

OVERALL PRINCE KAI MULAN & OVERALL
PRINCESS BROOKLYN JUICY COUTURE
PRESENT



THE BLOND BALL



ABOUT



What?

A Major NYC KIKI Ball

When?

September 27th, 2024

Where?

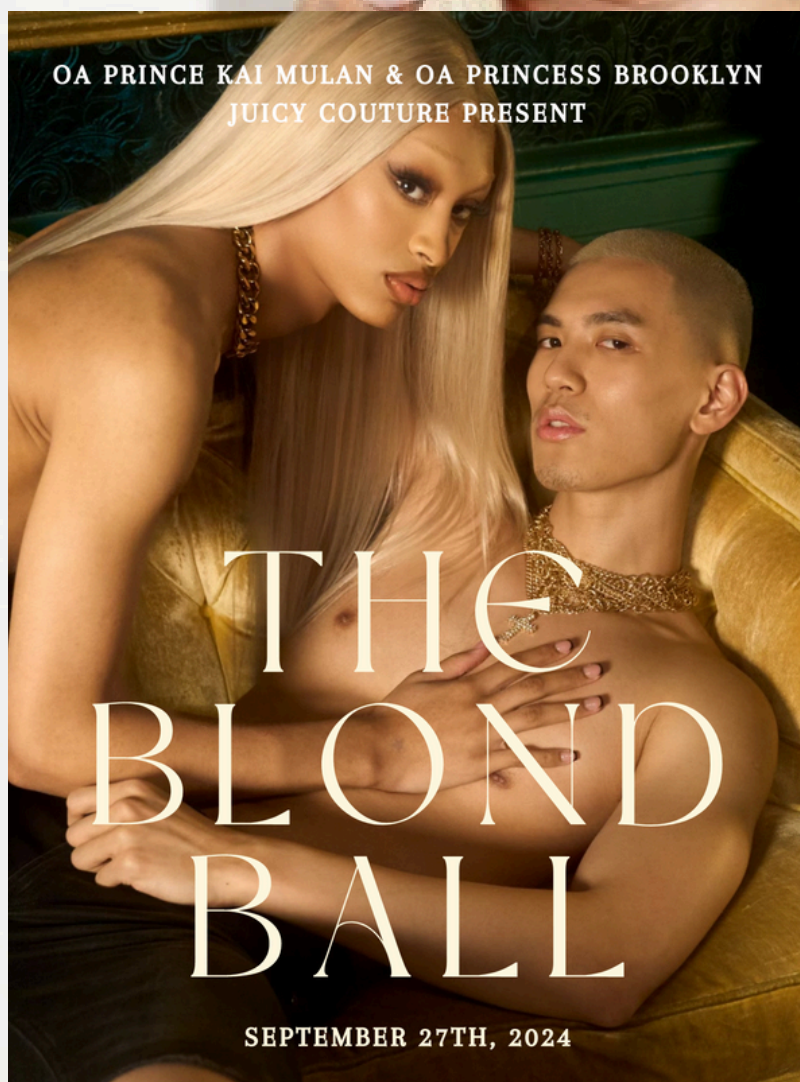
Judson Memorial
Church
55 Washington Square
S, New York, NY 10012

FACEBOOK EVENT LINK

ESTIMATED 800 - 1000
ATTENDEES

GRAND PRIZES INCLUDE:

1. ELITE PERFORMANCE FOR 2K
2. OTA RUNWAY FOR 1.5K
3. FQ REALNESS FOR 1.5K
4. FACE W PERFORMANCE FOR 1K
5. PERFECT 10S FOR 1K



ABOUT



What is a ball?

Ballroom culture describes an underground queer subculture, founded by black trans and queer folks, in which people walk and compete in different categories, such as vogue, runway, face, and more—those who get their 10s from the judges then battle one-on-one against each other for trophies, prizes, and glory.

What is the Kiki scene?

Emerging out of the historical Ballroom community, the Kiki scene is a highly organized and creative youth-based community. It centers around houses with complex kinship structures that function as vital support systems that the government and biological families often fail to provide.

As two of the most exemplary male figures and female figures in the NYC Kiki scene, Overall Prince Kai Mulan from the Legendary House of Hua Mulan and Overall Princess Brooklyn Juicy from the Iconic House of Juicy Couture aim to throw the biggest ball on September 27th, 2024 in NYC. It will be an event specifically tailored to the LGBTQIA+ youth.

