

# FLKD

## PHOTOSHOOT

*Party*

MIAMI SWIM WEEK 2023

SPONSORSHIP PROPOSAL





# RECORD SETTING SWIMWEAR PHOTOSHOOT



## A NEW GUINNESS WORLD RECORD TO BE SET

After walking the longest swim week fashion show runway during Miami Swim Week of 2022 at 100ft., the Guinness World Records organization has officially recognized this year's swimwear photoshoot as the largest of all time, and they're calling it a milestone for the industry.







# VALUE PROPOSITION

## A VARIETY OF OPTIONS FOR EXPOSURE

FLKD Photoshoot Party – Miami Swim Week 2023 is the launch party of FLKD swimwear collection featuring over 30 pieces of sustainable swim and resort fashion. FLKD will cast over 300 models and influencers and feature over 15 photoshoot activations as well as numerous games and activities for models and guests. This event will be broadcasted live and expected to receive exposure from our influencers and media, ultimately reaching millions.

**We have a variety of sponsorship deals that will give you 4–6 months of continued exposure to showcase your products and services to these fashionable customers.**





# WHO WILL ATTEND?

## TARGETED ATTENDEES

- Female, between ages of 18–35
- Active social media presence with fan base in US
- Social media audience must fit our target market for our brand and/or sponsor's brands



# WHO WILL WATCH?

## TARGETED AUDIENCE

- Female, between ages of 18–35 in the US
- Influenced by pop culture
- Fashion forward and up-to-date on trends
- Enjoys fast fashion looks, but also conscious about sustainability and the environment
- Lower to middle upper class—travels at least once a year; has considerable disposable income to afford eco-friendly, luxurious swimsuits

**WE EXPECT A MAJORITY OF THE LIVE STREAM VIEWERSHIP TO COME VIA OUR INFLUENCERS.**



CHYU



# EVENT DETAILS

## RECORD-SETTING LARGEST SWIMWEAR SHOOT

16 photoshoot activations

- 8 – Sponsor-themed activations
- 8 – FLKD collection shoot

Games and activities

- (2) 360 video booths
- 2 stations for arts and crafts
- Games such as a scavenger hunt, corn hole
- Sand castle competition

Entertainment & Party Finale

- Live DJ
- Performances by local talent

Live stream

Giveaways

# FLKD

## PHOTOSHOOT

*Party*

SUNDAY, JULY 9TH

MIAMI, FL

BROUGHT TO YOU BY:

HOUSE OF  
*Fleek*







# EVENT SCHEDULE

## THE MIAMI SWIM WEEK EVENT OF THE DECADE

Breakfast

Welcome

Official Photoshoots start – Models Complete a circuit

Activities & Activations for models while they wait

Live Performance #1

Live Performance #2

Sand Castle Competition

Live Performance #3

Party Finale – Performance #4

Group shot

Closing Remarks

LIVE STREAM – 4 PM



# FLKD PHOTOSHOOT ACTIVATIONS



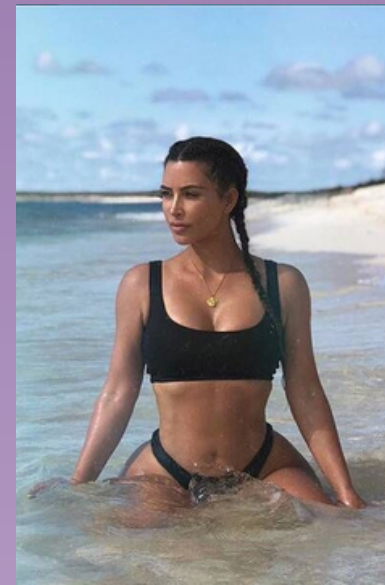
**DESERT OASIS**

Western-inspired activation with desert plants like cacti and aloe vera placed with other props such as a small boulder and western-styled furniture. Beach sand for floor.



**FULL OF FOLIAGE**

Neutral colored wall with recycled paints, full of lush foliage and tropical plants.



**OCEAN OASIS**

Make a splash in the blue waters of the Atlantic Ocean. No props necessary.



