

Fashion Week Lake Charles 2020

PRESS KIT



FASHION WEEK LAKE CHARLES 2020

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). #fwlc5



Our venues are upscale and intimate

FWLC5 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 (2019)

GENDER

- Female - 82%
- Male - 18%

INCOME

- Over 100K - 6%
- 99K-75K - 36%
- 74K-50K - 25%
- 49K-35K - 18%
- 34K-Under - 15%

AGE

- 15-20 - 19%
- 21-29 - 26%
- 30-39 - 28%
- 40-49 - 17%
- 50+ - 10%



[Runway Tickets](#)

We have the hottest models in Southwest Louisiana and beyond

Model Requirements:

Female: Height 5'7"

Male: Height 5'9"



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!



Full Page Ad - \$100
1/2 Page Ad - \$75
1/4 Page Ad - \$50
Business Card Size Ad - \$25

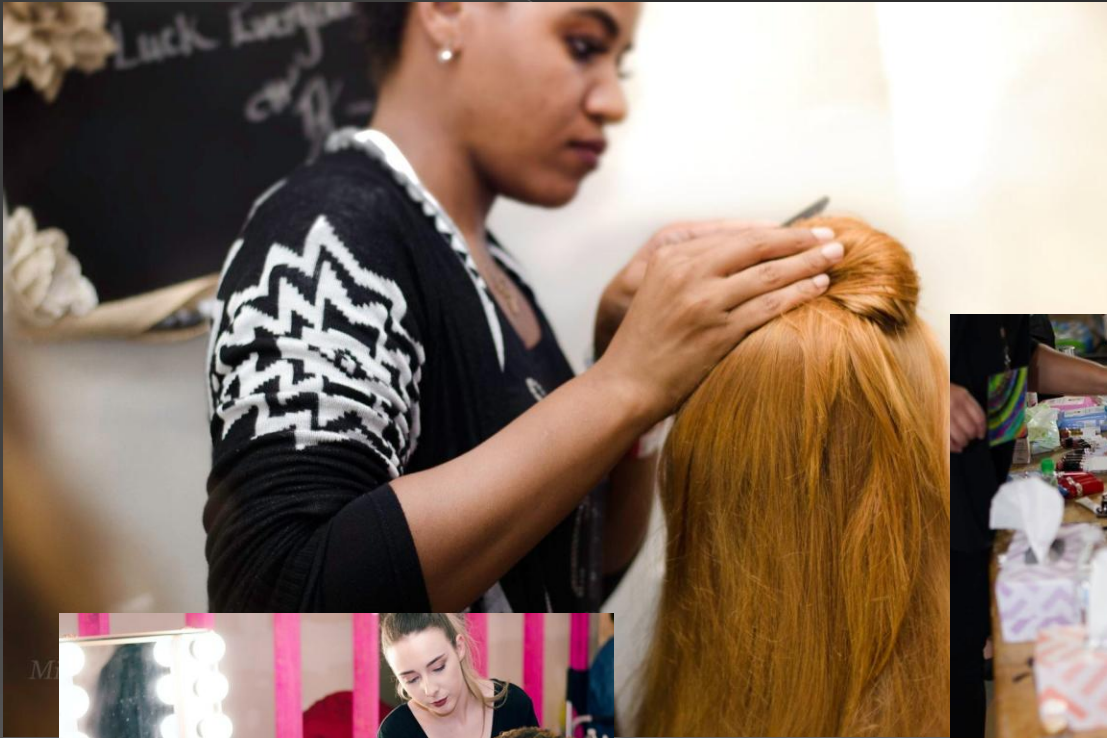


Program Ads are due: March 30, 2020

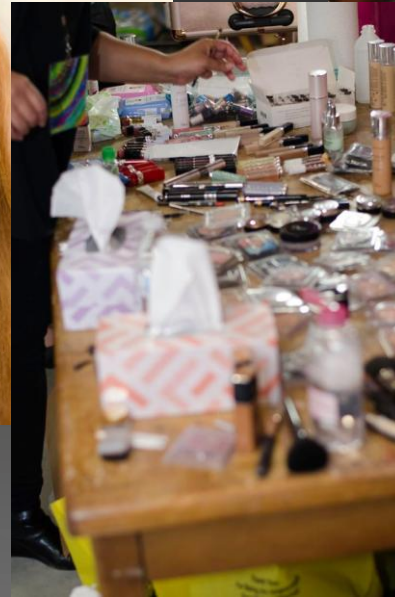
FWLC Event Program is a Fashion Magazine
It is distributed to all patrons, visitors and guests. Anyone can be a sponsor

