

# FASHION <sup>IS</sup>

"You are the canvas"

# Art

**FWBK BROOKLYN**

OCTOBER 13- 19  
SEASON 2

BK | style

fw | BK FASHION WEEK  
BROOKLYN

LONDON • PARIS • BROOKLYN • JAPAN

**MARKETING**





# 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, alongside international designers at our global productions - London, Paris and Japan

## **FWBK - " GEN K RUNWAY SHOW"**

- Showcase of kids-wear designers and retailers, & products available at the local shopping center
- Kids' Runway show, featuring kids models from 5years to 15 years on the runway
- In partnerships with Kings Plaza Mall and CityPoint Mall



# 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+ (ave. attendees per event)

## AGE

25-64 primary / 30- 40 core

## GENDER

60% female / 40% male

## HHI

\$80=K (avg. attendee)

BK|style

fw|BK FASHION WEEK  
BROOKLYN



# FWBK BRAND EXPERIENCE

## DESIGNERS COLLECTION

SEASON1 - March/April  
SEASON2 - Sept/Oct/Nov

## BK STYLE/FWBK BRAND HIGHLIGHTS

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



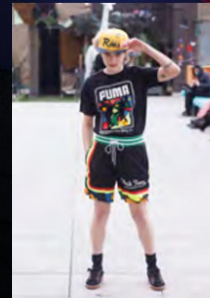
**SMART WATER**  
@smartwater



**SAINT NEW YORK**  
@saintnewyork



**SPARTI SCENTS**  
@spartiscent



**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+

### IMPRESSIONS

Logo and link on BK Style / FWBK website Instagram (x),

11.3k #fwbk

Facebook (12,000+)

Linkedin (5,000+)

## EVENTS CREATED MEDIA BUZZ

### IMPRESSIONS

- Denim Night Out a fundraising event for Denim Day NYC

### TEACH & 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 Twitter (3,000+)

VOGUE



The New York Times

THE  
HUFFINGTON  
POST

WWD

No.3  
MAGAZINE



TELEMUNDO



GLAMOUR

DAILY NEWS

BAZAAR



BROOKLYN  
MAGAZINE



NYLON

MOEVR  
PARK

BUST



DENIM NIGHT  
OUT



TECH &  
SUSTAINABILITY



BK STYLE MUSE  
AWARDS PRESS  
CONFERENCE





# CASE STUDY

# MACERICH GROUP

## KING'S PLAZA MALL

### GOAL

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

### IN-STORE TRAFFIC

- Increased overall foot traffic by 30%

### STORE VISIT

- 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

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



# EVENTS STRUCTURE

## SEASON 1 & SEASON 2

### EVENTS (SUBJECT TO CHANGE)

- Open Call (models, HMU artist, stylist)
- Official Press Conference
- Young Designers showcase
- Designers RTW and Couture
- Kids Runway
- Wearable Tech/ Digital Fashion
- Sustainable Designs
- BK Speaks (panel discussion)
- Style & Grace (Timeless)
- Meet the Designers
- Genderless Fashion

### BROOKLYN - 7 DAYS

Event 1, Event 2, Event 3  
Designer Collections

### LONDON - 2 DAYS

Event 1, Event 2, Event 3  
Designer Collections

### PARIS - 2 DAYS

Event 1, Event 2, Event 3  
Designer Collections

### JAPAN - 2 DAYS

Event 1, Event 2, Event 3  
Designer Collections





# 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.

## 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

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

**BECOME A TITLE, PRESENTING, SUPPORTING, DONATING, CHARITABLE OR GIFT SPONSOR**

# TAP INTO BROOKLYN'S ECO-SYSTEM





*PLATINUM COUTURE PARTNER*

# EXCLUSIVE TITLE SPONSOR

## **PREMIER BRAND VISIBILITY:**

- Exclusive placement of the sponsor's logo on all promotional materials, including event website, flyers, and banners.
- Mention as the "Official Title Sponsor" in all press releases and media coverage.

## **EVENT DOMINANCE:**

- Prominent placement of sponsor's banners at key event locations, including the main stage and entrance.
- Opportunity for the sponsor's representative to make a keynote address during the opening ceremony.

## **EXCLUSIVE VIP EXPERIENCE:**

- VIP access for up to 10 company representatives.
- Exclusive backstage tours and meet-and-greet opportunities with designers.
- VIP Reserved seating
- VIP Entry to after party
- Complimentary drink on arrival and complimentary drinks throughout the event
- VIP guest to luncheon to networking with FWBK founders, the event organisation team, and designers from the UK and NYC. Enjoy a complimentary lunch and drinks for you and one guest.

