

**BK** | *style*  
F O U N D A T I O N

proudly presents

**fw** | **BK** **FASHION WEEK**  
**BROOKLYN** <sup>No</sup>**9**

**Spring / Summer Collections 2016**  
**“Destination Brooklyn”** October 19 – 25, 2015



**BK** | style  
FOUNDATION

**fw** | **BK**  
**FASHION WEEK**  
**BROOKLYN** No **9**

Concept / Runway





Concept / Fashion presentation



Concept / Fashion exhibition



## Introduction

**Fashion Week Brooklyn (FW|BK)** is a bi-annual international collection show founded by the 501c3 non-profit **BK|Style Foundation (BK|SF)**. FW|BK has emerged as one of the leading fashion events showcasing the talent of aspiring and established designers from across the globe. Attendees include a diverse spectrum of socially conscious, influential, fashion-forward men and women.

Established in 2006, BK|SF, has devoted each season of FW|BK to support charitable organizations including the (Soles4Souls Foundation, MTV Staying Alive Foundation, Art In Motion Show and Colel Chabad). BK|SF lends a voice to social issues including human rights, HIV/AIDS awareness, eco-friendly initiatives, poverty, community development and leadership training.

On March 4, 2014, Brooklyn Borough President formally endorsed Fashion Week Brooklyn as **The Official Fashion Week of the borough**. Recognized as Brooklyn's premiere fashion event, Adams' vast philanthropic efforts and passion for Brooklyn, ensures that the fashion and cultural arts communities will continue to flourish. BK|SF is excited to begin a new creative journey with the Brooklyn Tourism Authority under Adams' vision and leadership.



## The Event

**FW|BK offers a great marketing partnership opportunities and it is a platform for select companies to build and promote their brands, align with noted philanthropic organizations and connect with a distinct targeted audience.**

### Partners:

Brooklyn Borough President's Office - <http://brooklyn-usa.org/>

Office of Council Member Laurie Cumbo - <http://council.nyc.gov/d35/html/members/home.shtml>

Denim Day NYC - <http://www.denimday.nyc/>

Downtown Brooklyn Partnership - <http://downtownbrooklyn.com/>

City Point Brooklyn - <http://citypointbrooklyn.com/>

Mayor's Office of Domestic Violence - <http://www.nyc.gov/html/ocdv/html/home/home.shtml>

