

Elite Runway Experience

Mexico City Partnership Overview

Fashion. Competition. Culture.

presented by



ELITE
RunwayExperience

A New Cultural Platform

The Elite Runway Experience is a fashion-forward live runway event staged alongside elite show dog competition.

Designed for luxury brands and cultural influence, the Experience blends tradition, couture, and storytelling in a premium environment.

Mexico City marks the first international edition.





Why Mexico City

Mexico City sits at the intersection of global fashion, media, and culture. As one of the most dynamic international markets, it provides an ideal launch platform for brand partners seeking visibility and cultural alignment.

This edition serves as the anchor for global expansion.

Audience Profile

- Affluent dog owners and competitors
- Fashion and lifestyle consumers
- Industry insiders and media
- International attendees
- High-net-worth audience

Projected attendance: 350 – 400 guests

VIP audience: 100+



Partnership Structure

- Title Partner
- Runway Partner
- VIP Lounge Partner
- Category Sponsors
- Experiential Integration

Custom integrations available.





Brand Visibility

- Runway branding placement
- VIP activation opportunities
- Editorial coverage
- Digital amplification
- Long-term global positioning



Built for Expansion

Mexico City represents the first international edition, with future alignment planned alongside major global dog show markets.

Early partners have the opportunity to shape and anchor a new category from inception.

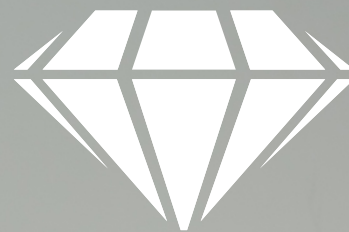
Become a Founding Partner

To discuss partnership opportunities for Mexico City or future editions, please contact:

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