

COMING SOON

FASHION WEEK BROOKLYN

FOR INTERACTIVE
EXPERIENCE

CLICK HERE



SLAYWAY, OCTOBER 16 2022

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FWBK PRESENTS **SLAYWAY**

16 YEARS

**53 SHOWS
332 DESIGNERS
26 COUNTRIES**

#FWBK #BKSTYLE #ZEBRAPRNYC

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SLAYWAY

AN ORIGINAL EVENT BY ZEBRA PR AND FASHION WEEK BROOKLYN

CELEBRATES ENTREPRENEURSHIP AND DESIGN WITHIN THE LGBTQ+ COMMUNITY

HIGHLIGHTS DIVERSITY IN FASHION AND GIVES A PLATFORM FOR TALENTED DRAG ARTISTS TO SHOWCASE THEIR WORK

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**FASHION WEEK
BROOKLYN**

SLAYWAY

HOSTED AND JUDGED BY THE
TALENTED DRAG QUEEN AND
FASHION ICON, PANGINA
HEALS

QUEER DESIGNERS WILL BE
CREATING DRAG DESIGNS

EVENT WILL INCLUDE A
RUNWAY PORTION JUDGED
BY PANGINA, AFTER PARTY,
AND A WAACKING
COMPETITION

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FASHION WEEK BROOKLYN

FAST FIVE FACTS

1

**FOUNDED BY THE 501C3 NON-PROFIT
BKSTYLE FOUNDATION (BK/SF).**

2

**SUPPORTS SOCIAL ISSUES INCLUDING
HUMAN RIGHTS, HIV/AIDS AWARENESS,
SUSTAINABILITY INITIATIVES, POVERTY,
COMMUNITY DEVELOPMENT AND
LEADERSHIP TRAINING.**

3

**IT HAS BEEN NAMED AS THE NUMBER 5
INTERNATIONAL FASHION EVENT IN 2016.**

4

**EMERGED AS ONE OF THE LEADING FASHION
EVENTS SHOWCASING THE TALENT OF ASPIRING
AND ESTABLISHED DESIGNERS FROM ACROSS
THE GLOBE.**

5

**FWBK SUPPORTS CHARITABLE ORGANIZATIONS
INCLUDING DENIM DAY NYC TO RAISE
AWARENESS ON SEXUAL ASSAULT/VIOLENCE,
ART IN MOTION SHOW, BEAUTY FOR FREEDOM,
SOLES4SOULS FOUNDATION AND COLEL CHABAD
ALONG WITH SEVERAL OTHER NON-PROFIT
ORGANIZATIONS.**



CHARITY SUPPORT

THIS YEAR, FWBK IS PARTNERING WITH TRINITY PLACE SHELTER.

TRINITY PLACE SHELTER'S MISSION IS TO HELP HOMELESS LESBIAN, GAY, BISEXUAL, TRANSGENDER OR QUEER (LGBTQ*) YOUTH AND YOUNG ADULTS IN NEW YORK CITY TO SAFELY TRANSITION OUT OF THE SHELTER SYSTEM AND GROW INTO INDEPENDENT, POSITIVE, AND PRODUCTIVE ADULTS. THE BROOKLYN STYLE FOUNDATION CARRIES 501C3 STATUS, GIVING ALL DONORS A CHANCE TO DO SOMETHING POSITIVE FOR THE COMMUNITY.



WHO IS PANGINA HEALS?

**THE MOST GLOBALLY RECOGNIZED
DRAG QUEEN FROM ASIA**

**JUDGE ON DRAG RACE THAILAND
AND CONTESTANT ON RUPAUL'S
DRAG RACE UK VS THE WORLD**

**A FASHION ICON WITH OVER 30
YEARS OF EXPERIENCE IN DRAG
LOOKS**



Drag Race
THAILAND

RuPaul's
DRAG RACE
VS THE WORLD

THE VERY BEST OF PANGINA HEALS



WHY WE LOVE PANGINA HEALS

**PANGINA HEALS THE FIRST DRAG QUEEN TO BE A JUDGE
AND A CONTESTANT IN THE DRAG RACE SERIES**

**THEY OPENED HOUSE OF HEALS, A DRAG BAR AND SAFE
SPACE FOR QUEER FOLKS AND DRAG PERFORMERS
IN BANGKOK, THAILAND.**

**PANGINA HEALS IS DUBBED AS THE "RUPAUL OF
THAILAND"**

**THEY ARE AN ADVOCATE FOR SELF LOVE AND CHASING
YOUR DREAMS.**



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X
ZEBRA PR

A BOLD PARTNERSHIP THAT COME TOGETHER TO DO BIG THINGS.

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SPONSORSHIP OPPORTUNITY

50K GOLD

TITLE SPONSORS TO THIS EVENT ARE PRIVY TO A HOST OF INCLUSIONS FOR BOTH ACTIVATIONS, INCLUDING BUT NOT LIMITED TO:

- A BRANDED SOCIAL MEDIA WALL WITH PANGINA AND VARIOUS INFLUENCERS IN ATTENDANCE**
- A GETTY IMAGES PHOTOGRAPHER FOR WEBSITE COLLATERAL**
- COMMUNICATIONS TO FASHION BLOGGERS AND EXTENSIVE MEDIA LIST**
- PARTICIPATION IN A 501C3 CHARITABLE INITIATIVE TO HELP SHELTER UNHOUSED LGBTQ+ YOUTH**
- OPPORTUNITY TO SUPPORT TRANS AND LGBTQ YOUTH**
- 2 TICKETS TO MEET & GREET THAI RETREAT* FROM LGA**



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STATUS MILES

TITLE SPONSORS TO THIS EVENT ARE PRIVY TO A HOST OF INCLUSIONS FOR BOTH ACTIVATIONS, INCLUDING BUT NOT LIMITED TO:

BENEFIT	25k SILVER	50k GOLD
ACCELERATE SOCIAL ENGAGEMENT	43' inch branded touch screen social media wall and interactive kiosk with Pangina and various influencers in attendance and image and exposure collateral	social media wall and interactive kiosk with various influencers in attendance and exposure collateral.
PROMOTE YOUR BRAND	A Getty images photograph of your brand for website collateral	for website collateral
GARNER PRESS	Media & Press list, existing interest NY1, CBS, PIX11	interest NY1, CBS, PIX11
EXPAND REVENUE HORIZON FOR YOUR BRAND	One on one exclusive with Pangina and press communications	2 tix to Thailand Meet and Greet Retreat JFK-BKK* hosted by Zebra PR
MARKET	200-250 ticket holders	50 VIP lounge and bar and celebrity retreat inside venue + 200-250 ticket holders
GIVE BACK	Charitable Tax Receipt. Participation in a charitable initiative to help shelter unhoused LGBTQ+ youth	Charitable Tax Receipt. Participation in a charitable initiative to help shelter unhoused LGBTQ+ youth



FASHION WEEK BROOKLYN WELCOMES YOU

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SLAYWAY

fashionweekbrooklyn.com



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DISCUSS

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