



10TH ANNUAL CHARLOTTE KIDS FASHION WEEKEND

A RUNWAY BUILT FOR KIDS

2026 SPONSORSHIP & MEDIA KIT

Runway Shows · Saturday, October 31, 2026 · Charlotte, NC



WHO WE ARE

Charlotte Kids Fashion Weekend (CKIDSFW) is the Carolinas' largest kids' runway experience. For ten years we have given children ages 0-17 a professional runway, a professional photo experience, and a room full of people cheering them on. No experience is required and every registered model is guaranteed a place in the model look book and a walk in the freestyle shows of their choice.

Our 10th Annual celebration is a Halloween Costume Finale & Candy Walk on Saturday, October 31, 2026 — a full day of runway shows, designer and retailer showcases, family vendors, gift bags, and press coverage.

BY THE NUMBERS



OUR AUDIENCE

● Families across the Carolinas

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

● Show-day audience

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 influencers.

● Designers & retailers

Children's designers, boutiques and family brands showcasing collections on the runway.



SPONSORSHIP TIERS

TITLE SPONSOR	\$15,000+
· Naming rights for the 10th 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 will build a package around it.

NEW FOR 2026

ALL DESIGNER & RETAILER FEES WAIVED

Every designer and retailer showcases with us in 2026 at no cost.

GENERAL MODEL REGISTRATION \$79

Includes 1 free general admission ticket with registration (no photo shoot).

DELUXE MODEL REGISTRATION \$129

Includes a 1 look / 5 edit mini shoot and 2 general admission tickets.

ELITE MODEL REGISTRATION \$159

Includes everything above plus 2 VIP front row tickets.

HALLOWEEN COSTUME FINALE & CANDY WALK

Our 10th Annual runway shows land on Halloween — Saturday, October 31, 2026.



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Charlotte Kids Fashion Weekend · Charlotte, North Carolina