## **DIGITAL EXPOSURE:**

- Dedicated posts on all event-related social media platforms, showcasing the Title Sponsor's brand.
- 5 min interview with one company representative which will be fully edited and shared with you to use internally or externally

# GOLD SPONSORSHIP

## **LOGO PLACEMENT:**

- Prominent logo placement on event website, official flyers, and event banners.
- Exclusive logo inclusion in press releases and media coverage.

## **ON-SITE BRANDING:**

- Premier placement of sponsor banners at key event locations.
- Recognition during opening and closing ceremonies.

## **VIP EXPERIENCE:**

- VIP access for company representatives.
- Exclusive tour for sponsor guests.
- 5 complimentary tickets to both shows with reserved seating
- Complimentary drink on arrival
- VIP Entry to after party

## **DIGITAL EXPOSURE:**

- Featured mentions on event's social media platforms (Facebook, Instagram, Twitter).
- Dedicated post thanking Gold Sponsors.
- 4 min interview with one company representative which will be fully edited and shared with you to use internally or externally



# SILVER SPONSORSHIP

## **LOGO PLACEMENT:**

- Logo inclusion on event website, event flyers and select promotional materials.
- Recognition on event banners.

## **ON-SITE BRANDING:**

- Placement of sponsor banners at designated event locations.

## **VIP EXPERIENCE:**

- 3 complimentary tickets to both days
- VIP Entry to after party

## **DIGITAL EXPOSURE:**

- Mention in event-related social media posts.
- 3 min interview with one company representative which will be fully edited and shared with you to use internally or externally

# BRONZE SPONSORSHIP

## **LOGO PLACEMENT:**

- Logo inclusion on event flyers.
- Recognition on event banners.

## **ON-SITE BRANDING:**

- Placement of sponsor banners at designated event locations.

## **VIP EXPERIENCE:**

- Standard access for company representatives.
- 2 complimentary tickets to both days
- VIP Entry to after party

## **DIGITAL EXPOSURE:**

- Basic mention on event-related social media posts.
- 2 min interview with one company representative which will be fully edited and shared on our socials



*DIAMOND GLAMOUR SPONSOR*

# EXCLUSIVE OFFICIAL BEAUTY PARTNER

## **OVERVIEW:**

Elevate the beauty experience at FWBK London 24 as our exclusive Official Beauty Partner. This prestigious sponsorship offers unparalleled visibility and branding opportunities within the beauty industry.

## **BENEFITS:**

### **EXCLUSIVE BRANDING:**

- Logo prominently featured on all beauty-related promotional materials, including event website, invitations, and signage.
- Recognition as the "Official Beauty Partner" in press releases and media coverage.

### **ON-SITE BRANDING:**

- Premier placement of sponsor banners at beauty stations and designated beauty areas.
- Recognition during beauty-related events and demonstrations.

### **RUNWAY INTEGRATION:**

- Exclusive branding opportunities during runway presentations, with acknowledgment as the Official Beauty Partner.





# EXCLUSIVE OFFICIAL BEAUTY PARTNER CONTINUE

## **BEAUTY LOUNGE EXPERIENCE:**

- Designated beauty lounge with your branding for touch-ups and styling.
- VIP access for company representatives to the beauty lounge.

## **DIGITAL EXPOSURE:**

- Featured mentions on event-related social media platforms during beauty- focused promotions.
- 5 min interview which will be fully edited and shared with you to use internally or externally
- Dedicated posts highlighting beauty partners and their contributions.

## **COLLATERAL AND SAMPLING:**

- Option to provide beauty samples or exclusive offers to event attendees.

## **NETWORKING OPPORTUNITIES:**

- Exclusive opportunity to network with beauty influencers and industry professionals.

## **POST-EVENT VISIBILITY:**

- Inclusion in post-event recap articles, showcasing the role of the Official Beauty Partner.
- High-resolution beauty-focused event photos for promotional



*PLATINUM REFRESH SPONSOR*

# EXCLUSIVE BEVERAGE PARTNER

## **OVERVIEW:**

Quench the thirst for style at FWBK London 2024 as the Exclusive Beverage Partner. This premium sponsorship provides a unique opportunity to showcase your beverage brand to a sophisticated and trendsetting audience.

## **BENEFITS:**

### **EXCLUSIVE BRAND VISIBILITY:**

- Logo prominently featured on all beverage-related promotional materials, including event website, invitations, and beverage stations.
- Recognition as the "Official Beverage Partner" in press releases and media coverage.

