

# EcoRunway.com Shows



EcoRunway.com Series - World Tour 2012-16

February 2013

## *'Reserved for the World's Most Elite - Earth Friendly Audience'*

EcoRunway.com is a fast growing media network providing Eco Lifestyle programming.

Launched in 2012, EcoRunway.com media group is devoted to the world's most elite earth friendly enthusiasts, delivering entertaining and educational programming focused exclusively on inspiring fashion, food and travel experiences.



EcoRunway World Tour 2013-16 is now in production. EcoRunway reaches motivated

audiences and is a part of the fast growing international Eco Commerce business community, targeting and serving the information and entertainment needs of savvy audience.

Administrative offices are headquartered in Atlanta, with satellite offices in all continents across the planet.

### **Our Mission**

To provide the most entertaining and informative Eco inspired multimedia content while promoting conservation and the tradition of the Eco lifestyle.

### **EcoRunway.com Series**

#### Introduction

"EcoRunway.com" series, news reports and videos are an integrated partnership marketing program that reaches the motivated upscale consumer, as well as the trade professional. This unique program

affords marketers and our sponsors the opportunity to target and reach customers and professionals around the world.

The internet has expanded choices for marketers and has caused the medium to specialize beyond what many even thought possible. There are networks that specialize in lifestyle, fashion, food, travel and more. The choices continue to grow. Several major communication corporations have announced that they will launch even more specialized programming.

"EcoRunway.com" series is programmed on a 13-week run. The producers are known broadcasters who draw on their years of experience. The hosts are celebrities insuring the highest quality and add an interesting approach to each story.

"EcoRunway.com" will be ready for airing in



September 2013 and air on designated networks. The programs will be delivered to subscribing distributors in the top ADI's. "Eco Commerce Review" will produce two-minute VNR's (Video News Reports) that

will be viewed in the world's top Eco Commerce markets. A professional marketing video using show footage will also be made available to the trade and our sponsors to be used as a marketing tool.





## History

The concept for EcoRunway.com was developed and founded by Chamber of Eco Commerce (CEC). A group of avid fashion, food, and tourism entrepreneurs and intrapreneurs, identified a need to secure an outlet for EcoRunway.com programming along with independent producers. The working group decided to work with established mediums that were interested in promoting an Eco-driven agenda and dedicating their airwaves to Eco Lifestyle. Thus, the concept for an EcoRunway.com channel dedicated to the Eco and celebrating Eco Lifestyle was born. After EcoRunway.com earned an overwhelming response, the EcoRunway.com partnered with like-minded entrepreneurs and intrapreneurs across continents. Together, they laid the infrastructure necessary to launch the EcoRunway.com World Tour 2013-16.

Today, EcoRunway.com is recognized as a destination for Eco inspired fashion, food, and travel programming.

After the first year of successfully growing the EcoRunway.com media hub in Atlanta, the EcoRunway.com World Tour is expanding across continents, with a portfolio of partners serving businesses, the general public, magazines, websites, library of video content, television, radio, and live and online events.

In February 2013, EcoRunway.com World Tour will launch in Atlanta, to extend EcoRunway's depth and breadth of programming assets targeted toward a worldwide audience.

To fully integrate EcoRunway.com with the international Eco Commerce community, the EcoRunway.com will expand its network by establishing satellite offices in key ADI's around the world. Today, the EcoRunway.com working group is led by Chamber of Eco Commerce (CEC), a well-versed in international business community with decades of combined experience of managing partner projects. CEC will work in conjunction with EcoRunway.com partners around the planet.



## Sponsors

We invite you to become a sponsor of the newest show, "EcoRunway". The EcoRunway Series is now in production and consist of half hour programs on 'Eco

Fashion, Food, and Travel' targeting savvy audiences around the planet.



Sponsorship affords sponsors a rare opportunity to communicate in a very personal manner to a wide range of worldwide audiences.

EcoRunway shows will be broadcast on the internet, television, and videos. As a sponsor your message will reach millions. In addition, your company will receive up to 3 years (2013-16) of continuous global marketing and public relations exposure at a much lower rate than even thought possible.

Our fast growing international network of Eco Commerce partners, including producers, production crews, the latest technology, professional production techniques and the right placement, allow our sponsors to target and reach motivated audiences.

Sponsorship is limited to select organizations that meet the requirements of our key partners and audience. Please join us for the [2nd Annual Investing in Innovation Forum & EcoRunway VIP event](#), on February 28, 2013 in Atlanta, to meet our producers and discuss the possibilities of your participation in the EcoRunway World Tour.

We have limited seating/ speaker engagements/ [Sponsorships](#) available for this highly visible event, which will influence individuals and organizations across industries and continents. The forum/table sponsors will be featured in our promotional post-event :30 VNRs.

We appreciate your support, and look forward to seeing you at the event!

EcoRunway.com Team

