



13 YEARS

48 SHOWS

332 DESIGNERS

25 COUNTRIES

FWBK PRESENTS

DRAG RUNWAY

APRIL 4-2020 (FWBK KICKOFF EVENT)

**A BENEFIT PRODUCED BY
THE BROOKLYN STYLE FOUNDATION X IDA FILMS, LLC**

#bkstyle #fwbk

**fw | BK FASHION WEEK
BROOKLYN**

**BK STYLE / FASHION WEEK BROOKLYN BRIDGING
FASHION & COMMUNITY A BROOKLYN ECO-SYSTEM**

**BK | style
FOUNDATION**

A photograph of a man with a beard and a shaved head, wearing a dark shirt, styling the hair of a woman with long blonde hair and bangs. The woman is wearing a pink cardigan over a patterned top and is looking down at a smartphone in her hands. The background is a plain wall with a mirror. A large white hashtag symbol is overlaid on the left side of the image.

#ABOUT BK|SF

Producers to a bi-annual international collection founded by the 501c3 non-profit BK|Style Foundation (BKISF).

FWIBK has emerged as one of the leading fashion events showcasing the talent of aspiring and established designers from across the globe

It has been named as the number 5 international fashion event in 2016

Attendees include a diverse spectrum of socially conscious, influencers, fashion-forward and creative people nationally and internationally.

Each season FWIBK supports charitable organizations including; Denim Day NYC to raise awareness on sexual assault/violence, Art In Motion Show, Beauty for Freedom, Soles4Souls Foundation, MTV Staying Alive Foundation, and Colel Chabad along with several other non-profit organization.

BKISF lends a voice to social issues including human rights, HIV/AIDS awareness, sustainability initiatives, poverty, community development, and leadership training.

SOCIAL ISSUES THAT BK STYLE FOUNDATION WILL BE LENDING A VOICE TO: THE TREVOR PROJECT

In our ongoing effort to positively impact and advocate for people who are marginalized everywhere in the United States, Brooklyn Style Foundation in partnership with creative presentations hosted by Fashion Week Brooklyn -- will be lending support to IDA Films to provide financial support to The Trevor Project.

The Trevor Project is an American non-profit organization founded in 1998 focused on suicide prevention efforts among lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) youth. Through a toll-free telephone number, it operates The Trevor Lifeline, a confidential service that offers trained counselors. The stated goals of the project are to provide crisis intervention and suicide prevention services for lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) young people under 25, as well as to offer guidance and resources to parents and educators in order to foster safe, accepting, and inclusive environments for all youth, at home and at school.





SOCIAL ISSUES THAT BK STYLE FOUNDATION WILL BE LENDING A VOICE TO: SOULE FOUNDATION

The Soule Foundation is a program that has been designed to create an experience geared to support, develop and promote the educational advancement of LGBTQ Youth of Color.

The SOULE Foundation started as an extension of SOULE, a multimedia organization dedicated to representing, connecting and empowering the Black LGBTQ community. As important as our youth are, The SOULE Foundation has recognized the imperative need to ensure their viability, mental sustainability and success.

The Mission of the SOULE Foundation is to empower the educational advancement of LGBTQ Youth of Color to become fully expressed individuals, by offering dynamic programming, mentoring their life goals and a supporting to educational goals through scholarship.

PARTNERS

Fashion Week Brooklyn home of The Brooklyn Style Foundation, which are the leading purveyor of global emerging designers showcased in the Brooklyn market



Teams Up with Zebra Public Relations LLC, the leading public relations firm in New York specializing in celebrity + events + entertainment and marketing



For an IDA Films Benefit to secure 50k in financing for the production of Lady Bangkok Boy and to raise awareness on trans rights and activism.

CRITICAL SPONSORSHIPS

We are seeking to secure significant sponsorships with corporate entities and other brands that wish to receive tax credit in the United States and also to support the arts through fashion, while benefiting the lives of LGBTQ+ youth and people of color.

EARNED MEDIA IMPRESSIONS

Our work with a leading publicity team will serve to generate millions in earned media impressions based on radio communications with Emmis Media Communication, social media reach.

INVESTMENT OPPORTUNITIES

Opportunities to gift IDA FILMS LLC for the production of Lady Bangkok Boy with 50% of the proceeds will work towards raising trans awareness using documentary film making as the medium IDA FILMS can give a percentage of all proceeds to the charities we are supporting .



