

17 YEARS

BK STYLE | FWBK

WHERE BROOKLYN AT - #FWBK

APRIL 9TH -15TH 2023 SPONSORSHIP DECK

2023 SEASON1

#bkstyle #fwbk

fw | **BK** FASHION WEEK
BROOKLYN

BK STYLE / FASHION WEEK BROOKLYN
BRIDGING FASHION & COMMUNITY
A BROOKLYN ECO-SYSTEM SINCE 2006

BK | style
FOUNDATION

WHO WE ARE



Fashion Week Brooklyn (FWBK) is a bi-annual exhibition of national and international fashion designers founded by the BKStyle Foundation (BKStyle), a 501c(3) non-profit organization.

Named the No. 5 International Fashion Event by Fashionado in 2015, event attendees include a wide range of socially- conscious creatives coming together in the Borough of Brooklyn.

BK Style Foundation (BK|SF) also lends a voice to social causes like human rights and civil liberties, HIV/AIDS awareness, poverty and community development.

This is done through partnering with organizations like Denim Day NYC, which raises awareness for sexual assault and domestic violence, the Art in Motion Show, Beauty for Freedom, the Soles4Souls Foundation, MTV's Staying Alive Foundation and Global Fashion Exchange

BK Style Foundation makes an impact through innovative clothing swap events, curated talks and cultural/social activities around the world.

WHAT WE DO

EXCLUSIVE

BKSTYLE/FWBK EVENTS

HELLO AFRICA – SHOWCASE OF DESIGNERS FROM AFRICA

- BK Style/FWBK support the growth of the African fashion design market at Fashion Week Brooklyn
 - FWBK act as an ambassador for Africa fashion designers in the USA design community
- #### **BK STYLE X CARIBBEAN FASHION**
- FWBK showcase a collection of designers and artist from across the Caribbean
 - Capturing the diversity, creativity and the integrity of Caribbean Fashion and Art community
- #### **BK STYLE X MANILA FASHION**
- A collaboration of Fashion Designers, Models, and Hair and Make-up Artist, Fashion Influences, Photographers and Videographers and our Media partners to showcase in the Philippines
 - The fashion virtual experience

CITYPOINT X FASHION WEEK BROOKLYN - "GEN K, KIDS RUNWAY SHOW"

- Kids' Runway show, hosted by City Point
- A showcase of kids-wear designers and retailers products available at the City Point shopping center

KINGS PLAZA x FASHION WEEK BROOKLYN "RUNWAY MEETS THE REAL WAY"

- In partnership with Kings Plaza Mall, FWBK staged an open call for models, stylists, HMU artists
- Selected models walked the Kings Plaza Retailers Runway styled, dressed and made-up by the "open call" elite

DESIGNER EXCHANGE

- A collaboration with national and international organizations to showcase designers in Brooklyn
- Designers from Brooklyn and around the USA showcase their collection internationally

THE FASHION EXPERIENCE



FWBK presents a collection of designers for Fall/Winter and Spring/Summer annually

SEASON1 - March/April

SEASON2 - September/October

BK Style/FWBK Launch New Brands

Fashion week Brooklyn is your direct route to engage passionate consumers who make purchases

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PARTNERSHIPS



ALIGN YOUR ECO-SYSTEM WITH BKSTYLE/FWBK

BK Style/FWBK partnered with Levy NYC and the Brooklyn Central Library to produce BK Speaks events in collaboration with other brands to create community events and fundraising.

KINGS PLAZA x FASHION WEEK BROOKLYN "RUNWAY MEETS THE REAL WAY "

In partnership with Kings Plaza Mall, Fashion Week Brooklyn produced and staged an open call for models, stylists, and hair and make-up artists. Selected models walked the Kings Plaza Retailers Runway styled, dressed and made-up by the "open call" elite.

EVENTS STRUCTURE (subject to change)

SATURDAY APRIL 4TH

Event: Drag Runway
 In Partnership with IDA Film Canada
 Hosted by: Pangina Heals
 @panginaheals
 Location: COPE NYC 630 Flushing Ave
 Open to the Public (Ticketed) - 6pm

Open Call

(models, HMU artist, stylist)

Official Press Conference
 Young Designers showcase
 Designers RTW and Couture
 Kids Runway
 Wearable Tech
 Sustainable Designs
 BK Speaks (panel discussion)
 Style & Grace (Timeless Fashion Runway)
 Meet the Designers
 Genderless Fashion

EVENT THEME:

**"EMPOWERING
 BROOKLYN STYLE"**

LOCATION: BROOKLYN

DAY 1 – SUNDAY APRIL 5TH

Event: Gen K Runway (Kidswear)
 Prod Partner: Zyem NYC
 Location: Parkslope
 3pm to 6pm
 Open to the Public – Ticketed

DAY 2 – MONDAY APRIL 6TH

Event: Fashion Indie Movies
 Hosted by: BK Style Foundation
 Location: Brooklyn Central Library
 Open to Public (Ticketed fundraiser)

DAY 3 – TUESDAY APRIL 7TH

Event: "Future of Fashion"
 Fashion pop-up Market
 Fashion & Technology by ThunderLily
 Hosted by: Fashionablyin UK
 Location: Parkslope
 Open to the public - 9am to 6pm

DAY 4 – WEDNESDAY APRIL 8TH

Event: "Future of Fashion"
 Fashion pop-up Market
 Fashion & Technology by ThunderLily
 Hosted by: Fashionablyin UK
 Location: Parkslope
 Open to the public - 9am to 6pm

