## Introducing Boutique Pop Up @ FAT

Join us to showcase black owned fashion brands and art and make a statement in the industry.



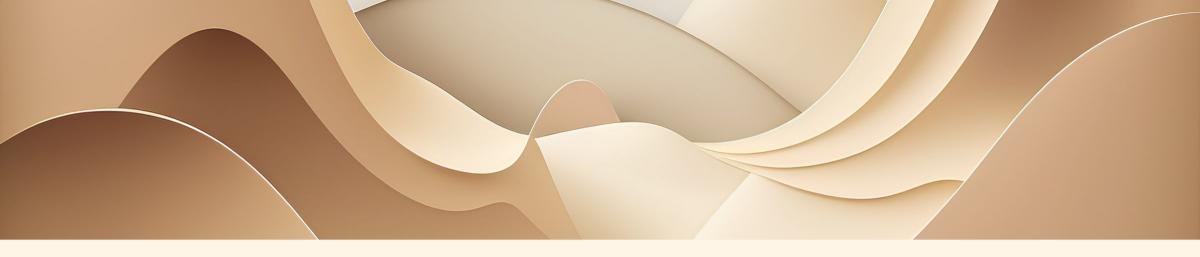
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#### The boutique pop-up

Welcome to Boutique Pop Up a curated luxury pop-up shop concept dedicated to connecting black owned online brands in the fashion, beauty and art space with the Canadian market. We are thrilled to invite your brand to be a part of our upcoming event, taking place in the vibrant city of Toronto!

The boutique pop up is founded by two black women that have a



## Our Mission, Vision, and Goals

1 Mission

Providing a physical platform for creating black-owned brands to showcase and sell their products directly to a culturally diverse Canadian audience.

2 Vision

To foster connections and collaborations in a culturally immersive shopping experience.

3 Goal

Empowering blackowned brands by giving them a strong platform and allowing them to gain exposure to their desired target market.

#### **Event Details**

Date

Location

# Days

# Attendees

November 16-19,

Downtown Toronto

4 Days

5000

2023

# Our Partner: Fashion Art Toronto (FAT)



#### About FAT

Established in 2005, FAT is the longest-running fashion week in Toronto. It showcases innovative Canadian designers and artists, hosting a variety of artistic expressions each year.



Diverse Audience

Typically attended by a diverse audience of industry leaders, including influencers and stylists. For 18 yrs FAT has been a leader in fostering diversity.



High Production Value

At 20,000 sq.ft, FAT is a highquality production space featuring a variety of immersive art installations. Ensuring the event is produced in the best possible manner.

## Benefits of Sponsoring

#### Access to Target Market

Gain exposure to your desired target market through our culturally diverse audience.

#### High Foot Traffic

Get seen by over 700-1,000 persons who attend the event per day.

#### Recognition

Benefit from our extensive marketing and promotional efforts, including social media campaigns, recognition in space entrance.

## Sponsorships include

- Our goal is to raise \$10,000
- We will offer our sponsors- Logo recognition from our marketing in media, recognition in event entrance signage which will provide access further access to desired target market.

#### Contact Us

If you are interested in sponsoring the Boutique Pop Up, we would love to discuss the details further.

Please contact us - theboutiquepopup@gmail.com