EVENT MISSION

MEDIA EXPOSURE

ESTABLISHED MEDIA PLACEMENTS

IMPRESSIONS

SAVE THE DATE sent to 5,000+

Digital Invitation sent to 1,500+

Digital General event schedule sent to 15,000+

ONLINE EXPOSURE

Logo and link on BK Style / FWBK website

Instagram (x), 11.3k #fwbk

Facebook (12,000+)

Linkedin (5,000+)

Twitter (3,000+)

Youtube (500+)

MEDIA

Daily News

Euclid Magazine

No 3 Magazine

Time Out NY

AM NY

Metro NY

VOGUE



The New York Times

THE
HUFFINGTON
POST

WWD

No.3
Magazine



NYLON

GLAMOUR

DAILY NEWS

BAZAAR



BROOKLYN
MAGAZINE



BUST

DRAG RUNWAY PERSONALITIES

**PANGINA HEALS
(EVENT HOST)**
@PANGINAHEALS



Often referred to as the RuPaul of Thailand, Pangina Heals is easily recognized by her hosting abilities as a judge on World of Wonders Drag Race Thailand

CHRISTEL LANGUÉ
@CHRISTELMICHELLE



Originally groomed by Anna Wintour, blogger and fashion writer Christel has written for NYMag, Huffington Post and Teen Vogue.

MIMI TAO
@MIMI_TAO



Mimi makes history on the 17th season of Project Runway as the first transgender model on the hit Bravo show. A talented model from Thailand featured on Project Runway mentor Christian Siriano's "People Are People" perfume campaign and was highly sought after for New York's Fashion Week.

OUR AUDIENCE



ATTENDEES

Celebrities, Socialites, Fashion Industry Executives and buyers, International Marketing & Sales Executives, Magazine Publishing Executives & Editors, Charitable Donors, Financial Service Professionals and investors, Bloggers, Designers Models, Actors, and Artists.

AVERAGE ATTENDANCE

150-500+ (avg. attendees per event)

AGE

25-64 primary / 30- 40 core

GENDER

60% FEMALE / 40% MALE

HHI

\$80+K (avg. attendee)

ALIGN WITH OUR PARTNERS

Brooklyn Borough President's Office
 Downtown Brooklyn Partnership
 Council Member Laurie Cumbo
 Cope NYC
 Levy NYC
 Lytehouse Studio
 Debe Communications
 ILMG
 Runway The Real Way
 Global Fashion Exchange
 Rise Art & Design
 BK Swirl Lifestyle
 Materials for The Arts
 Beautiful Stranger
 Art in Motion Show
 BRIC Arts Media Brooklyn
 Denim Day NYC
 WE2
 Zebra PR
 BK Fashion Incubator

BE A PART OF OUR ECO-SYSTEM



CITYPOINT



STYLAGA

COPE NYC
Creative Opportunities Promoting Equality

WE2



**RUNWAY
THE REAL WAY**



ACUMEN
CAPITAL PARTNERS LLC



STRAIGHT
WALK
RUNWAY



CLOE'S CORNER
CO-WORKING & GATHERING SPACE

**ARTS
THREAD**

CASE STUDY: MACERICH GROUP (KING'S PLAZA MALL)

GOALS

Increase foot traffic, brand awareness, and social media engagements.

In-Store Traffic

Increased overall foot traffic by 30%

Store Visits

Time spent increased by 15 minutes per visitor

Sales

Retailers within Kings Plaza Mall reported 10-20% increase in sales after FWBK event both in-store & online

Social Media

Engagement increased by 40% after Fashion Week Brooklyn



SPONSORSHIPS

TITLE SPONSOR

Become the title sponsor to fwbk your brand will then bear the flagship name attached to a premier fashion event in brooklyn new york, the most revolutionary borough

TITLE SPONSORSHIP INCLUDES:

- Recognition as the "Official Event Title Sponsor"
- Company name and Logo on the BK Style/FWBK website Main page headline as Title Sponsor
- The right to name each season after the company brand to headline FWBK season
- Customizable spaces for displays, membership acquisition, sales, coupons and sampling.
- The Title sponsor signage and logo on all the pre and post event marketing and collaterals.
- Press release announcing the "Title" sponsorship of FWBK
- Company Brand and promotional materials at all FWBK events
- Deliver targeted real-time messages through digital and static signage with corporate logo displayed on the event "step and repeat".
- Audiovisual Media Company branding on event Digital video screens and other digital activations
- On-site collaterals and signage recognition throughout all events and location along with pre-events and post events
- A live installation or activity for guests to take part in during any or all of the events
- The cover page and five full-page advertisements within the event program (including brand logo).
- Professional edited digital video campaign with company branding pre and post event for social media.
- Logo, image or trademark's inclusion on print materials and electronic transmissions including invitations, announcements, newsletters, direct mailings, posters and fliers for FWBK events
- Sampling/placement through VIP (gifting suite/gift bags) and general attendee gift bags
- "Brand Ambassador" spaces for celebrity and VIP networking during events or Media reception, with a dedicated FWBK Social media influencer to brand company on FWBK social media (15 post)
- Company brand name or logo on volunteer t-shirts
- 25 Complimentary Corporate Entries to all events (VIP)

