

BLACK FASHION WORLD FOUNDATION

# FASHION CAREER DAY & EXPO

FRIDAY, MARCH 26, 2021  
1 PM TO 6 PM

SATURDAY, MARCH 27, 2021  
10 AM TO 3 PM

## VIRTUAL EVENT

---

*Addresses the lack of representation of blacks in the fashion industry by bringing them to the forefront for students to hear about their experiences.*





# Michelle Obama

Former First Lady of the United States of America



*"I didn't know I could be the First Lady. Sometimes you can only be what you know exists in the world."*

*Michelle Obama*

*"Fashion is about so much more than just a pretty pair of pumps or the perfect hemline. For so many people across the country, it is a calling, it is a career, and it's a way they feed their families,"*

*Michelle Obama*

---

# The Challenges

---

## Lack of Opportunities

"The fashion industry must also respond by examining its own practices. We are not employing black people in management and executive positions in production, wholesale, retail and media in proportions that reflect the population. Black people have historically been shut out of these opportunities."

Tracy Reese  
Board Member  
CFDA

## Lack of Representation

"Less than 10% of the 146 designers at the 2018 New York Fashion Week are Black. Within the CFDA (Council of Fashion Designers of America), the industry's most notable trade organization, only 3% of the members are Black. As of last year, only 10 Black designers had ever received a CFDA/Vogue Fashion Fund Award."

April Walker, CEO  
Walker Wear

## Racial Wealth Inequality & Student Debt

"White borrowers pay down their education debt at a rate of 10 percent a year, compared with 4 percent for black borrowers, a study finds."

As a result, the researchers say, 15 years after blacks leave college, they hold 185 percent more in student loans than whites."

CNBC



# Black Fashion CAREER DAY

## Our Objective

According to Datawheel.us "in 2017 the student population at the Fashion Institute of Technology for Black or African American was 9.27%, as compared to 44.3% White, 18.8% Hispanic or Latino, and 11.2% Asian."

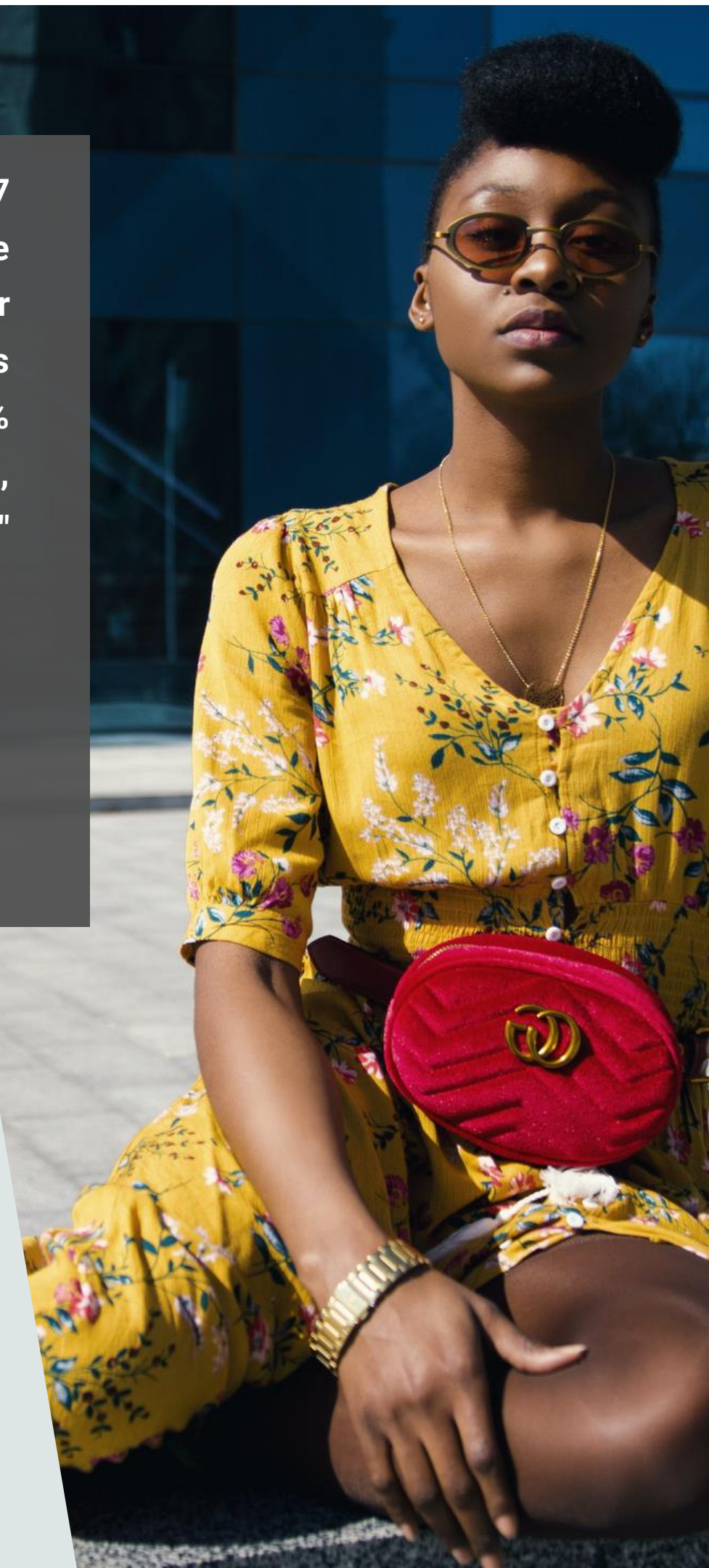
*The Black Fashion Career Day addresses the lack of representation of blacks in the fashion industry by bringing them to the forefront for students to hear about their experiences.*