MISSION

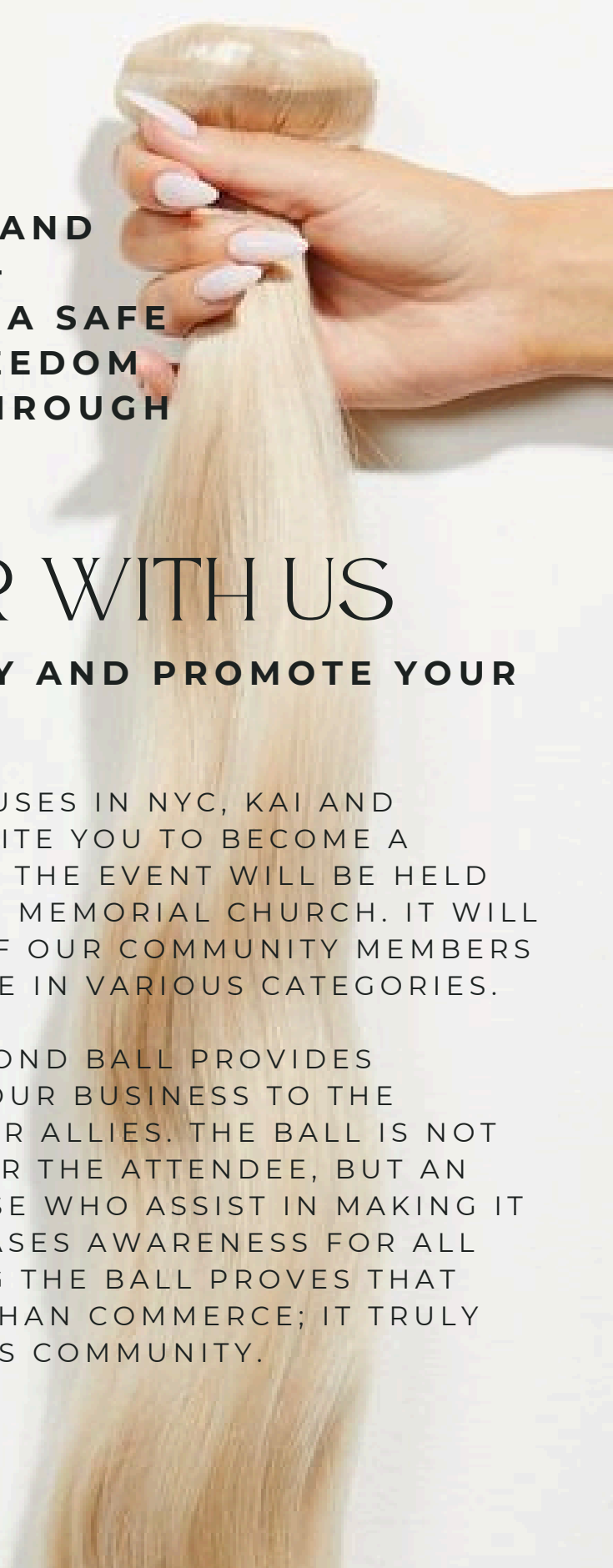
WE STRIVE TO INCREASE VISIBILITY, ACCEPTANCE AND INCLUSION FOR LGBTQIA+ YOUTH. AND TO PROVIDE A SAFE SPACE FOR CREATIVE FREEDOM AND SELF EXPRESSION THROUGH BALLROOM.

WHY PARTNER WITH US

SUPPORT THE COMMUNITY AND PROMOTE YOUR BUSINESS

FROM TWO OF THE HOTTEST HOUSES IN NYC, KAI AND BROOKLYN ARE PLEASED TO INVITE YOU TO BECOME A SPONSOR FOR THE BLOND BALL. THE EVENT WILL BE HELD ON SEPTEMBER 27TH AT JUDSON MEMORIAL CHURCH. IT WILL BRING TOGETHER THE VOICES OF OUR COMMUNITY MEMBERS AS THEY PERFORM AND COMPETE IN VARIOUS CATEGORIES.