**LIFEGUARD TOWER**

Use the lifeguard tower to create dreamy lifestyle brand photos.



**MIRROR ME**

Pastel colored background with reflective mylar paper for the floor, creating a sexy mirrored look.



**PALM TREE PARADISE**

Use natural scenery and lush palm trees to create a scene in tropical paradise.



**FLKD STEP AND REPEAT**

Make a fashion statement in front of signage repping FLKD.



**THE GLOW UP**

Custom photo booth lined with LED lights to create the ultimate glow up.





# SPONSOR ACTIVATIONS

## LET US CO-DESIGN A SPONSOR ACTIVATION EXPERIENCE WITH YOU

- Highlight your products in the photoshoot
- Re-create iconic pop culture moments
- Showcase your brand attributes
- Show your support for sustainable businesses & projects
- Receive hundreds of high quality photos with influencers promoting your brand

**8 SPONSORSHIP ACTIVATIONS AVAILABLE**



# LIVE STREAM

## HIGHLIGHTS

The live stream will be broadcasted 4 hours post event and hosted by 2 interviewers moving around the party and photoshoots interacting with attendees discussing the new pieces with:

- Sponsor Video Ads – every 8 Mins
- Sponsor Activation Highlight – every 20 mins
- Giveaways – every 30 mins
- Live Guest Performances – every hour
- The Sustainability Facts of FLKD & the Photoshoot
- Big Reveal of FLKD Guinness book of records group shot
- Live interviews with the influencers
- Fun segments featuring influencers playing games, etc.
- Behind-the-scenes footage of photoshoots



● LIVE



# MARKETING REACH

## PRE-EVENT

- Pre-event press release (3-5 media features): **300-500K**
- Casting call for influencers: **200K**
- Paid advertisements and sponsored posts: **1M**
- Event website: **100K**

## DURING EVENT

- **800 attendees** (400 models, plus guest and press)
- Livestream attendance: **5K**
- Estimated influencer reach: **1M**
- Local Miami news: **100K**
- Event website: **50K**

## POST EVENT

- Post-event press release (3-5 media features): **300-500K**
- Reach of Youtube video: **200K**
- Estimated media reach from Guinness Records: **1M**
- Estimated influencer reach: **10M**
- Event website: **1M**

**ESTIMATED REACH OF 15M+ OVER 4-6 MONTHS**







# OUR PARTNER

## GUINNESS WORLD RECORDS

Currently, we are partnering with Guinness World Records. Guinness will also provide PR and media resources and features.

In addition, we have sourced Ayers Publicity PR agency to cover pre-event, event and post-event media.

We are still working on other partnerships to further support our event.







# MEDIA COVERAGE

## AYER'S PUBLICITY

In addition to PR from Guinness Records, we have contracted our own publicist and PR agency to provide coverage for our event. Some of our agency's previous media partnerships include, but are not limited to:

**yahoo!**  
news

**Forbes**

**VIBE**

**Inc.**

**The Washington Post**



# INVITED MEDIA

Chicas Guapas TV  
Fashion Week Online  
Vibe Magazine  
Fashion Bomb Daily  
Essence  
Ebony Magazine  
Harper's Bazaar  
Black Enterprise  
Yahoo News  
Forbes  
Washington Post  
Elle  
Vanity Fair  
Refinery 29  
Inc.  
21ninety  
Sheen Magazine  
Local Miami News



