Fashion Week Lake Charles 2019

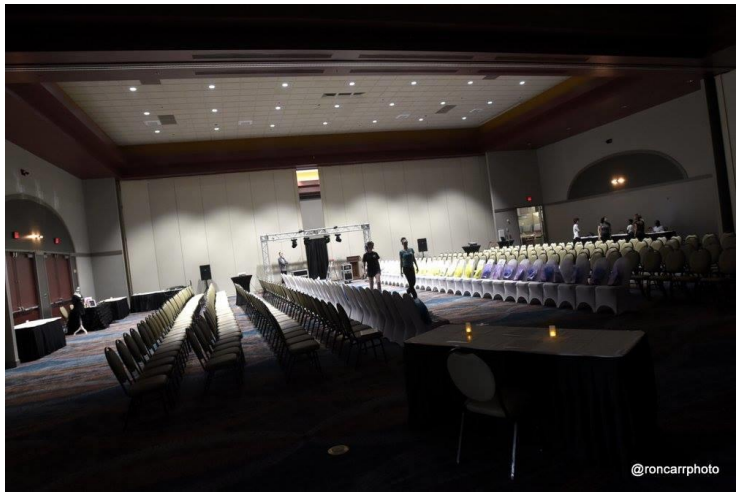
PRESS KIT

FASHION WEEK LAKE CHARLES

April 11-13, 2019

We invite you to participate in our epic event as a designer, model, vendor, photographer, makeup artist, hair stylist, or volunteer. Our goal is to make the Lake City a Fashion Week Destination while benefitting the Juvenile Diabetes Research Fund (JDRF).

Our venues are upscale and intimate
FWLC19 will be held at the Chandelier Room



Go To Website

We bring major crowds in the name of FASHION!

25+ Runway Shows/Presentations

350+ Guests

Guest Demographics (2017)

GENDER

- Female - 87%
- Male - 13%

INCOME

- Over 100K - 5%
- 99K-75K - 39%
- 74K-50K - 22%
- 49K-35K - 16%
- 34K-Under - 18%

AGE

- 15-20 - 12%
- 21-29 - 25%
- 30-39 - 31%
- 40-49 - 13%
- 50+ - 19%

Runway Tickets

We have the hottest models in Southwest Louisiana and beyond

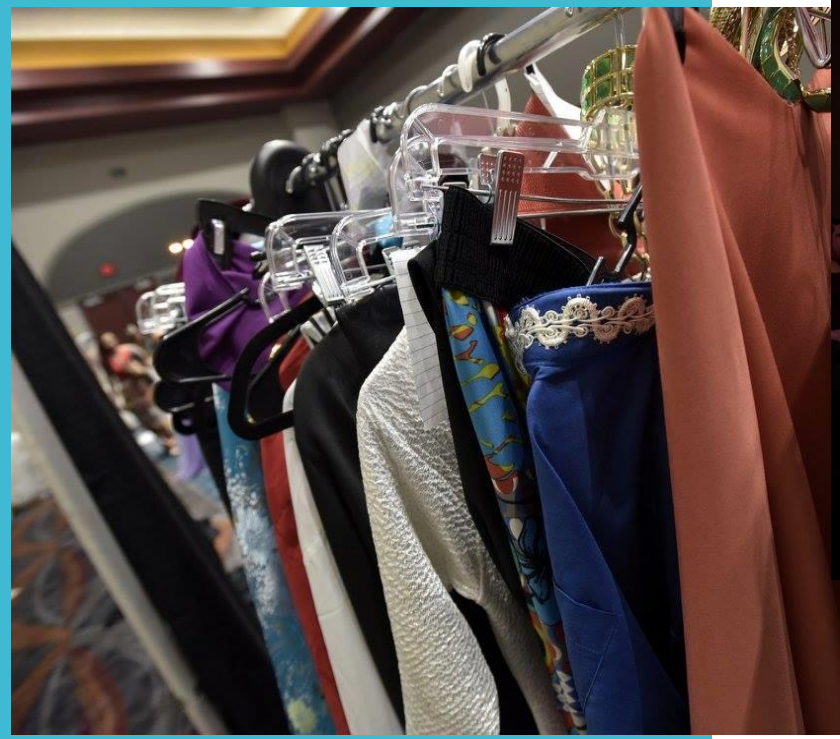
Model Requirements:

Female: Height 5'7", Dress Size 0-6
Male: Height 5'9", Pant Size 30-34

We also have plus, petite, and child models.