BEING A SPONSOR WITH THE BLOND BALL PROVIDES TREMENDOUS EXPOSURE FOR YOUR BUSINESS TO THE LGBTQIA+ COMMUNITY AND THEIR ALLIES. THE BALL IS NOT ONLY A SPECTACULAR EVENT FOR THE ATTENDEE, BUT AN AMAZING EXPERIENCE FOR THOSE WHO ASSIST IN MAKING IT HAPPEN. YOUR SUPPORT INCREASES AWARENESS FOR ALL NYC QUEER YOUTH. SUPPORTING THE BALL PROVES THAT YOUR BUSINESS GOES DEEPER THAN COMMERCE; IT TRULY CARES ABOUT AND SUPPORTS ITS COMMUNITY.



OUR TEAM

KAI MULAN

From the Legendary House of Hua Mulan, Kai is the Overall Prince, known for his excellence and dedication in the category **All American Runway**. He is also a published model who recently appeared in **Vogue Runway** and has worked with brands such as **Facebook**, **Samsung**, **Maison Margiela**, and more.

Email: kaitothekingdom@gmail.com

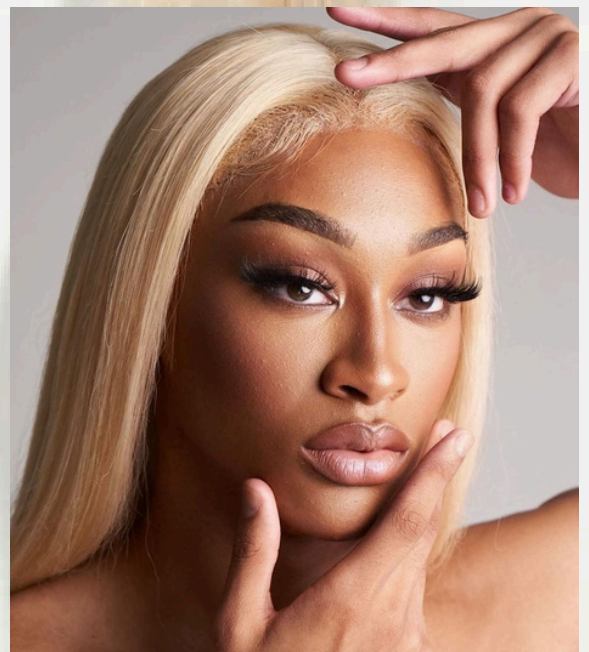
[CHECK
INSTAGRAM](#)

BROOKLYN JUICY

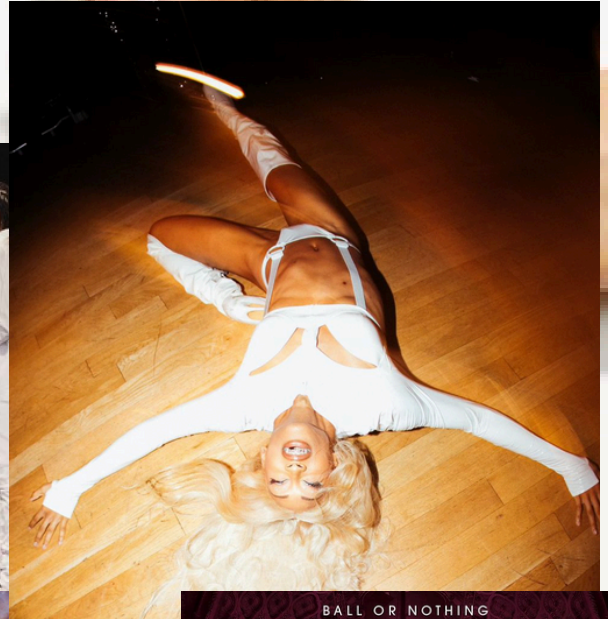
From the Iconic House of Juicy Couture, Brooklyn is the Overall Princess, known for her extraordinary talent in the category **FQ Performance**. She was part of the winning team on **HBO Max's Legendary Season 3** and can be seen on the latest ballroom reality show **WOW's House On Fire**.

Email: bookingwithbrooklyn@gmail.com

[CHECK
INSTAGRAM](#)



KAI AND BROOKLYN AT PAST BALLS



PAST BALLS SUCCESS

THE JUICY BALL 2023

The 15-Year-Anniversary Juicy House Ball was the most successful ball of 2023, attracting more than 1000 competitors and spectators at the Amazura Night Club in Queens. It was covered by many presses including **Brooklyn Magazine**. A lot of ballroom celebrities were also in attendance including **Honey Balenciaga**, coming off of **Beyonce's Renaissance World Tour**.



