

BK|style

fw|BK FASHION WEEK
BROOKLYN

FASHION PRONOUN

#FEMMAS

BROOKLYN
LONDON
JAPAN

LONDON SEPT. 16 & 17
BROOKLYN OCT 14 - 21
SEASON2 2023

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

— **17 YEARS** —

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



BK STYLE/FWBK GLOBAL INTERNATIONAL FOOTPRINT

- FWBK host fashion events and designers from in Paris, London, Japan, the Philippines, Africa, the Caribbean. We capture the diversity, creativity and the integrity of global community
- The collaboration of Fashion Designers, Models, and Hair and Make-up Artist, Fashion Influencers, Photographers and Videographers and our Media partners, lend to our global sustainability mission to bridging fashion and community

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 at our international partners venue

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

- showcase of kids wear designers and retailers, products available at the local shopping center
- Kids' Runway show, featuring kids models from 5 years to 15 years on the runway
- Selected Gen K (kids and teenagers) models walk Runway styled by a network of FWBK stylist
- Our development partnerships with Kings Plaza Mall and CityPoint, FWBK stage open call for models, stylists, HMU artists

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)

FWBK FASHION EXPERIENCE



FWBK Presents Designers F/W and S/S Colletion Annually

SEASON1 - March/April

SEASON2 - September/October

BK Style/FWBK Brand Highlights

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



SMART WATER
@smartwater



SAINT NEW YORK
@saintnewyork



SPARTI SCENTS
@spartiscents



PUMA & LIDZ
@puma X @lidz

MEDIA EXPOSURE

INCREASE YOUR AUDIENCE IMPRESSIONS

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+)

EVENTS CREATED MEDIA BUZZ

DENIM NIGHT OUT

*Denim Night Out a fundraising event for Denim Day NYC

TECH & SUSTAINABILITY

*Panel Discussion hosted by SAP

*In partnership with Global Fashion Exchange, exploring the impact technology in sustainability.

BK Style MUSE AWARDS PRESS CONFERENCE

*Hosted by the Brooklyn Borough office (Eric Adams)

*Honoring BK Creatives and Personality that make and impact on Brooklyn community at large

VOGUE



The New York Times

THE
HUFFINGTON
POST



No.3
Magazine



TELEMUNDO



NYLON

GLAMOUR

DAILY NEWS

BAZAAR



BROOKLYN
MAGAZINE



BUST



DENIM NIGHT
OUT



TECH &
SUSTAINABILITY



BK STYLE MUSE
AWARDS PRESS
CONFERENCE

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



EVENTS STRUCTURE

Events (subject to change)

Open Calls
(models, HMU artist, stylist)
Press Conference
Young Designers Showcase
Designers RTW and Couture
Kids Runway
Digital/NFT Design Showcase
Sustainable Designs
BK Speaks (panel discussion)
Style & Grace (Timeless Fashion)
Meet the Designers Genderless
Fashion

LOCATIONS:

BROOKLYN
PARIS
LONDON
JAPAN
AFRICA
CARIBBEAN

DAY 1

Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 2

Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 3

Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 4

Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 5

Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 6

Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 7

Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 8

Event 1, Event 2, Event 3
Designers Collection
Showcase

TAP INTO BROOKLYN'S ECO-SYSTEM

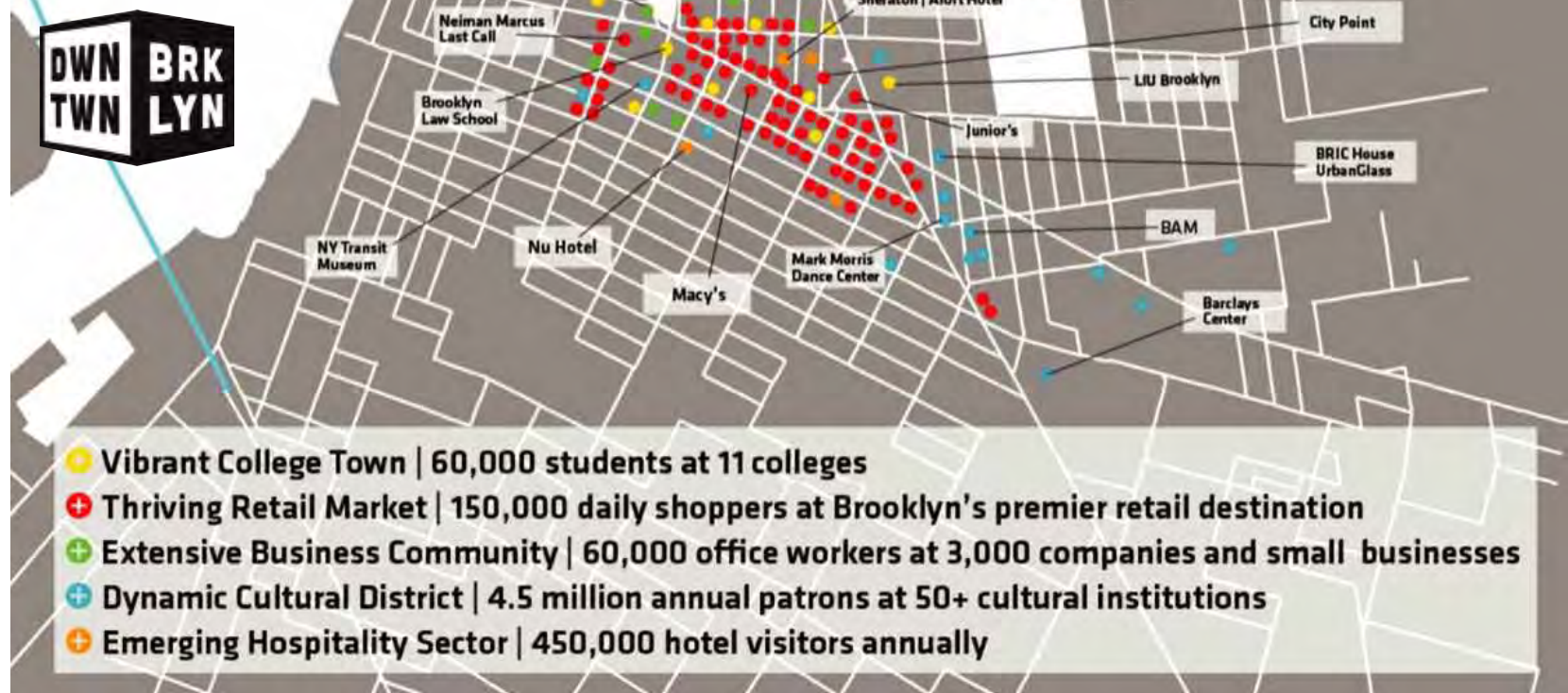
The Downtown Brooklyn Partnership serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential and retail destination

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 14

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 14

(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			✓

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



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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