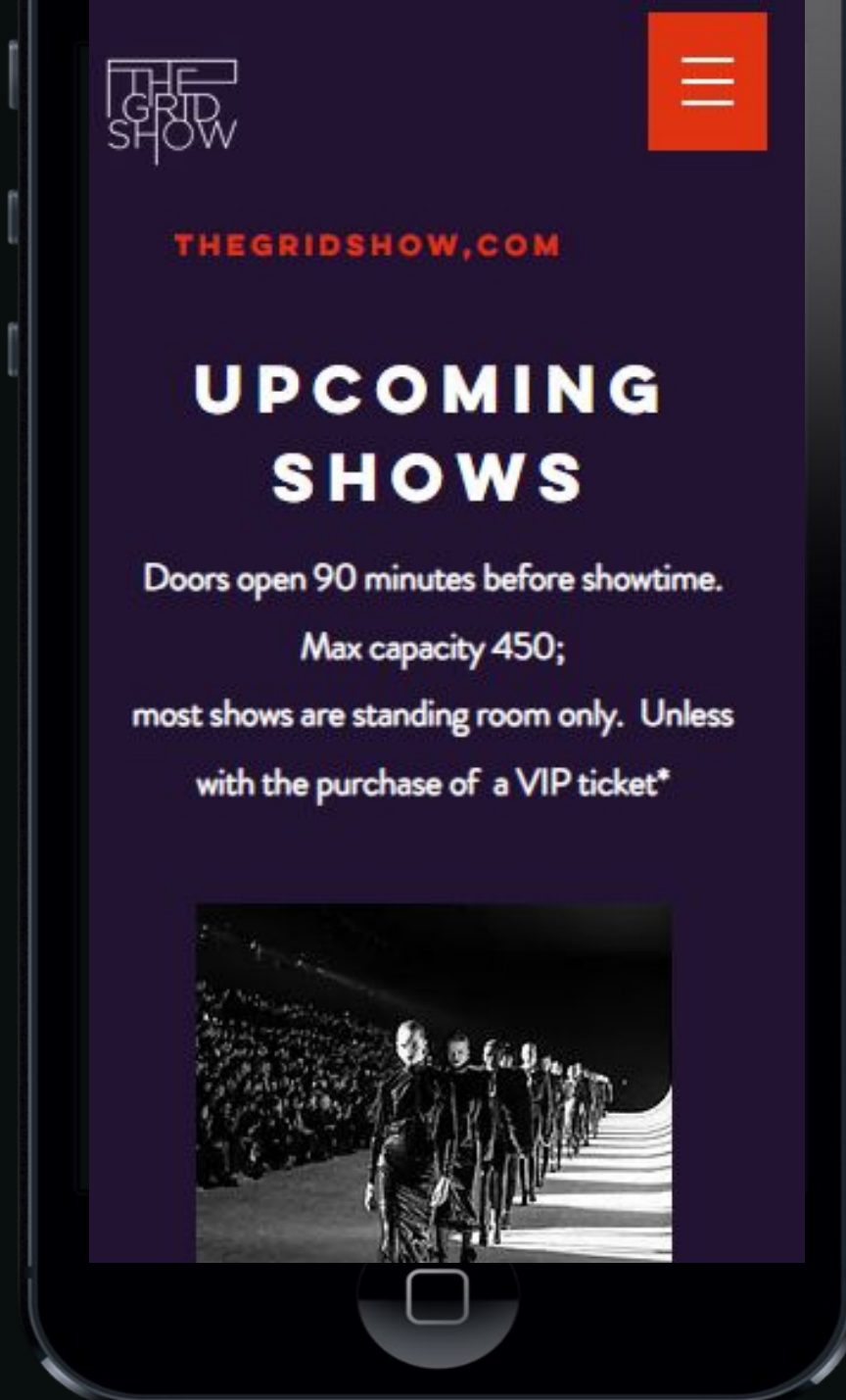
Simplified Access: Seamlessly Navigating Event Listings and Purchases

The Grid Show website features a comprehensive tickets purchasing page along with an easy to navigate user interface . Each page on our site is accessible via a simple user interface of button elements in a header navigation bar.

UNIQUE MOCKUP

“About Us:” Ease of Access to Information

A simple to navigate “About Us” page is crucial to website presentation. Our site features an informative and simplified user experience for ease of access to information about the organization and structure.



MOBILE TICKETS PAGE

The mobile ticket page for "The Grid Show" is made with responsive design in mind. Our Tickets page offers an easy to navigate mobile interface with event times and location information as well as drop down menus with pricing options and included features for each ticket.

WEBSITE INTERFACE

Whether you're on a desktop, tablet, or smartphone, our site adapts effortlessly to provide an optimal viewing and interaction experience. Enjoy fluid navigation, crisp imagery, and intuitive layouts no matter how you access our content. Explore with ease and efficiency.



UNIQUE MOCKUP

Contact Us: Sponsorship Team

EMAIL ADDRESS

INFO@THEGRIDSHOW.COM

SOCIAL MEDIA

@THE_GRIDSHOW

WEBSITE

WWW.THEGRIDSHOW.COM

THANK YOU