FLKDJ



# MEET OUR KEY INFLUENCERS:



**MELANIE MARIA**  
**@MAKEUPBYCURLS**

COMBINED  
FOLLOWERS:  
52K

ESTIMATED  
MONTHLY REACH:  
150K



**SAM PAIGE**  
**@SAMPAGEPIX**

COMBINED  
FOLLOWERS:  
3M

ESTIMATED  
MONTHLY REACH:  
5M



**NIKI PEACOCK**  
**@PRESIDENTNIKI**

COMBINED  
FOLLOWERS:  
1.5M

ESTIMATED  
MONTHLY REACH:  
3M



**KIKI TORRES**  
**@GLAMBYKIKI**

COMBINED  
FOLLOWERS:  
280K

ESTIMATED  
MONTHLY REACH:  
400K



**BLESSIN GIRALDO**  
**@BLESSINGIRALDO**

COMBINED  
FOLLOWERS:  
300K

ESTIMATED  
MONTHLY REACH:  
500K



**JAY BABIE**  
**@IAMJAYBABIE**

COMBINED  
FOLLOWERS:  
130K

ESTIMATED  
MONTHLY REACH:  
250K



# PORTFOLIO

## SOME PREVIOUS EVENTS THAT WE PARTICIPATED IN INCLUDE:

Runway 7 (@runway7fashion) NYFW 2023 showcase

Miami Beach Wave Fashion Show with Washington Avenue Business Improvement District (2022)

Afropunk /Shopify Black Fashion Accelerator Fashion Show– live stream on Afropunk and Shopify social media platforms 2022 – (Links – Complex / Vibe)

F.A.M.E. (Fashion, Music, Arts and Entertainment) Festival Orlando (2022)

Orlando Fashion Week with Fierce Entertainment (2019)

Black History Month Fashion Show Case with Fierce Entertainment (2020)



**ORLANDO**  
*International*  
**FASHION WEEK**



**AFROPUNK**





# ADDITIONAL EVENTS

## FLKD FEATURES AT MIAMI SWIM WEEK 2023

FLKD will also be participating in 2 Miami Swim Week shows during the same week as the photoshoot party. So far, we have confirmed participation in:

- [Pur Fae Miami Swim Week Fashion Show.](#)