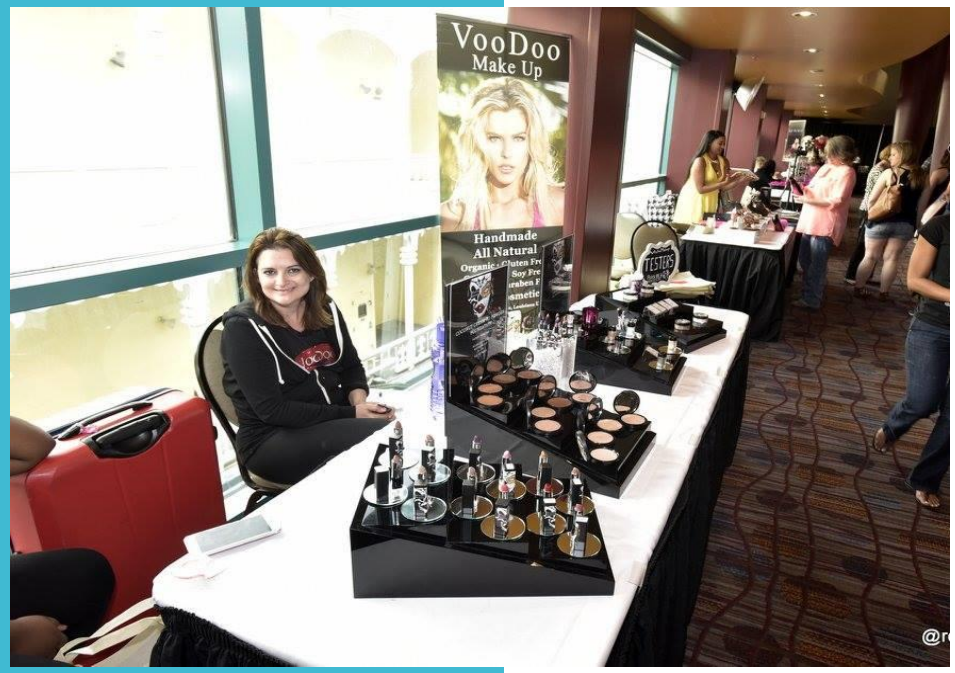
Model Registration Form

Our Designers range from Local to International



Designer Registration Form

The Style Lounge has all things beauty, inspiration, fashion and STYLE!



Vendor Registration Form

Sponsors help to make this event EPIC!

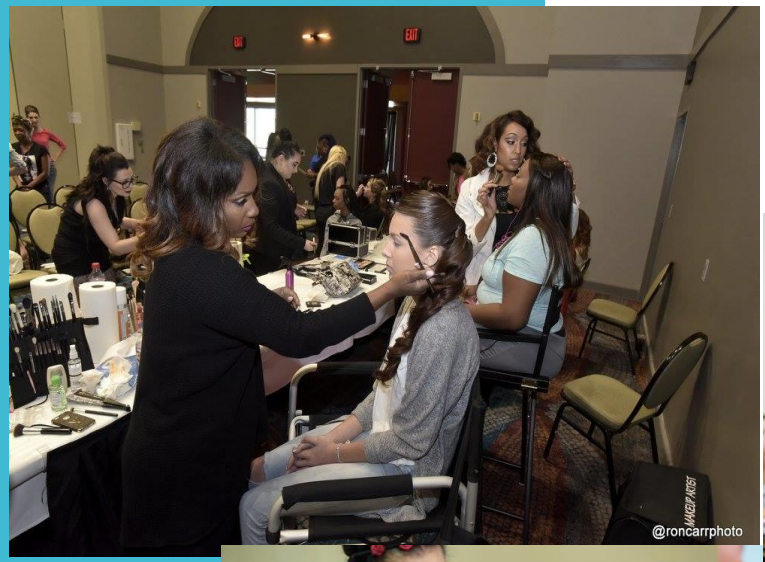
Program Ads are due: March 30, 2019

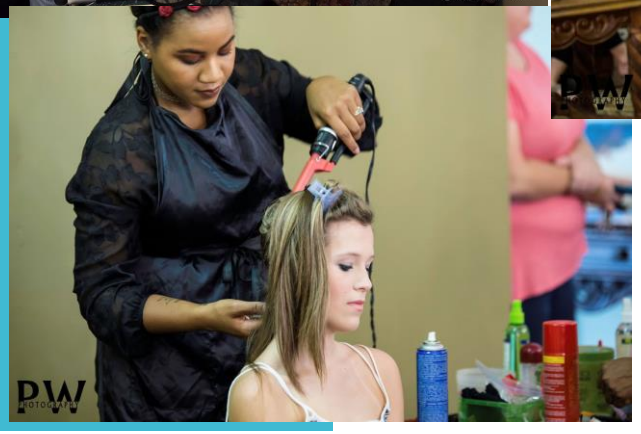
FWLC Event Program is a Fashion Magazine

