

BK FASHION WEEK{END}



BKFW “B FASHION” F/W 2012

MARCH 28 – APRIL 1, 2012

Industry City @Bush Terminal

Sunset Park, Brooklyn

BK Style Presents BK Fashion Week{end}



THE PARTNERSHIP OPPORTUNITY

BK Fashion Week (BKFw), presented by the 501c3 non-profit, **Brooklyn Style Foundation (BSF)** has emerged as one of the leading fashion events showcasing the talent of aspiring designers across the globe. Attendees include a diverse spectrum of socially conscious, influential, fashion -forward men and women.

Established in 2006, BSF, has devoted each season of BKFw to support charitable organizations including (The Abner Louima Foundation, MTV Staying Alive Foundation and the Japan Society). BSF lends a voice to issues including human rights, HIV/AIDS awareness, community development and leadership training.

In 2007 BSF established a partnership with the **William H. Maxwell High School** in the impoverished and underserved East New York section of Brooklyn. The following year, BSF started **Stitch for Success** to help low income individuals earn income from fashion-related fields, which has grown into an internship and job training program in 2011

In September 2011, BSF found the perfect partners - **Industry City (at Bush Terminal in Sunset Park, Brooklyn)**. Hailed as Brooklyn's new waterfront area for prime business development and a diverse residential community, Industry City is the new home of BKFw.

BSFW offers a marketing partnership platform for select companies to build their brand, align with noted philanthropic organizations and connect with a distinct targeted audience.

View highlights from the 2012 Spring/Summer event at:
<http://www.bkfashionweekend.com>



THE EVENT – FALL/WINTER 2012 “B FASHION”

LOCATION:

Industry City @ Bush Terminal

<http://www.industrycity.com>

DATE:

Thursday, March 29 – April 1, 2012

DAILY SCHEDULE:

- 6:30pm Red Carpet Celebrity VIP Reception
- 7:00pm Cocktail Reception & Silent Auction
- 7:30pm Runway Fashion Show

The Celebrity VIP & Cocktail Reception

Features a premium bar and an internationally recognized DJ

THE AUCTION

Highlight products from international designers and businesses.

Previous auction items have included autographed original artwork, fashion designer sketches, personal care products, services, and unique destinations, trips such as a trip to Barbados provided by **Barbados Tourism Authority**

Fall/Winter 2012 ‘B Fashion’ Collection

BKFW Fall/Winter 2012 Collection, showcases the top emerging designers in the fashion industry including local, national and international designers, over 4 days in Brooklyn. The runway shows features eco-friendly designers, ready to wear and couture designers

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CHARITY BENEFICIARIES – PRT RESTORATION

As Dr. English notes, “community is the answer to helping the children and each other. It is community development that is going to change the world. We have to change it for ourselves. We have to make the community work for us and we have to work for the community.”

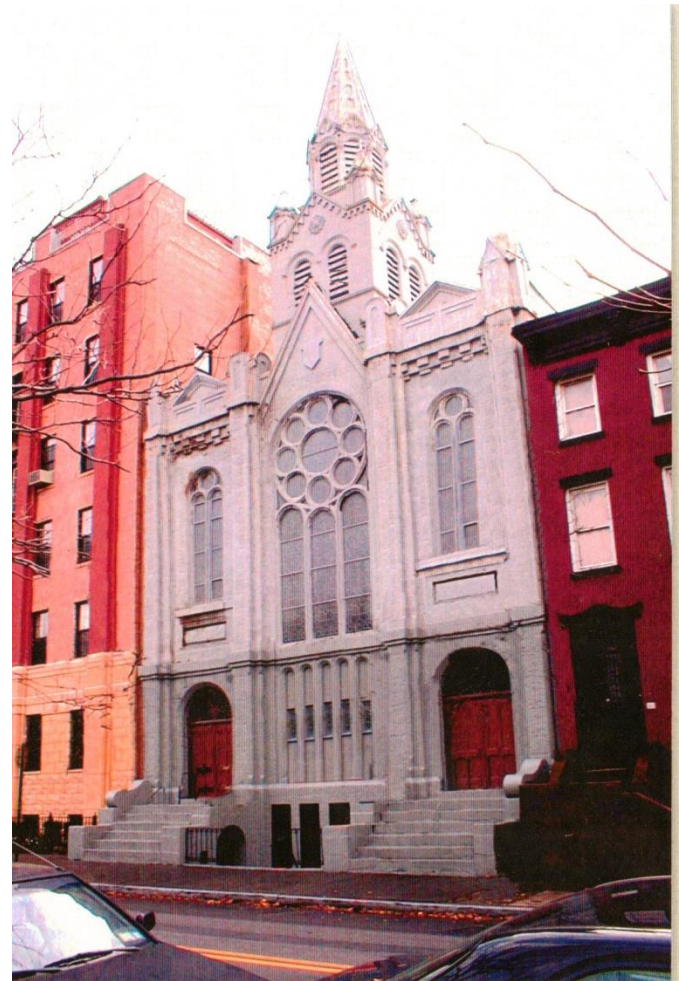
The Paul Robeson Theater is located in a converted historic church located at 40 Greene Avenue, in the Fort Greene neighborhood. The church building’s cornerstone was laid in 1863 by builders T.W. Rollins. On April 8, 1870 the building was consecrated for the Jewish Reform congregation, Temple Israel. Temple Israel occupied the synagogue for 20 years before relocating. The church was purchased by Obstetrician Dr. Josephine English in 1980, and she converted it into Paul Robeson Theater.

