

13 YEARS

**48 SHOWS
332 DESIGNERS
25 COUNTRIES**

FWBK PRESENTS

SLAY WAY

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**



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.

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)

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 pres 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)

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			✓

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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