- Establishes a platform for college and workforce recruiters to enlist aspiring black fashion professionals.
- Provides black fashion students with guidance for their pursuit of a professional career in fashion design, retail and/or marketing.
- Provides parents with tips on how to support their creative children.

---

Black Fashion World Foundation is a 501c3 nonprofit organization that was established to move the barriers that often stymie black fashion entrepreneurs.

All contributions are fully tax -deductible to the extent allowed by law and support the BFW Foundation Scholarship Fund.





THE EVENT

FASHION

CAREER TALKS

Featured Fashion Professionals

*Friday, March 26, 2021*

*1 pm to 6 pm*

*Saturday, March 27, 2021*

*10 am to 3 pm*

Two days of insightful conversations with African American fashion professionals sharing highlights about their fashion career journey, what a day in their life looks like, the skills, abilities and talents required to achieve similar results.

---

Black Fashion World Foundation is a 501c3 nonprofit organization that was established to move the barriers that often stymie black fashion entrepreneurs.

All contributions are fully tax -deductible to the extent allowed by law and support the BFW Foundation Scholarship Fund.





# Fashion WORKSHOPS & RECRUITING EXPO

## Workshop Topics

*Saturday, March 27, 2021*

*10 am to 3 pm*

- **Resume Writing**
- **Portfolio Preparation**
- **Financial Aid Workshop**
- **Credit Management**
- **Interviewing**

---

Black Fashion World Foundation is a 501c3 nonprofit organization that was established to move the barriers that often stymie black fashion entrepreneurs.

All contributions are fully tax -deductible to the extent allowed by law and support the BFW Foundation Scholarship Fund.





# TARGET AUDIENCE DEMOGRAPHICS

## Primary Audience

African American Descent  
High School & Fashion College Students  
Age Range: 16 to 24  
Income Range: \$7,500 to \$42,000  
Their parents are highly encouraged to attend.

## Pursuing a career in . . .

- Fashion Design
- Fashion Retail
- Fashion Marketing
- Fashion Journalism
- Fashion Photography
- Wardrobe Styling
- Modeling
- Makeup Artistry
- Cosmetology or Barbering

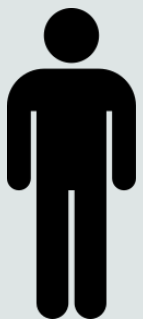
## Secondary Audience

Ethnicity of Followers	
Latino	1%
White	3%
Black	96%

Age Spread of Followers	
Under 18	.26%
18 – 24	1.3%
25 – 34	9%
35 – 44	23%
45 – 54	40%
55 – 64	18.44%
65+	8%



67%



32%



1%

# ABOUT SPONSORSHIP

## A MARKETING & PHILANTHROPIC OPPORTUNITY

BFW Foundation is offering opportunities to align your business with a groundbreaking fashion organization, focused on economic development in the black community.