[Sponsorship Packet](#)

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



Michelle Williams Photography



Michelle Williams Photography

[Hair and Makeup Registration Form](#)

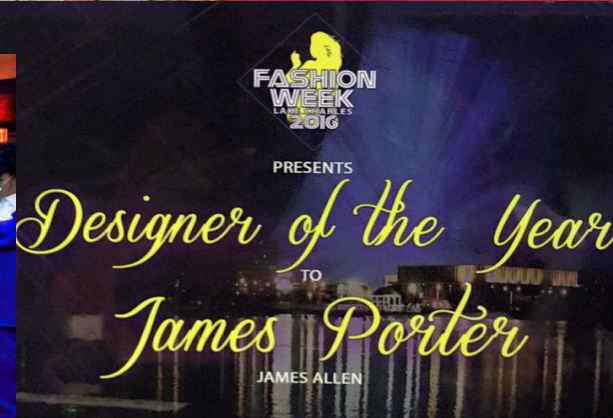
Our Production Team is professional and can handle the demands of a successful show!



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

OTHER FASHIONABLE MOMENTS

- Style Icon Award
- FWLC Designers Competition
- Patrons Launch Party
- Media Soiree Party
- Live Entertainment
- Red Carpet/VIP Experiences
- Celebrity Guests
- Fashion Industry Night
- Style Lounge w/Fashion Ave
- Walk of Royalty
- JDRF Silent Auction



SOCIAL MEDIA Reviews/Stats

Social Media Census (2019)

