

Introducing Boutique Pop Up @ FAT

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



**THE
Boutique
Popup**

Table of content

- Who is TBP
- Mission, vision and goals
- Event details
- FAT -Fashion art Toronto
- Benefits of sponsoring
- Event sponsors
- Sponsor package
- Contact us

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 black-owned 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, 2023	Downtown Toronto	4 Days	5000

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 high-quality 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