THE PORCELAIN BALL 2019

The 2019 Mugler House Ball was one of the most well-known balls in recent memory. With **Rihanna's Fenty Beauty** sponsoring, the queen herself graced the judges' panel and celebrated the house of Miyake Mugler for its 30th anniversary. The ball was covered by major publications such as **The Fader, Out Magazine, Allure, Paper Magazine**, and more.



WITH THE SUPPORT OF BOTH HOUSE OF JUICY AND MIUGLER. THE BLOND BALL AIMS TO DELIVER EQUALLY HIGH STANDARDS AND ATTRACTS CELEBRITIES AND BRANDS ALIKE WITH ENDLESS VIRAL MOMENTS

SPONSORSHIP LEVEL

PRESENTING SPONSORSHIP

\$10,000



- Presenting logo placement on flyers and promotional materials
- Social Media Shoutout and Mentions in all posts and stories
- Physical advertisements on each house table at the ball
- Private table at the ball to promote your businesses with 10 VIP tickets
- Exclusive speaking opportunity during intermission at the ball (5-min time slot)
- Gift Bags Handout with your exclusive merch
- Logo on videos during the ball on the screen
- Logo on all pictures from red carpet and photo booths
- Logos on all recap videos and photos
- Mention in Press Release and all press materials

GOLD SPONSORSHIP

\$5,000



- Prominent logo placement on flyers and promotional materials
- Social Media Shoutout
- Physical advertisements on each house table at the ball
- Private table at the ball to promote your businesses with 8 VIP tickets
- Gift Bags Handout with your exclusive merch
- Logo on videos during the ball on the screen
- Mention in Press Release and all press materials

SILVER SPONSORSHIP

\$2,500



- Logo placement on flyers and promotional materials
- Physical advertisements on each house table at the ball
- Social Media Shoutout
- Private table at the ball to promote your businesses with 5 VIP tickets

BRONZE SPONSORSHIP

\$1,000



- Logo placement on flyers and promotional materials
- Social Media Shoutout
- Free entry with 5 VIP tickets

DEADLINE: SEPTEMBER 13TH, 2024

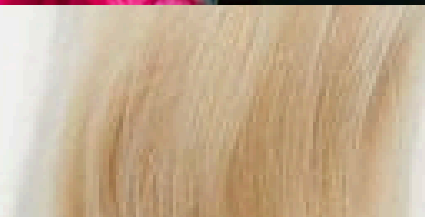
TIMELINE

4/4 -MARKETING MATERIALS
PHOTOSHOOT
4/10 BALL ANNOUNCEMENT
5/10 GRAND PRIZE CATEGORIES
ANNOUNCED
6/27 WALK A CATEGORY TOGETHER AT
SHY AND LIL KIM'S BALL (HEAD TO TOE
OVAHNESS)
7/1 ALL CATEGORIES DROPPED
9/1 DROP COUNTDOWN VIDEO
9/27 THE BLOND BALL

*FROM APRIL LEADING UP TO
SEPTEMBER*
PHYSICAL APPEARANCES OF
BROOKLYN AND KAI AT BALLS,
LOUNGES, WORKSHOPS AND SOCIAL
EVENTS
SOCIAL MEDIA BLASTS ACROSS ALL
PLATFORMS INCLUDING PAID
PROMOTIONS (HEAVY ON JUNE DURING
PRIDE AND AUGUST)