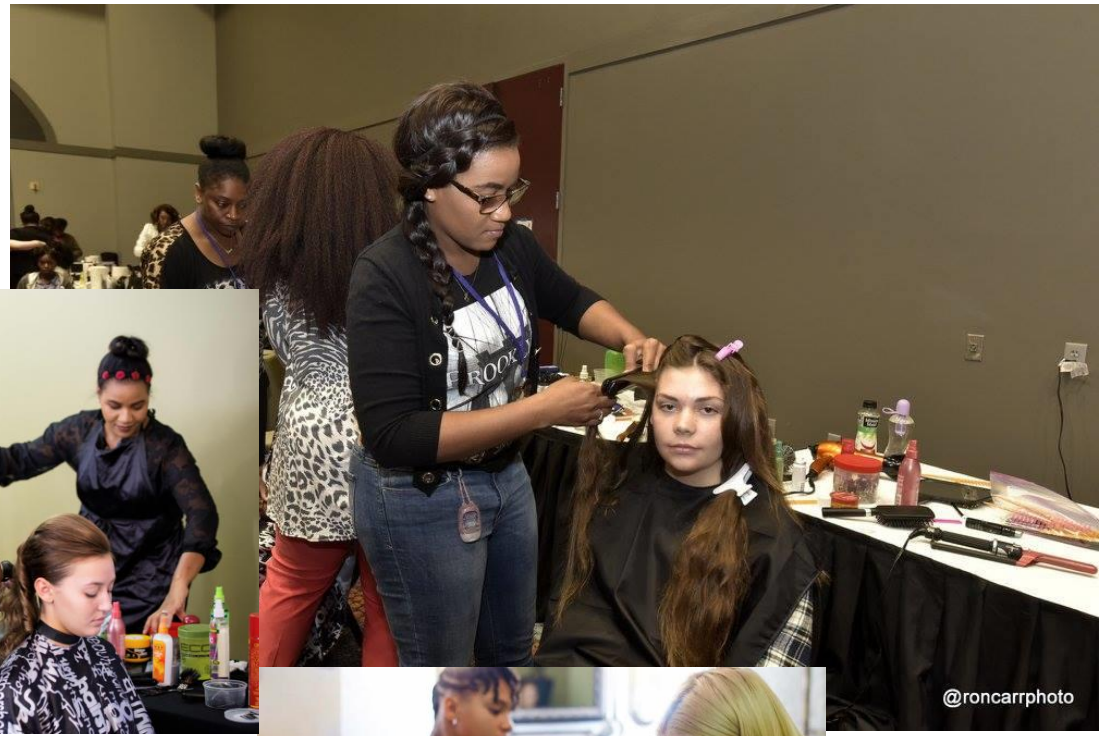
It is distributed to all patrons, visitors and guests. Anyone can be a sponsor