The Paul Robeson Theater is a tiny little gem of a venue, tucked in the heart of Clinton Hills, the theater is in dire need of renovation support to bring this gem back to life.

As a tribute to its namesake: an arts facility devoted to preserving and presenting black theatre and cultural arts enrichment for local youth and the community.

Fundraising proceeds will support the restoration of the Paul Robeson Theater.

INFO@PAULROBESONTHEATER.ORG



AUDIENCE PROFILE

- **AVERAGE ATTENDENCE (EACH EVENING)**

500+ average attendee per show

- **AGE**

25-64 primary / 30-40 core

- **GENDER**

40% male / 60% female

- **HOUSEHOLD INCOME**

\$100K+ average attendee

- **EDUCATION**

60% Undergraduate

40% Graduate

- **ATTENDEES**

Celebrities, Socialites,
Fashion Industry Executives and buyers,
Designers, International
Marketing & Sales Executives,
Magazine Publishing Executives
& Editors, Charitable Donors,
Models, Financial Services
Leaders and investors, Actors,
and Artists.



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

****All activation is subject to BKFW approval***



SPONSORS/PARTNERS OFFER

(ALL SPONSORSHIPS ARE TAX DEDUCTIBLE)

BK FASHION WEEK(END) CAN CUSTOMIZE A PARTNERSHIP PROGRAM TO ADDRESS YOUR BRAND'S
SPECIFIC OBJECTIVES

SPONSORS/PARTNERS

CAN NEGOTIATE A COUPLE OF SEASONS AS PART OF THE SPONSOR/PARTNER AGREEMENT

BK STYLE – BK FASHION WEEK{END} SEASON CALENDAR

SPRING/SUMMER 2013 COLLECTIONS	SEPTEMBER 27 – 30, 2012
FALL/WINTER 2014 COLLECTIONS	FEBRUARY 21 – 24, 2013
SPRING/SUMMER 2014 COLLECTIONS	SEPTEMBER 26 – 29, 2013
FALL/WINTER 2015 COLLECTIONS	FEBRUARY 27 – MARCH 2, 2014
SPRING/SUMMER 2015 COLLECTIONS	SEPTEMBER 25 – 28, 2014

Previous Sponsors

Target

West Elm

Toll Brothers (Northside Piers)

Starr Tent

Ciba Vision

Park Ave Laser

Barbados Tourism Authority

MTA

MAC

Becca Cosmetic

Baccarat Jewelry

Milani Cosmetic

Industry City



“B FASHION” TITLE SPONSOR \$150,000

(LABEL AS THE EVENT TITLE SPONSOR)

Name above Event Title with logo lock-up, i.e. **BRAND** presents **BK Fashion Week**{end} – Your Company name on custom gift bags

Special Press conference announcing your company sponsorship, upon your firm’s signing on as Title Sponsor of the event along with several press releases of the sponsorship.