ADDITIONAL SPONSOR OFFERINGS SEE PAGE 20

SPONSORSHIPS

PRESENTING & SUPPORTING

Become a "Presenting" (1 exclusive sponsor per season) or a "Supporting" (2 supporting sponsors per season) today

"PRESENTING" OR "SUPPORTING" SPONSORSHIP PROVIDES:

- Company name Logo on the BK Style/FWBK website Sponsor
- Highlighted listing as an official "Presenting" or "Supporting" sponsor"
- Press release announcing the sponsorship of FWBK
- Company Brand and promotional materials at all FWBK events
- Deliver targeted real-time messages through digital and static signage with corporate logo displayed on the event "step and repeat". Audiovisual Media Company branding on event Digital video screens and other digital activations
- On-site collaterals and signage recognition throughout all events and location along with pre-events and post events
- The Inside covers and shared back cover page and three full-page advertisements within the event program (including brand logo)
- Opportunity to create a database-generating drawing or contest at FWBK event
- Logo, image or trademark's inclusion on print materials and electronic transmissions including invitations, announcements, newsletters, direct mailings, posters and fliers for FWBK events
- Sampling/placement through VIP (gifting suite/gift bags) and general attendee gift bags
- "Brand Ambassador" spaces for celebrity and VIP networking during events or Media reception, with a dedicated FWBK Social media influencer to brand company on FWBK social media (10 post)
- 20 Complimentary Corporate Entries to all events (VIP)

ADDITIONAL SPONSOR OFFERINGS SEE PAGE 20

(VALID FOR TITLE, PRESENTING AND SUPPORTING SPONSORS ONLY)

ADDITIONAL SPONSOR ASSETS

MARKETING & ADVERTISING

- The opportunity for sponsors to run database-generating surveys, coupons and contests and other marketing activations
- Opportunity to create large posters billboard with Corporate/brand message or logo, on Fashion Week Brooklyn fliers, to be widely distributed to local businesses thru out Brooklyn and partnering organizations, fashion establishments
- Opportunity to work with FWBK designers to create a collaborative branding product or message
- Ad placement opportunity in our partner magazine(s) (Based on submission deadline)

Elucid Magazine- New York publication

Oceana Magazine- Euro/US publication

No 3 Magazine- New York publication

Hollywood Weekly- US publication

DIGITAL & SOCIAL MEDIA

- Opportunity to work with FWBK Media partners for Brand inclusion on video/broadcast advertising, press release and other publicity
- Opportunity to share special advertisement and promotions on FWBK social media
- Opportunity for special "Hashtag" social media campaign (#YourCompany) before, during and after FW/BK events
- Share discount coupon code for sponsor and consumer tracking purposes
- On-line and email-based survey questionnaires (questionnaire provided by sponsor)

SPONSORSHIPS

DONATING • CHARITABLE • GIFT

REWARDS ▼ / TIER ►	GIFT \$5,000	CHARITABLE \$10,000	DONATING \$20,000
Brand name will be included in the event program and will be on the FWBK "Sponsors Credits" page	✓ Listed as a "Gift Sponsor"	✓ Listed as a "Charitable Sponsor"	✓ Listed as a "Donating Sponsor"
Brand logo on the FWBK sponsor page with a direct link to your brand's website, event Portal and social networking pages.	✓	✓	✓
Advertisement page within the event program	1/4 page	1/2 page	Full page
Sampling/placement opportunity for attendee gift bags	✓	✓	✓
VIP tickets to the events	5 VIP tickets	10 VIP tickets	15 VIP tickets
Inclusion in Press Release announcing sponsorship		✓	✓
Social media tag on event post			✓

SPONSORSHIPS

IN-KIND SPONSOR

TRAVEL AND HOSPITALITY

Underwrite travel and lodging in Brooklyn/NYC for FWBK international designers and guests

WINE/BEER/SPIRITS

Donate premium wine, beer, and spirits for the bar and/or host a pop-up bar at the event

GIFT BAGS

Donate items to be included in gift bags that are given out to 300-500 attendees of Fashion Week Brooklyn

fw | **BK** FASHION WEEK
BROOKLYN



BK | style
FOUNDATION

CONNECT WITH US

FASHION WEEK BROOKLYN,
LIKE BROOKLYN ITSELF,
IS AN EXPERIENCE OF CONSTANT REINVENTION,
BE A PART OF THE METAMORPHOSIS.

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