Sponsorship Packet

Our Hair and Makeup Teams are superb and have our models Runway-Ready

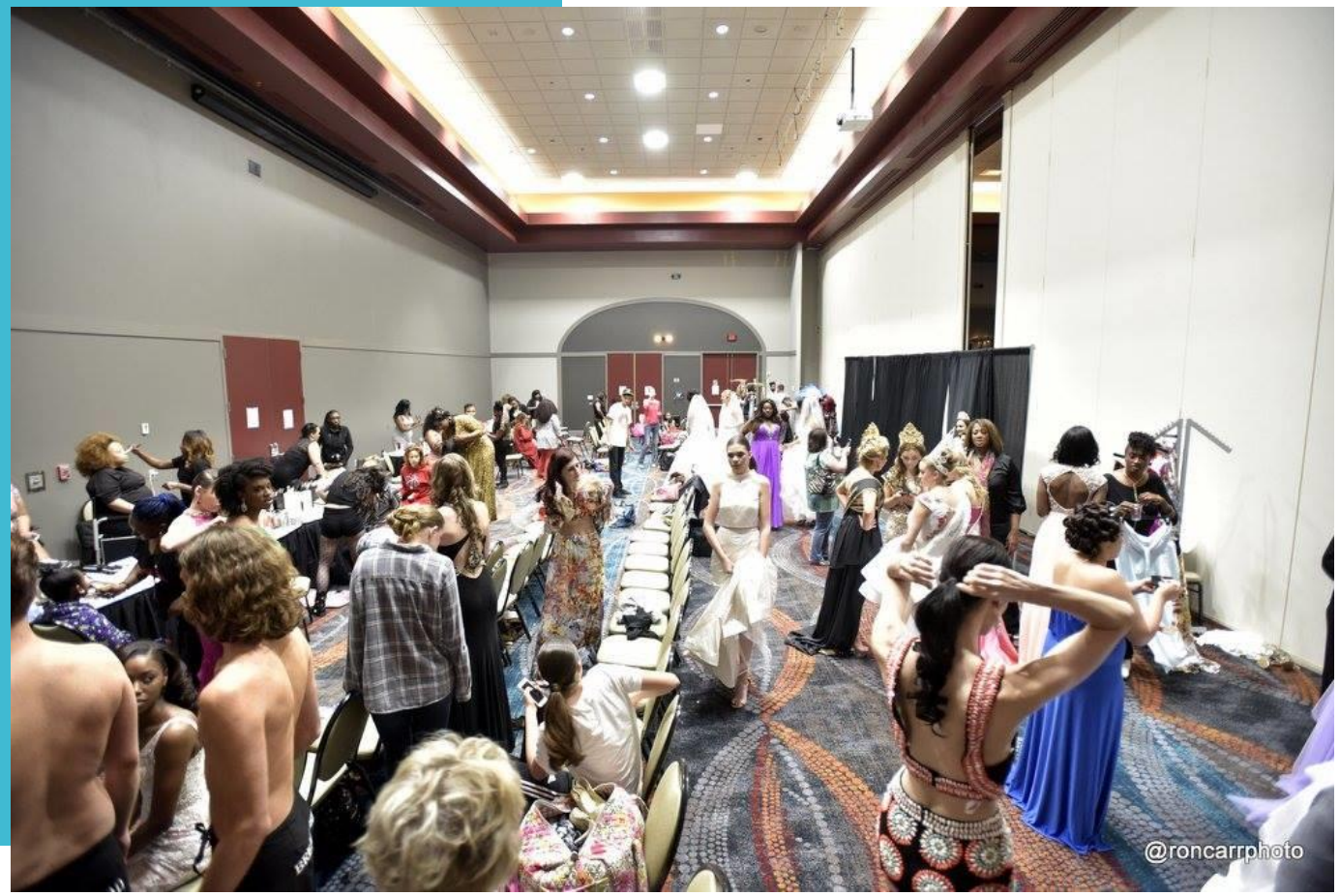






[Hair and Makeup Registration Form]

Our Production Team is professional and can handle the demands of a successful show!



Julie Branden, Executive Producer
Chalone Branden, Logistics Director
Alyssa Burris, Show Coordinator
Patrick Williams, Lead Photographer

Have a blast at our trendy PARTIES!!

Media Soirée Party

Patrons Launch Party

FWLC19 Calendar of Events

Other Fashionable Moments

-Style Icon Award

-FWLC Designers Competition

-Live Entertainment

-Red Carpet/VIP Experiences

-Celebrity Guests

-Fashion Avenue

-Walk of Royalty

-JDRF Silent Auction

SOCIAL MEDIA

Reviews/Stats

Social Media Census (2017)
FB - 1,789 Followers
Twitter - 642 Followers
IG – 783 Followers

Social Stats
FB Impressions - 160K
Twitter Impressions - 32K

Tasha Berzas reviewed Fashion Week Lake Charles
February 24 ·

Mrs Julie is such a wonderful person and s great at what she does with this. I'm so glad and blessed that she chose my 3 children to be part of the great event as her models and I get to help her bring this all together!!feeling blessed to have met and became friends with this wonderful woman and all of her assistants! They are all super wonderful!! Love every last one of y'all!!

Like Comment Share

Write a comment...

Peyton Theriot reviewed Fashion Week Lake Charles
April 26 ·

I walked in Fashion Week Lake Charles '17 and I absolutely loved it. Definitely recommend this to models and it's for a good cause! ❤

Like Comment Share

Fashion Week Lake Charles, Shaunteal Blommers-Prejean and Michelle Labit Theriot

Write a comment...

Lisa Williamson Branch reviewed Fashion Week Lake Charles
April 27 ·

#FWLC was such a great experience for my daughter Paris. Julie and Alyssa were wonderful! It was for a good cause and Paris met so many new friends! Definitely something we will never forget! ❤❤

Like Comment Share

Write a comment...