Rotary Club of Wall Street - <http://wallstreetrotary.org/>

Beautiful Stranger - <http://www.beautifulstranger.tv/>

Art in Motion Show - <http://artinmotionshow.org/>

BRIC Arts Media Brooklyn - <http://bricartsmedia.org/>

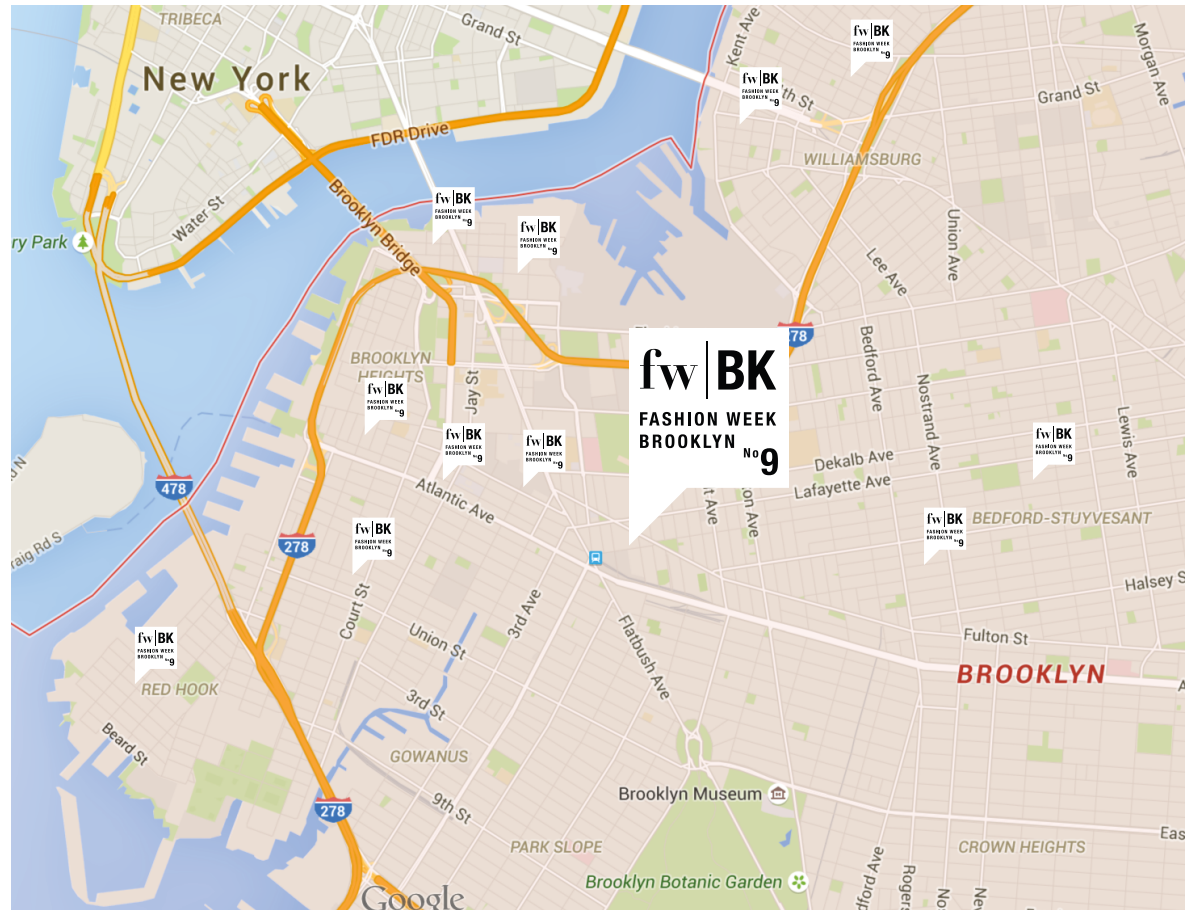
WE2



## Event Structure / Mission

The event structure changed by adding more events (open to public) in addition to regular runway show days. Engaging galleries and various spaces across Brooklyn to collaborate and take part in Fashion Week Brooklyn.

A borough-wide experience showcasing the diversity of talent, spaces, art and fashion.



## THE SHOW STRUCTURE

**9<sup>th</sup> anniversary of FW|BK will present Spring Summer Collections 2016 (SS16) of emerging designers, established brands as well as the trends within other medias of fashion and style.**

**Event title: DESTINATION BROOKLYN**

**Date: October 19<sup>nd</sup> – 25<sup>th</sup> 2015**

**Location: Downtown Brooklyn**

### **19<sup>th</sup> Monday**

Event: Exhibit 1, Exhibit 2, Exhibit 3  
Various locations Brooklyn  
Open to public all day

### **20<sup>th</sup> Tuesday**

Event: Exhibit 1, Exhibit 2, Exhibit 3  
Various locations Brooklyn  
Open to public all day

### **21<sup>st</sup> Wednesday**

Event: Exhibit 1, Exhibit 2, Exhibit 3  
Various locations Brooklyn  
Open to public all day

### **22<sup>nd</sup> Thursday**

10am Press / Media event  
Event: Exhibit / Fashion presentation  
Open to public all day

Eco friendly / Innovative designers / Ready to wear  
7:00PM - Red Carpet and VIP seating  
7:30PM - Runway shows  
Event: Runway  
By invite only

### **23<sup>rd</sup> Friday**

Collections of Couture / Ready to wear  
Event: Fashion Presentation, Exhibit 1  
7:00PM - Red Carpet  
7:30PM – Fashion presentation / Showroom  
By invite only

### **24<sup>th</sup> Saturday**

Designer Collections  
Events: Runway, Exhibit 1, Fundraiser  
By invite only  
6:30PM Red Carpet and VIP seating  
7:00PM - Runway shows  
By invite only

### **25<sup>th</sup> Sunday**

Designer Collections  
Events: Runway, Exhibit 1  
4:30PM Red Carpet and VIP seating  
5:00PM - Runway shows  
By invite only