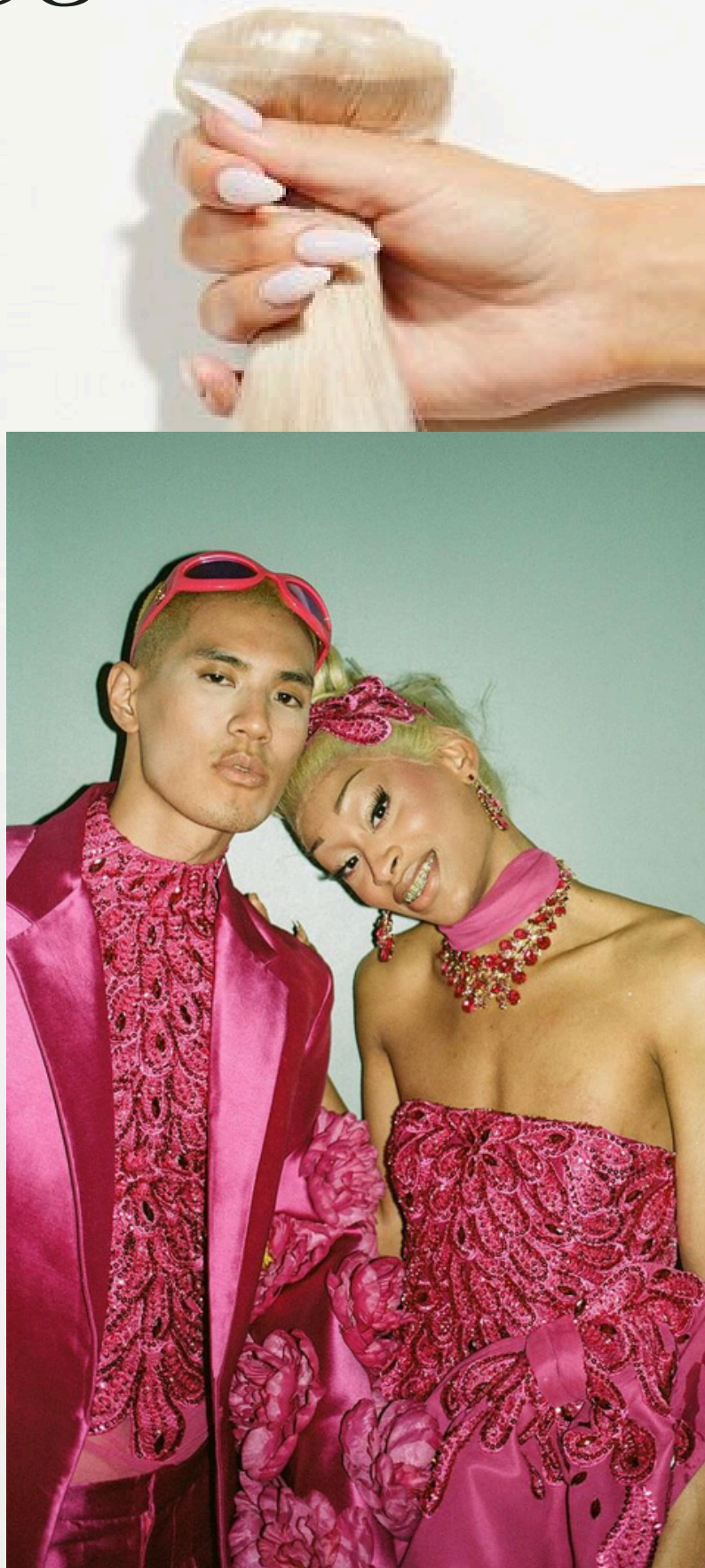
KAI AND BROOKLYN HAVE BEEN PROMOTING THE BALL SINCE IT WAS ANNOUNCED ON APRIL 10TH, 2024. WITH PROMOTION RUNNING ACROSS FACEBOOK, INSTAGRAM (OVER 90K FOLLOWERS BETWEEN KAI AND BROOKLYN), TIK TOK AND MORE, IT IS THE TALK OF THE TOWN, WITH 20 ACTIVE KIKI HOUSES AND MORE THAN 800 MEMBERS AIMING TO MAKE A BIG MOMENT AT THE BALL.



LAST WORDS

THE BLOND BALL PROVIDES AN OPPORTUNITY FOR YOU TO REINFORCE YOUR BRAND IN A SIGNIFICANT METROPOLITAN QUEER MARKET, TO THE EXTREMELY "BRAND LOYAL" LGBTQIA+ COMMUNITY. THE BLOND BALL IS THE BEST OPPORTUNITY IN NYC FOR YOUR BUSINESS TO REACH THIS IMPORTANT CONSUMER, INCLUDING DIFFERENT GENERATIONS OF LGBTQIA+ COMMUNITY MEMBERS AND MEMBERS WHO ARE TRAVELING FROM OUT OF STATE, OUT OF COUNTRY TO COME AND WALK THIS BALL.

BECOME A SPONSOR TODAY TO ENJOY THE BENEFITS OF OUR FULLY INTEGRATED SPONSORSHIP PACKAGES AND RECEIVE GUARANTEED VISIBILITY AND PRESENCE AT THE FUNCTION AND ON SOCIAL MEDIA.







THANK YOU
WE LOOK FORWARD TO
HEARING FROM YOU

**CONTACT:
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