# PURFAE

MIAMI SWIMWEEK JULY 2023



# ABOUT

## HOUSE OF

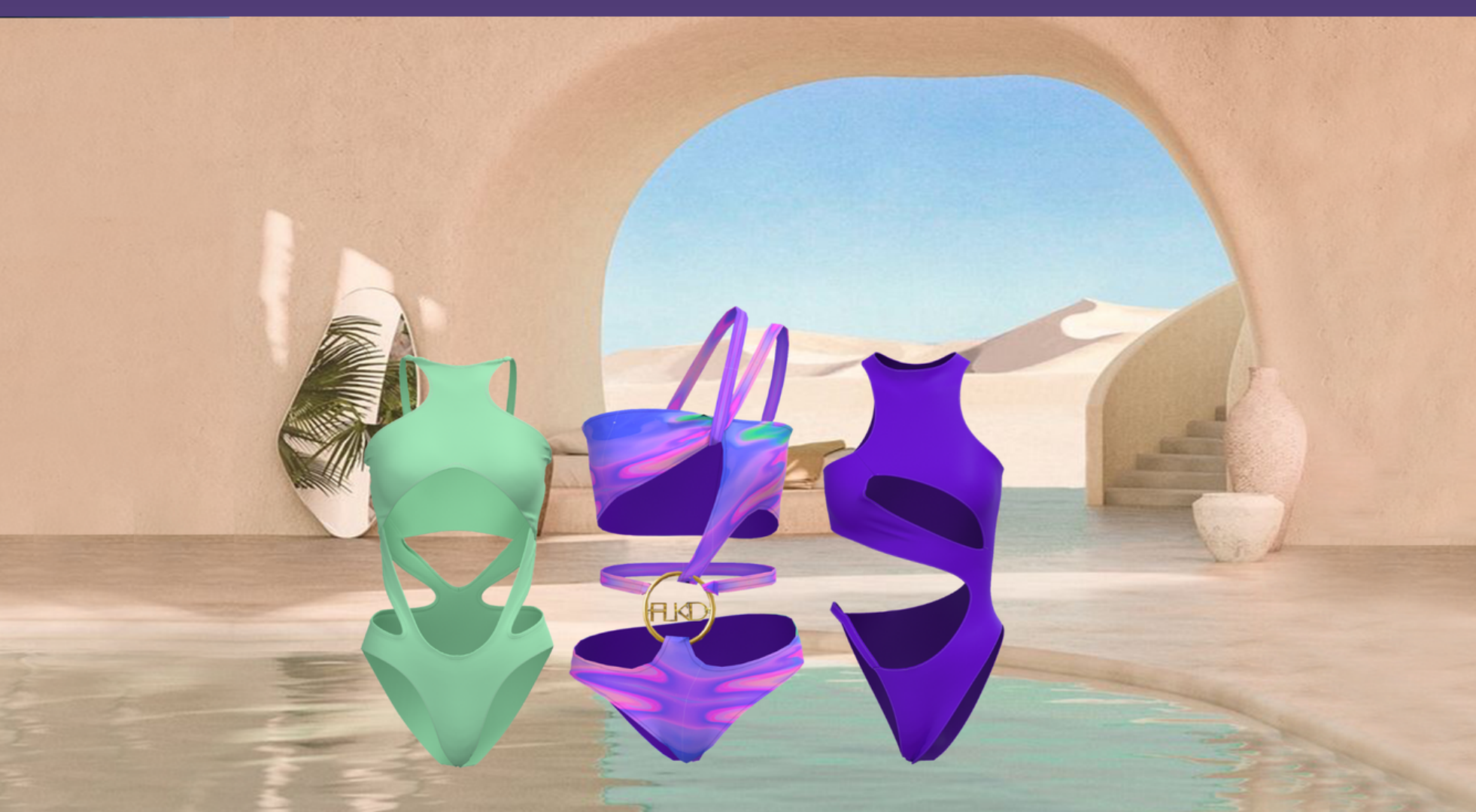
# Fleek



House of Fleek is a female, minority-owned brand established in 2020 as an effort to create more fashion forward size inclusive statement pieces. House of Fleek is not intended for the faint of heart, as most looks embody exaggerated flamboyance, pizzaz and glamour. Fleek, another word for stylish, is depicted not only as a word from pop culture, but also as a lifestyle.

With the use of bold colors, reflective fabrics, and form-fitting feminine silhouettes, we recommend that you get accustomed to being the center of attention when wearing. Many designs are created with illusions and constructed with high compression fabrics to help accentuate curves and enhance your figure. The goal is to push every woman to her highest level of confidence and to make her presence memorable. The designer, Jelisa Smith, also known as Jay, created House of Fleek to combat social conformities of body imagery. House of Fleek will celebrate its 3 year anniversary in February and plans to fully launch into a ready-to-wear brand by August 2023.





# ABOUT FLKD

FLKD

FLKD is a sustainable swim and resort wear brand that combines AI (artificial intelligence) and the latest fashions to create trendy, size inclusive styles that are affordable. We offer fashionable swim and resort wear made with recycled plastics and accessories made with renewable resources or biodegradable materials as an effort to be leaders in fashion tech while minimizing the environmental impact of the fashion industry. Founded on our original principles of size inclusion and body positivity, FLKD implements trendy, high-fashion swim and resort wear in sizes XS-5X with a cause.

Founded in Florida, with some of the most beautiful beaches in the world, we take pride in our ecosystem and want to contribute to efforts to keep the environment clean.

In an effort to establish more sustainable fashion, FLKD was created to take more trash off of the beaches, ocean and landfills—and put them in our clothes!



# OUR SUSTAINABILITY PATH

## COMMITMENT TO SUSTAINABILITY

More than 5.25 trillion pieces of plastic debris in the ocean, while landfills bring hazards such as toxins contaminating soil and water, affecting wildlife by interrupting their habitat and climate change from the emission of greenhouse gasses. This year's collection consists of 40 swim and resort wear styles, all consisting of fabrics made of rPET (recycled polyester) or recycled nylon. At least 10 water bottles worth of plastic are used to create one swimsuit.

In addition to our commitment to sustainability:

- All swimwear pieces will be made ethically, providing adequate living wages to the employees
- Packaging will be made from recycled materials or biodegradable
- All prototypes are created and perfected digitally to eliminate fabric waste and use of fossil fuels from sample making.
- Actions will be managed by AI to predict consumer buying patterns and control waste from unsold, mass produced goods
- By 2023, we aim to have 100% of packaging of all of our brands to be recycled and/or biodegradable.
- By 2027, we aim to have all of our brands 100% sustainable by only using fabrics with recycled materials or deadstock fabric.