- Recognition on Event Invite (**commitment needed by 1/30/12**)
- Recognition on all Events activities;
- Two full pages advertisement within the event program.
- **Sponsors** will be entitled to a logo on our website’s sponsor page (www.bkfashionweekend.com), which gives a direct link to the **Sponsor’s** website and will also link to all our blog and social network pages.
- Your firm’s name and logo on all posters, banners and fliers, with prominent placement as a **Title Sponsor**.
- Inclusion of your firm’s logo on the press wall backdrop, placed exclusively on the red carpet. Logo will also be included on the VIP Lounge press wall; however, this will be in conjunction with other sponsors.
- Logo inclusion within all Print Advertising
- Logo placement and recognition from the runway at the Event
- Video spot / logo inclusion on Event Video Screens
- Inclusion of promotional materials/thank you in post-event mailing and email blasts
- On-site activation area for product engagement
- Sampling/placement opportunity in VIP & attendee gift bag
- 30 VIP tickets

CUSTOM PROMOTION

Title 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 BK Fashion Week{end}



PRESENTING: \$75,000

Your firm's logo and name, **as the PRESENTING COMPANY**

- Recognition on Event Invite (**commitment needed by 1/30/12**)
- Recognition on Event activities
- One full page advertisement within the events program.
- **Sponsors** will be entitled to a logo on our website's sponsor page (www.bkfashionweekend.com, which gives a direct link to the **Sponsor's** website and will also link to all our blog and social network pages.
- Your firm's name and logo on all posters, banners and fliers, with prominent placement as a **Presenting Sponsor**.
- Inclusion of your firm's logo on the press wall backdrop, placed exclusively on the red carpet. Logo will also be included on the VIP Lounge press wall; however, this will be in conjunction with other sponsors.
- Logo inclusion within all Print Advertising
- Brand recognition from the runway at the Event
- Video spot / logo inclusion on Event Video Screens
- Sampling/placement opportunity in VIP gift bag & attendees gift bag
- 20 VIP tickets

CUSTOM PROMOTION

Presenting 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 BK Fashion Week{end}



SUPPORTING: \$50,000

Your firm's logo and name on the inside of the event's program, distributed over the 4 days of the event, **as the SUPPORTING SPONSOR**

- Recognition on Event Invite (**commitment needed by 1/30/12**)
- Recognition on Event activities
- One full page advertisement within the event program.
- **Sponsors** will be entitled to a logo on our website's sponsor page (www.bkfashionweekend.com, which gives a direct link to the **Sponsor's** website and will also link to all our blogs and social network pages.
- Your firm's name and logo on all posters, banners and fliers, with prominent placement as a **Supporting Sponsor**.
- Inclusion of your firm's logo on the press wall backdrop, placed exclusively on the red carpet. Logo will also be included on the VIP Lounge press wall; however, this will be in conjunction with other sponsors.
- Logo placement at the Event
- Logo inclusion within all Print Advertising
- Video spot / logo inclusion on Event Video Screens
- Sampling/placement opportunity in VIP gift bag+ attendees gift bag
- 10 VIP tickets

CUSTOM PROMOTION

Presenting 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 BK Fashion Week{end}



DONATING SPONSORS:

Donating: \$25,000

Your firm's name in the event's program, with in sponsors credits section, distributed over the 4 days of the event, 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's sponsor page (www.bkfashionweekend.com, which gives 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: \$15,000

Your firm's name in the event's program in sponsors credits page, distributed over the 4 days of the event, as a **Charitable** sponsor/partner

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

Gift: \$7,500 - \$2500 (show your generosity)

- Business Card advertisement within the event program
- **Sponsors** will be entitled to a logo on our website's sponsor page (www.bkfashionweekend.com, 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



FINAL NOTE

BK Fashion Week is one of the industry's most unique venues for style branding to come to the fore in recent years. It attracts a guaranteed audience of those at the forefront of fashion and the arts- the personalities typically written about and photographed for the pages of the country's 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 BK Fashion Week and its parent non-profit, the BK Style, will greatly impact the career of aspiring designers internationally, while supporting and uplift youths living in Brooklyn's low-income communities.



CONTACT INFORMATION

Corporate Partnerships Chair

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Additional Event Information

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<http://www.bkstyle.org>

View highlights from the 2012 Spring/Summer event at:

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