Curtain goes down

**Closing party (cast & crew)**

**(subject to change)**

## Event Charity

**Established in 2006, BK|SF, has devoted each season of FW|BK to support charitable organizations including the (Soles4Souls Foundation, MTV Staying Alive Foundation, Art In Motion Show, Denim Day NYC and Colel Chabad). BK|SF lends a voice to social issues including human rights, HIV/AIDS awareness, eco-friendly initiatives, poverty, community development and leadership training.**

### **Denim Day NYC**

In the Spring of 2010, community agencies and local government officials partnered with Peace Over Violence in L.A. to hold the first ever Denim Day NYC press conference highlighting issues of sexual assault and violence. This annual campaign is commemorated in April in honor of Sexual Assault Awareness Month. Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual assault. Denim Day NYC, now in its fifth year, includes sexual assault awareness campaigns throughout the City in the month of April. Over 45 community based organizations and dozens of elected officials attended the Denim Day NYC 2015 press conference. [www.denimday.nyc](http://www.denimday.nyc)

### **Batey 106 Project**

Founded in 2014 by the Foundation for Art In Motion (AIM) and BK|Style Foundation, Batey 106 Project is an arts education platform introducing basic artistic skills such as painting, sketching, composition, shading, and mural painting to upwards of 120 youths from Batey 106. During their time with our volunteer staff, the children and young adults in our program get access to photography workshops, arts education, fashion workshops, filmmaking opportunities, and painting workshops. After their introduction to the soft skills of communication, collaboration, and critical thinking, the youth and young adults in our programs get a crash course in the hard skills of media and art production. [www.batey106project.org](http://www.batey106project.org)

## Audience Profile

### 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 (EACH EVENING)

500+ average attendees per show

### AGE

25-64 primary / 30-40 core

### GENDER

40% male / 60% female

### HOUSEHOLD INCOME

\$60K+ average attendee



## Public Relations Exposure

### **SAVE THE DATE sent to 5,000+**

Invitation sent to 1500+

General info and after parties sent to 15,000+

### **POSTAL**

Event Invitation sent to 500

### **ONLINE EXPOSURE**

Logo and link our website

Facebook (10000+)

Linkedin (5000+)

Twitter (3000+)

YouTube (500+)

### **PRINT INCLUSION**

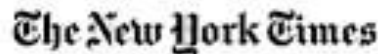
Daily News

Village Voice

Time Out NY

AM NY

Metro NY



## Exposure & Engagement

**Brand partners receive high profile exposure and the opportunity to engage audience members at the event.**

### **Exposure\***

- Signage
- Gobo Projections
- Video Screen Display
- Gift Bag Inclusion

### **Consumer Engagement\***

- Product Display Demonstrations
- Member Acquisition
- Data Capture
- Product Sampling
- Promotional Contests
- Social Media

\*All activation is subject to FW|BK approval



## Sponsors & Partners

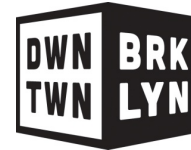
**All sponsorships are tax deductible. Fashion Week Brooklyn can customize a partnership program to address the specific needs of your particular brand. Sponsors/ Partners can negotiate a couple of seasons as part of the sponsor/partner agreement.**

### Fashion Week Brooklyn Season Calendar

FALL / WINTER 2015 COLLECTIONS  
JUNE 25-28, 2015

SPRING / SUMMER 2016 COLLECTIONS  
OCTOBER 19-25, 2015

FALL / WINTER 2016 COLLECTIONS  
\*\*\* 10<sup>th</sup> Anniversary MARCH 24-27, 2016



**LAURIE A. CUMBO**  
NEW YORK CITY COUNCIL MEMBER  
35<sup>th</sup> DISTRICT • BROOKLYN  
WOMEN'S ISSUES COMMITTEE CHAIR



**BEAUTIFUL  
STRANGER**  
TRENDSETTERS ON THE STREET



Title sponsor (Label as the event TITLE sponsor)

**Your company name above the Event Title with the logo lock-up, i.e. BRAND Presents Fashion Week Brooklyn. Street Banners with company logo/info. A Title Sponsorship commitment is needed by Sept 10, 2015 A special press conference announcement stating your company sponsorship, including a press release detailing your sponsorship will be included in the partnership agreement. (LIMITED TO 1 SPONSOR ONLY)**

