11TH ANNUAL · EST. 2015

CHARLOTTE

KIDS FASHION WEEKEND



2027 SPONSORSHIP & MEDIA KIT

SPONSOR THE SPARKLE

A runway built for Kids

SATURDAY · OCTOBER 30, 2027
RUNWAY SHOWS · CHARLOTTE, NC

VENUE
ANNOUNCEMENT COMING SOON

WHO WE ARE

Charlotte Kids Fashion Weekend (CKIDSFW) is the Carolinas' favorite kids' runway experience. For more than a decade we have given children ages 0–17 a real runway, professional photos, and a room full of people cheering them on. No experience is required — every registered model is guaranteed a spot in our Look Book and a walk in any or all freestyle shows they choose.

Our 11th Annual show on Saturday, October 30, 2027 brings runway shows, designer and retailer showcases, family vendors, gift bags, and our Halloween Costume Runway Finale & Candy Walk — a safe, fun alternative to trick-or-treating.

BY THE NUMBERS

11
YEARS RUNNING

0–17
MODEL AGE RANGE

100%
MODELS GUARANTEED TO WALK

4
FREESTYLE SHOWS

1 DAY
OF RUNWAY MAGIC

10/30/27
SHOW DATE



OUR AUDIENCE

FAMILIES ACROSS THE CAROLINAS

Parents of kids 0–17 in Charlotte, Concord, Rock Hill, Gastonia, Fort Mill and the greater metro.



SHOW-DAY CROWD

A packed house of families, friends, designers, retailers, photographers and local media.

YEAR-ROUND SOCIAL

Instagram, Facebook and TikTok content built around our models, designers and partners.

PRESS & INFLUENCERS

Local press coverage plus a network of Charlotte parenting and family creators.

DESIGNERS & RETAILERS

Kidswear designers, boutiques and family brands showcasing collections on the runway.



SPONSORSHIP TIERS

TITLE SPONSOR
$15,000+

- Naming rights for the 11th Annual show
- Logo on all marketing and press
- VIP table for 10
- Backstage access
- Featured runway moment
- Inclusion in all press

PLATINUM
$7,500

- Logo on the runway backdrop
- VIP table for 8
- Full-page program ad
- Social media features

GOLD
$3,500

- Logo on ckidsfw.com
- VIP table for 6
- Half-page program ad
- Gift bag inclusion

FRIEND OF THE SHOW
$500

- Listed in the program
- 2 general admission tickets
- Social media thank-you

Custom partnerships, in-kind sponsorships and gift-bag placements are always welcome — tell us what you want to accomplish and we'll build a package around it.

2027 AT A GLANCE

BASIC MODEL REGISTRATION · $35

Look Book entry, guaranteed freestyle walks and runway photos.

GENERAL · $79

Everything in Basic + 1 general admission ticket.

DELUXE · $129

+ 2 general admission tickets and a mini photoshoot (1 look / 5 edits).

ELITE · $159

+ 2 VIP tickets, the mini photoshoot and 2 gift bags.

DESIGNER & RETAILER SHOWCASES

Kidswear brands put collections on the runway — apply at ckidsfw.com/designers.

HALLOWEEN COSTUME FINALE & CANDY WALK

Halloween weekend — Saturday, October 30, 2027.

GIFT BAGS

Every model and VIP guest receives one. Contributor items due October 23, 2027.



READY TO PARTNER?

BECOME A SPONSOR

ckidsfw1@gmail.com · ckidsfw.com/contact