# MEET OUR TEAM

## **JELISA SMITH - CREATIVE DIRECTOR, FOUNDER/CEO**

Meet Jelisa Smith, the founder and creative director of House of Fleek and FLKD. With over 4 years in the fashion industry, Jelisa has successfully participated in dozens of fashion events including Runway 7's NYFW Showcase.

In addition, she has won numerous grants for her dedication to the fashion industry, including AfroPunk and Shopify's Black Fashion Accelerator Grant and received 12 weeks of intensive training with top industry professionals on how to grow a fashion business.

Since 2020, She has grown House of Fleek exponentially and received over \$500K in revenue.



# MEET OUR TEAM

## JORDAN NEAL - EVENT COORDINATOR

Meet Jordan Neal, a sustainable fashion stylist and creative director with a passion for promoting ethical and eco-friendly fashion choices. With over 5 years of experience in the industry, Jordan has become a leading voice in the sustainable fashion movement. In addition to styling, Jordan is also a skilled event planner and creative director, having organized and executed successful fashion shows, photoshoots, and other events.

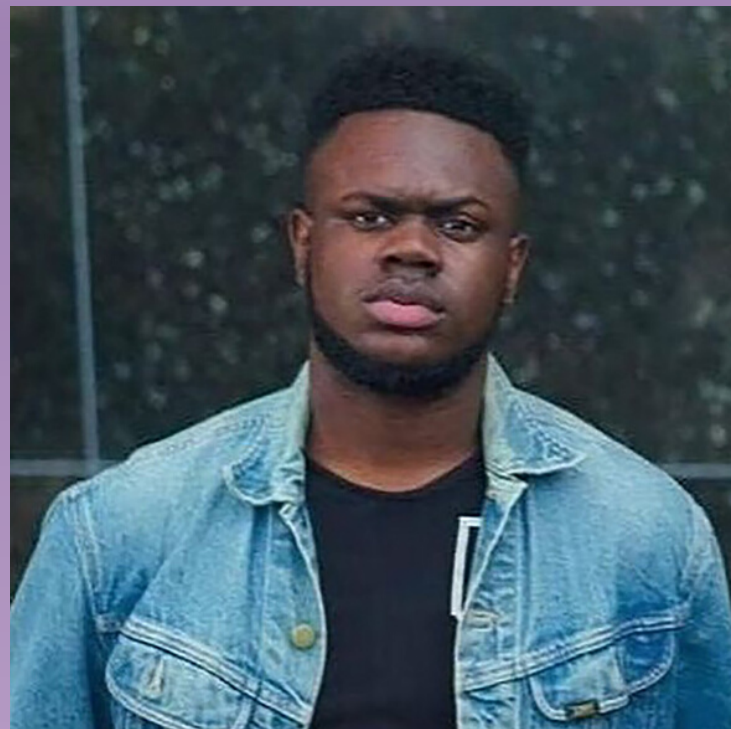
As a sustainable fashion advocate, Jordan is committed to using her platform to promote sustainable and ethical practices in the fashion industry. From sourcing materials to ensuring fair labor practices, Jordan works tirelessly to create fashion that is not only beautiful but also conscious and responsible.

With a focus on innovation, creativity, and sustainability, Jordan is a true visionary in the world of fashion and event planning.





# MEET OUR TEAM



## JAE FORTUNE

ENTERTAINMENT MANAGER &  
MARKETING LEAD

Jae Fortune, stylistically known as campaignszn, is a creative director and media consultant.

Utilizing nearly a decade's worth of artistic curation, musical performances, broadcasting, media production management and social activations, Jae will be focused on making the FLKD experience like no other.

Prior to this partnership with JAY BABIE, Jae's work has been featured on Dash Radio and Orlando Carnival Downtown.