DAY 5 – THURSDAY APRIL 9TH

Event: Future of Fashion
 RUNWAY Designer Collections
 Hosted by: COPE NYC
 Location: 630 Flushing Ave ☑Ticketed
 6pm – 9pm

DAY 6 – FRIDAY APRIL 10TH

Event: RUNWAY Designer Collections
 "Hello Africa Fashion"
 Hosted by: COPE NYC
 Location: 630 Flushing Ave ☑Ticketed
 6pm – 9pm

DAY 7 – SATURDAY APRIL 11TH

Event: RUNWAY Designer Collections
 Hosted by: COPE NYC
 Location: 630 Flushing Ave
 Ticketed 5pm – 8pm

Season Wrap event – April 12th
 Level Up BK – "Empowering Style"
 Event:: BK Style Fundraiser party
 Location: Parkslope
 Ticketed – 5pm to 11pm

TAP INTO BROOKLYN'S ECO-SYSTEM

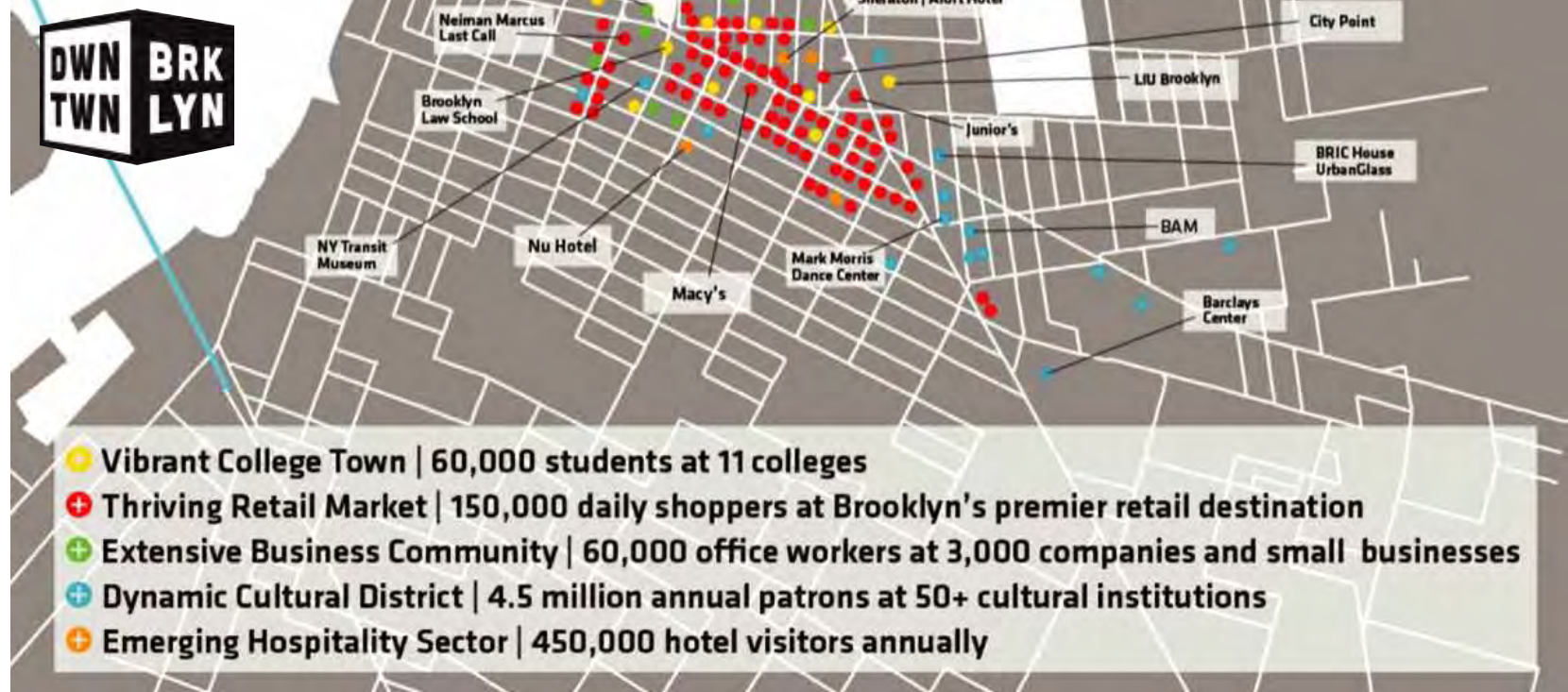
The Downtown Brooklyn Partnership serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential and retail destination

127,394 residents within 1-mile radius

- 83% are 18 and older; 36 is the median age
- 56% have a Bachelor's degree or higher
- 50% are not married

56,363 households

- 30% have incomes over \$100,000
- \$93,296 is the average income



ENTER THE SPHERE OF THE BKSTYLE ECO-SYSTEM

Envision your brand name and logo at the top of an event banner, featured on promotional street signage and other corporate promotional materials, your own feature press conference with a press release detailing your brand's partnership.

Sponsorships can be tailor-made to suit sponsor/partner needs to be based on brand's specific budget. We offer a number of lively possibilities for the discerning marketer demanding a distinctive presence at Fashion Week Brooklyn

HERE'S WHAT WE CAN DO FOR YOU

- Market, promote and advance preview products and services at our event
- Pair specific marketing needs with our network
- Market your brand through multiple seasons where applicable to BK Style/FWBK networking events
- Align with our media partners for additional marketing and promotional opportunities
- Align with our charitable partners to showcase your brand's philanthropic support
- Can create custom sponsorship package for your brand's marketing needs

Become a Title, Presenting, Supporting, Donating, Charitable or Gift Sponsor

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)

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

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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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