#### **ONSITE VISIBILITY**

- \* 4 customizable corporate spaces [provided by FWBK] for displays, membership acquisitions, sales, couponing and sampling opportunities [includes booth signage]
- \* Branding opportunity to distribute promotional corporate give-away at the event
- \* Deliver targeted messages with real-time marketing techniques through digital and static signage
- \* Corporate logo displayed on the step and repeat
- \* Video spot on event video screens
- \* Recognition onsite mentions throughout the venue during shows and other pre-post events

- \* Create a game or activity for your potential customers to take part in
- \* Two full page advertisement within the event program (with company logo on the over page)

#### **RIGHTS & EXCLUSIVITY**

- \* Recognition as an i.e. “Official Transportation Partner”
- \* Right to use the event logo in all corporate promotional materials for co-promotion

#### **MARKETING & ADVERTISING**

- \* Opportunity for partner to run database generating drawing or contest
- \* Corporate logo, image and trademark inclusion on print materials and electronic transmissions including invitations, announcements, e-newsletters, email announcements, direct mailings, posters and stationery
- \* Corporate logo, image and trademark recognition on the Fashion Week Brooklyn fliers – widely distributed to local residents, Brooklyn organizations, fashion establishments and local businesses
- \* Sampling/placement opportunity within VIP gift bags and general attendees gift bags

#### **TICKETS & HOSPITALITY**

- \* 25 Complimentary Corporate Entry
- \* Courtesy secure Wi-Fi for use of laptops and tablets
- \* Corporate logo imprint included on designed event invite
- \* Optional 4 brand ambassadors spaces provided to assist in garnering memberships during the event
- \* Special press reception to announce the supporting Partnership with FWBK
- \* A special press release distributed to the press/media announcing your company sponsorship.

**Sponsor Additional Offer**  
**More info page 14**

## Supporting sponsor

**Your Company logo and name, as the SUPPORTING Sponsor on our website and all of the event marketing materials.  
(LIMITED TO 3 SPONSORS ONLY)**

### ONSITE VISIBILITY

- \* 1 customizable corporate spaces [provided by FWBK] for displays, membership acquisitions, sales, couponing and sampling opportunities [includes booth signage]
- \* Branding opportunity to distribute promotional corporate give-away at the event
- \* Deliver targeted messages with real-time marketing techniques through digital and static signage
- \* Corporate logo displayed on the step and repeat
- \* Video spot on event video screens
- \* Recognition onsite mentions throughout the venue during shows and other pre-post events

- \* Create a game or activity for your potential customers to take part in
- \* One full page advertisement within the event program (with company logo on the over page)

### RIGHTS & EXCLUSIVITY

- \* Recognition as an i.e. "Official Transportation Partner"
- \* Right to use the event logo in all corporate promotional materials for co-promotion

### MARKETING & ADVERTISING

- \* Opportunity for partner to run database generating drawing or contest
- \* Corporate logo, image and trademark inclusion on print materials and electronic transmissions including invitations, announcements, e-newsletters, email announcements, direct mailings, posters and stationery
- \* Corporate logo, image and trademark recognition on the Fashion Week Brooklyn fliers – widely distributed to local residents, Brooklyn organizations, fashion establishments and local businesses
- \* Sampling/placement opportunity within VIP gift bags and general attendees gift bags

### TICKETS & HOSPITALITY

- \* 10 Complimentary Corporate Entry
- \* Courtesy secure Wi-Fi for use of laptops and tablets
- \* Corporate logo imprint included on designed event invite
- \* Optional 4 brand ambassadors spaces provided to assist in garnering memberships during the event
- \* Special press reception to announce the supporting Partnership with FWBK
- \* A special press release distributed to the press/media announcing your company sponsorship.