Charlene Hayes reviewed Fashion Week Lake Charles
August 9, 2016 ·

Had an amazing experience this weekend at the fashion show. Everyone was so welcoming and professional. We had a vendor booth for the very first time; Julie and her team assisted us every step of the way! Looking forward to the next event.

Like Comment Share

Fashion Week Lake Charles

Write a comment...

The Media loves us!

-The Voice of SWLA
-LC Convention &Visitors Bureau
-KPLC-TV
-KWZA
-FashX Magazine
-Bayou Living Magazine
-American Press
-KYKZ96
-Nash Icon 97.9
-Rock 101
-Super Talk 1400
-Sports Radio
-Hot 103.5
-Fox 29
-HOT 103.3
-10+ Fashion Bloggers

[Media Press Pass Request]

And we do it all for the. . . .

IMPROVING LIVES. CURING TYPE 1 DIABETES.

If you would like to be a part of this show, in any capacity, please contact us:

info@fashionweeklc.com
www.fashionweeklc.com
337-912-7463

Fashion Week Lake Charles 2019

SPONSORSHIP PACKET

Presenting Corporate Sponsor

$5,000

SPONSORS

- Presenter of the fourth Annual "Fashion Week Lake Charles 2019" Runway Shows
- Interviews on all TV and radio promo advertisement as Presenter and Spokesperson of our cause the Juvenile Diabetes Research Fund (JDRF)
- Representation at Launch Party (Thursday, April 11, 2019)
- Full Page interviews in newspaper and magazine articles as Presenting sponsor for our cause JDRF
- Full Page Ad in Magazine on Back Cover
- Logo Placement on all 'Fashion Week Lake Charles 2019' Advertisement in Big and Bold Print including Step and Repeat
- Signage throughout all venues
- Presentation during intermission of 'Fashion Week Lake Charles 2019'
- Recognition on all social media, 10,000 plus viewers as Presenter
- Full Page Brand Recognition on event website with links to your business
- 100 General Admission tickets. VIP ALL ACCESS PASSES (Upon Request)
- Marketing materials placement in swag bags

Platinum Sponsor

$2,500

SPONSORS

- Corporate Sponsor of VIP Lounge
- Logo Placement on all 'Fashion Week Lake Charles 2019' Advertisement in Big and Bold Print
- Listed as sponsor in newspaper and magazine
- Full Page Ad in Magazine
- Platinum Sponsor is highlighted as host inside VIP Lounge with signage
- Recognition on all social media as host of VIP Lounge with 10,000 plus viewers
- Links to your business on event website
- 50 General Admission tickets. VIP ALL ACCESS PASSES (Upon Request)
- Marketing Materials placement in swag bags

Gold Sponsor

$1,500

SPONSORS

- Corporate Sponsor of FWLC2019
- Logo Placement on all 'Fashion Week Lake Charles 2019' Advertisement.
- Half (½) Page Ad in Magazine
- Recognition on all social media 10,000 plus viewers
- Links to your business on event website
- 25 General Admission tickets. VIP ALL ACCESS PASSES (Upon Request)
- Marketing Materials placement in swag bags

FWLC19 Supporter

$500

SPONSORS

- Name Placement on all 'Fashion Week Lake Charles 2019' Advertisement listed as a Supporter
- Recognition on all social media 10,000 plus viewers
- Links to your business on event website
- 10 General Admission tickets. VIP ALL ACCESS PASSES (Upon Request)
- Quarter (¼) Page Ad in Magazine
- Marketing Materials placement in swag bags

Step and Repeat

PRESENTING
CORPORATE SPONSORS

Style Lounge Showcase

$150

VENDORS

- 2 Days to showcase Products/Merchandise/Services
- 1 6ft table and 2 chairs
- Recognition on all social media 10,000 plus viewers
- Links to your business on event website
- Complimentary Admission to Patron Launch Party (Thursday, April 11, 2019)
- 6 General Admission Tickets
- Interview During Runway Show
- Business Card Ad in Magazine
- Marketing Materials placement in swag bags.

SILENT AUCTION DONATIONS

To Donate an Item that Benefits the JDRF complete the Auction Donation Form

JDRF Silent Auction
FWLC Patrons Launch Party
April 11, 2019 – 8pm

VENUES

The Runway
Designer Competition
Awards Presentation

Media Soirée Party
Patrons Launch Party
JDRF Silent Auction

Fashion Industry Night

DELANO
Wine Bar

VENUE - TBA

CONTACT US

Fashion Week Lake Charles
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