## IMANI BOOKER

PRODUCTION MANAGER

Meet Imani Booker, a creative professional from Philadelphia Pennsylvania who has a diverse background and over 11 years experience in Visual Arts and proficient in Video Production.

Imani has partnered with Sony Hall's New York Fashion Week for Runway7 2023, PETA.org Holiday publishings, Break The Floor Dance Award Shows, Jim Beam Private Event Mixers and much more.



## HAMALYA COMEAU

PHOTOGRAPHY DIRECTOR

Hamalya Comeau is a branding and creative photographer based in Miami, FL and also the proud owner of Rue 3 Photography. She incorporates her lifelong passion for intuitive arts into her visual art practice, curating cinematic narratives and creative portraits in addition to her branding projects.

Her work includes WPLG Local 10 News, NYFW Runway 7 Fashion Show, Miami Wave Fashion Show, Sunkist Citrus, to name a few.



# WHY SPONSOR?

With coverage from dozens of media outlets, partnership with Guinness Records, hundreds of models and social media influencers present and livestream, reach millions of potential customers.

Generate leads from influencers and models aligned with your brand.

With a typical branded photoshoot ranging from \$15K+ and a creative team needed, partner with us to create the ultimate photoshoot for your brand.

Scout your next brand ambassador for a collaboration. With an estimated attendance of over 200 models and influencers from all over the country, there will be plenty of talent to choose from!

Access to a very focused and niche target market of key fashion models and influencers.

Build brand awareness and trust by showing you support sustainability in fashion.

Unique opportunity to create content using some of the best models and influencers in the world.

Do you have a new product or service that needs to be tested before launch? Our attendees can provide exclusive feedback that can influence decision making for your brand!



# SPONSORSHIP PACKAGES

## SILVER \$5,000

- Giveaways
- Logo on step and repeat banner
- Logo placement on marketing materials and merchandising
- Sponsored post on all House of Fleek social media platforms
- Press Release Mentions & logo in broadcast media
- 15 sec video ad in livestream & special Youtube feature
- Feature. on event website

## GOLD \$15,000

- ALL OF SILVER
- Rights to use all event photography and videography for commercial purposes
- 3 mins Interactive spot during livestream
- Brand activation at event
- 30 sec video Ad in livestream

## PLATINUM \$20,000

- ALL OF SILVER
- Rights to use all event photography and videography for commercial purposes
- Custom photo shoot activation featuring your brand
- 30 sec video Ad in livestream

## DIAMOND \$30,000

- ALL OF SILVER
- Brand activation at event
- Livestream and attendee data
- Rights to use all event photography and videography for commercial purposes
- Custom photo shoot activation
- 30 sec video Ad in livestream
- 3 mins Interactive spot during livestream

**WE CAN ACCOMMODATE YOUR MARKETING NEEDS!  
CONTACT US FOR CUSTOM PACKAGES**





# IN CASE YOU MISSED IT ALL:

## FLKD PHOTOSHOOT *Party*

**GUINNESS WORLD RECORD PHOTOSHOOT  
DEBUT OF NEW SUSTAINABLE SWIMWEAR COLLECTION**

**15+ PHOTO  
ACTIVATIONS**

**30+  
PHOTOGRAPHERS**

**SPONSOR BRAND  
ACTIVATIONS**

**1000S OF MODELS  
AND INFLUENCERS  
INVITED**

**ONLY 400 CASTED**

**REACH 15M+ OVER  
4-6 MONTHS**

**CUSTOM  
SPONSORSHIP  
PACKAGES  
AVAILABLE**

**PARTY FINALE &  
ENTERTAINMENT  
FEATURING DJS &  
PERFORMANCES  
HOSTED BY PINEAPPLE  
GODDEZZZ**

## **DEADLINE: MAY 1, 2023**

FLKD



# THANK YOU

FEEL FREE TO CONTACT US AT:  
[FLKDPSPARTY.HOUSEOFFLEEK.COM](http://FLKDPSPARTY.HOUSEOFFLEEK.COM)  
[JAYBABIE@IAMJAYBABIE.COM](mailto:JAYBABIE@IAMJAYBABIE.COM)

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