**Sponsor Additional Offer**  
**More info page 14**

## Sponsor additional benefits (valid for Title and Supporting sponsors only)

### MERCHANDISING

- Corporate name or logo recognition on volunteer t-shirts (Provided by sponsor)

### MULTI-MEDIA

- Corporate inclusion in on all broadcast advertising -- press release and other publicity
- Corporate logo and hotlink to official corporate website on official Fashion Week Brooklyn website **fashionweekbrooklyn.com**
- Corporate logo inclusion on all social media advertisements such as Facebook, Twitter & Instagram
- Sponsors will be entitled to a logo on FWBK website sponsor page **fashionweekbrooklyn.com** which gives a direct link to the Sponsor's website and will also link to all our blogs and social network pages.

### PR CAMPAIGN

- Hash tag social campaign #YourCompanyTaglineandInfo #YourCompanyFashionWeekBrooklyn pre, during and post event campaign
- Coupon code specific to partnership and tracking purposes

### RESEARCH MARKETING

- Access to pre and post event research [quantitative and qualitative]
- Opportunity to provide corporate or industry oriented questions on event research via online website and distributed surveys
- Post event summary package which include audience feedback, pictures and summary of overall event and media participation

### CUSTOM PROMOTION

**Sponsors may also opt to add custom elements to their participation: a press secretariat that is outfitted with tools for the working media, a lounge for models to relax before and between the shows. A salon that accessory runway shows, specially outfitted newsboys distributing a show broadsheet and exclusive samples. All are lively possibilities for the discerning marketer demanding a distinctive presence at Fashion Week Brooklyn.**

## Donating sponsors

### **Donating:** \$20,000

Inclusion of your company name in the event program and within the sponsors credit page, as a Donating sponsor/partner.

- Logo placement at the Event
- 1/2 page advertisement within the event program.
- Sponsors will be entitled to a logo on our website sponsor page, with a direct link to the Sponsor's website and will also link to all our blogs and social network pages.
- Brand inclusion in electronic and paper invitations
- Sampling/placement opportunity in attendee gift bag
- 5 VIP tickets

### **Charitable:** \$10,000

Your company name in the event program and within the sponsors credit page, as a Charitable sponsor/partner.

- 1/4 page advertisement within the event program
- Sponsors will be entitled to a logo on our website sponsor page, with a direct link to the Sponsor's website and will also link to all our blogs and social network pages.
- Logo placement at the Event
- Sampling/placement opportunity in attendee gift bag
- 5 VIP tickets

### **Gift:** \$7,500 - \$1,500

(show your generosity)

- Business Card advertisement within the event program
- Sponsors will be entitled to a logo on our website's sponsor page, which gives a direct link to the Sponsor's website and will also link to all our blog and social network pages.
- Sampling/placement opportunity in attendee gift bag
- 5 Reserved seating tickets



## Custom sponsorship

Sponsors may also opt to add custom elements to their participation:

(for an additional production cost)

- A press secretariat that is outfitted with tools for the working media, a lounge for the press, guest and models to relax before and between the shows.
- A salon that accessory runway shows, specially outfitted newsboys distributing a show broadsheet and exclusive samples.
- A Pop up shop to sell and promote your brand at the event
- Custom Runway to reflect your brand
- All are lively possibilities for the discerning marketer demanding a distinctive presence at Fashion Week Brooklyn.

Our Creative team will love to collaborate with your team on some ideas that you would like to implement at the event







Fashion Week Brooklyn is one of the industry's most unique style branding events to come to the fore in recent years.

FW|BK attracts a guaranteed audience of those at the forefront of fashion and the arts; the personalities typically written about and photographed in the fashion style bibles.

Participation in this event can have unprecedented up-tick effects on existing brands. It can catapult a new brand into the limelight, to just the right audience.

Alignment with Fashion Week Brooklyn and its parent non-profit, the BK Style Foundation will greatly impact the career of aspiring designers based in Brooklyn and around the world.



We would love to hear from you, get in touch!

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Executive Director – Abby Wallach, [awallach@fashionweekbrooklyn.com](mailto:awallach@fashionweekbrooklyn.com)

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Marketing Director – Pierre Voltaire

**[marketing@fashionweekbrooklyn.com](mailto:marketing@fashionweekbrooklyn.com)**

#FWBK #BKStyle #Brooklyn #Bkfashion #Fashion #Designers #Couture  
#EcoFriendly #ReadytoWear #Models #BeautifulStranger  
#FashionWeekBrooklyn



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