## **ON-SITE BRANDING:**

- Premier placement of sponsor banners at bars and designated beverage areas.
- Recognition during beverage-related events and announcements.

## **BAR SETUP:**

- Design and set up a stylish and visually appealing bar area that complements the overall theme of the fashion show.



## EXCLUSIVE BEVERAGE PARTNER

CONTINUE

### **BEVERAGE SUPPLY:**

- Provide a selection of beverages, including alcoholic and non-alcoholic options, that align with the preferences of the event attendees.
- Complimentary soft drinks for all staff
- Complimentary drink for VIP sponsors

### **STAFFING:**

- Arrange for trained and professional bartenders and serving staff to manage the bar and serve drinks to attendees.

### **SIGNATURE DRINKS:**

- Collaborate with the event organiser to create signature drinks that can be featured during the fashion show, enhancing the overall experience.

### **EXCLUSIVE TOAST OR PRESENTATION:**

- If included in the sponsorship package, provide an opportunity for a representative from the beverage sponsor to make a toast or presentation during the event.

### **SIGNATURE DRINKS:**

- Opportunity to create and showcase signature cocktails named after your brand.
- Featured on the event's drink menu with descriptions highlighting your brand's influence.

### **VIP ACCESS:**

- Opportunity for a representative to make a toast during the event.





# EXCLUSIVE BEVERAGE PARTNER

CONTINUE

## **DIGITAL EXPOSURE:**

- Featured mentions on event-related social media platforms during beverage-focused promotions.
- Dedicated posts highlighting the beverage partner and featured drinks.
- 5 min interview with one company representative which will be fully edited and shared with you to use internally or externally

## **NETWORKING OPPORTUNITIES:**

- Exclusive opportunity to network with industry professionals and influencers in the beverage and fashion sectors.
- Recognition during beverage-related networking sessions.

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- Recognition during beverage-related networking sessions.

## **POST-EVENT VISIBILITY:**

- Inclusion in post-event recap articles, showcasing the role of the Exclusive Beverage Partner.
- High-resolution photos featuring beverage stations for promotional use.



*PLATINUM CULINARY SPONSOR*

# EXCLUSIVE CATERING PARTNER

## **OVERVIEW:**

Delight the senses and elevate the culinary experience at FWBK London 24 as the Exclusive Catering Partner. This premier sponsorship provides an opportunity for your culinary brand to shine in front of a discerning and influential audience.

## **BENEFITS:**

### **EXCLUSIVE BRAND VISIBILITY:**

- Logo prominently featured on all catering-related promotional materials, including the event website, flyers, and culinary stations.
- Recognition as the "Official Catering Partner" in press releases and media coverage.

## **ON-SITE BRANDING:**

- Premier placement of sponsor banners at bars and designated beverage areas.
- Recognition during beverage-related events and announcements.

## **MENU CURATION:**

- Full control over the menu being provided
- Feature the Catering Partner's name alongside menu items.
- Opportunity for a representative to welcome guests and share insights about the culinary offerings.

# EXCLUSIVE CATERING PARTNER

CONTINUE

## **DIGITAL EXPOSURE:**

- Featured mentions on event-related social media platforms during culinary- focused promotions.
- Dedicated posts highlighting the Catering Partner and featured menu items.
- 5 min interview with one company representative which will be fully edited and shared with you to use internally or externally

## **COLLATERAL AND SAMPLING:**

- Option to provide culinary samples or exclusive offers to event attendees.

## **NETWORKING OPPORTUNITIES:**

- Exclusive opportunity to network with industry professionals and influencers in the culinary and fashion sectors.
- Recognition during culinary-related networking sessions.

## **POST-EVENT VISIBILITY:**

- Inclusion in post-event recap articles, showcasing the role of the Exclusive Catering Partner.
- High-resolution photos featuring culinary stations for promotional use.

**Note:** Customisation options are available to tailor the package to align with your brand objectives and culinary preferences. We look forward to creating a tasteful partnership that adds a touch of culinary excellence to FWBK London 24.



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FOUNDATION

**fw** | **BK** FASHION WEEK  
BROOKLYN

# CONNECT WITH US

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



**GENERAL ENQUIRES**

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



**PRESS/MEDIA**

[media@fashionweekbrooklyn.com](mailto:media@fashionweekbrooklyn.com)



**FOUNDER / DIRECTOR**

[rdavy@fashionweekbrooklyn.com](mailto:rdavy@fashionweekbrooklyn.com)



[designers@fashionweekbrooklyn.com](mailto:designers@fashionweekbrooklyn.com)