Nielson reported in 2019, that the black community is responsible for some \$1.3 trillion in purchases annually.

Take this opportunity to (1) Exhibit commitment to diversity and inclusion; (2) Magnify public awareness and strengthen your brand impact using a unique platform; (3) Invest in a philanthropic economic movement in this influential industry.





# SPONSORSHIP BENEFITS

50%

of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services (44% in the U.S. and 38% in Canada)

61%

are willing to try a new brand, or one they've never heard of, because of its association with a particular cause

91%

of consumers are likely to switch brands to one associated with a good cause



# READY MADE SPONSOR SUITES

	\$5,000 (1) Premium	\$2,500 Advanced	\$1,000 Basic
Hyperlinked Logo on Official Event Website Page	◆	◆	◆
Logo Placement in Event Media Kit & Press Releases	◆	◆	◆
Logo on Event Access Link Confirmation	◆	◆	◆
Logo on Advertisements for Purchase of an Event Replay Pass	◆	◆	◆
Event Access Links	10	5	3
Advertisement in Event Playbook	Full Page	Half Page	Quarter Page
Premium Virtual Booth with Built-in Video Chat for Programming and Real -Time Attendee Interaction	◆	◆	◆
Empower Your Virtual Booth's Audience Engagements, Scalability, & Experience with a Main Hall Social Media Feed Integration.	◆	◆	◆
Enticing 1- Minute Pre-event Invitation Ad Providing Attendees with a "Sneak Peak" Into Your Booth.	◆	◆	◆
Logo on Holding Screen on Main Stage	◆	◆	
Product Placement Behind an Interviewee on the Main Stage	◆	◆	
Live Mentions at Event	◆	◆	
Main Hall (The Marketplace) Horizontal Banner Ad	◆	◆	
Main Stage Programming [Featured during live event, then replayed post event for 30 days].	2 Days (max 60 min)	1 Day (max 30 min)	
Main Stage Vertical Banner Ad	◆		
Logo Placement on Step & Repeat Behind Interviewer on Main Stage Throughout the Duration of the Event	◆		
Logo Placement on Lower Third of Main Stage	◆		
Dedicated Workshop Session	◆		
Banner Ad with an Attractive Clickable Call-To-Action Link Driving Traffic to Your Virtual Booth in the Main Hall (The Marketplace)	◆		
Announced as Main Sponsor in all Marketing Materials and on Main Stage.	◆		



# MEDIA & AUDIENCE ENGAGEMENT PLAN

## **Social Media**

Save-the-Date Ad  
Facebook, LinkedIn, Instagram Event Promos  
Eventbrite.com Promotions  
Event #Hashtag - #BLACKFASHIONCAREERDAY  
Speakers Sharing Ads  
Social Media Facebook Ads  
Career Day Event Community

## **Press Engagement**

ABC News 7 Here and Now with Sandra Bookman  
News Release – Pre and Post Event  
Week of Event Media Alert  
Fashion Journalists and General Journalist Invitations  
College Campus Radio Stations

## **Community Calendars**

News NY1 Community Calendar  
New York City Calendar  
ABC7 Community Calendar

## **Target Audience Engagement**

Fashion High Schools & Fashion Colleges  
Fashion Oriented Trade Schools  
Fashion College Recruiters  
Fashion Workforce Recruiters

## **Digital Media Requests**

Teen Vogue Magazine  
Seventeen Magazine  
Essence Magazine  
Upscale Magazine  
Harlem World Magazine  
Huffington Post

## **Internet**

Website Promotions  
Google AdWords





# Secure Your Sponsorship Today!



*Show your support for the African American fashion community!*

*Benefiting the BFW Foundation Scholarship Fund*

Contact: Carla Nelson

**Phone Number**

646-964-7417

**Email**

carla@blackfashionworld.org

**Website**

[www.blackfashionworld.org](http://www.blackfashionworld.org)