FB – 1,809 Followers

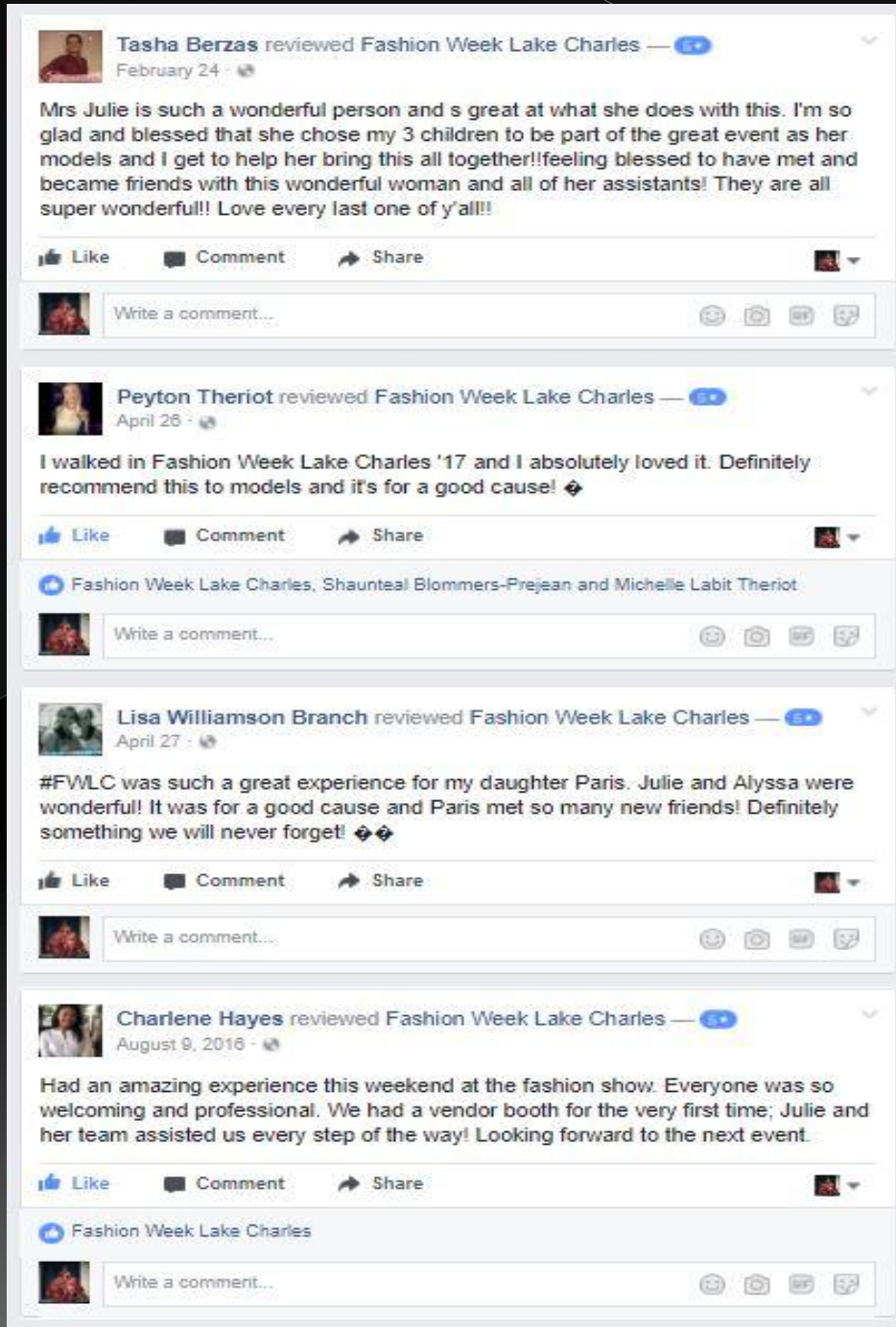
Twitter - 735 Followers

IG – 822 Followers

Social Stats

FB Impressions - 160K

Twitter Impressions - 32K



The screenshot displays a vertical list of four Facebook reviews for 'Fashion Week Lake Charles'. Each review includes a profile picture, the reviewer's name, the date, the review text, and interaction buttons (Like, Comment, Share). Below each review is a comment section with a 'Write a comment...' prompt and icons for emojis, photos, videos, and mentions.

- Tasha Berzas** reviewed Fashion Week Lake Charles — 5+
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
- Peyton Theriot** reviewed Fashion Week Lake Charles — 5+
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
- Lisa Williamson Branch** reviewed Fashion Week Lake Charles — 5+
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
- Charlene Hayes** reviewed Fashion Week Lake Charles — 5+
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



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

SWLafashion week



March 2018

the VOICE of South Louisiana

LOCAL NEWS, EVENTS, STORIES, PEOPLE

Julie Branden Has A Lasting Passion For Fashion: Fashion Week Lake Charles is Here to Stay

Katelyn Williams

OPERATION HEALING AND RESTORATION

Q&A with Mary Morris

SWLA Health Center

National Nutrition 2018

Photos by Tori Hebert



Tori Hebert
Photo credit: Carl Hubert

Anita Spiering presents Tracee Dundas with the Style Icon of the year award.

Kanya Gradingo wearing One of three featured pieces by Jean-Claire Benton.

Rosa Hernandez's designs included multiple green fashions.

Model and actress Anita Spiering wearing a red dress by Jean-Claire Benton.

The men's freestyle show allowed male models to let their personal style and personalities show.

Fashion designer of the year Jean-Claire Benton.

The grandchildren of Julie Branden.

Fashion Week Founder Julie Branden.

Tyler Broadard modeling for GAF.

Noah Ballard walking in the men's freestyle show.

[Media Press Pass Request](#)



And we do it all for the....



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

2020

SPONSORSHIP PACKET

SPONSORS

Presenting Corporate Sponsor **\$5,000**

- Presenter of the fifth Annual "Fashion Week Lake Charles 2020" - The Runway
- Interviews on all TV and radio promo advertisement as Presenter and Spokesperson of our cause the Juvenile Diabetes Research Fund (JDRF)
- Representation at Patrons Launch Party (Thursday, April 16, 2020)
- 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 2020' Advertisement in Big and Bold Print including Step and Repeat
- Signage throughout all venues
- Presentation during intermission of 'Fashion Week Lake Charles 2020'
- 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. 10 VIP ALL ACCESS PASSES (Upon Request)
- Marketing materials placement in swag bags

SPONSORS

Platinum Sponsor \$2,500

- Corporate Sponsor of VIP Lounge
- Logo Placement on all 'Fashion Week Lake Charles 2020' 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. 8 VIP ALL ACCESS PASSES (Upon Request)
- Marketing Materials placement in swag bags

SPONSORS

Gold Sponsor \$1,250

- Corporate Sponsor of Fashion Week Lake Charles 2020
- Logo Placement on all 'Fashion Week Lake Charles 2020' Advertisement.
- Half (1/2) Page Ad in Magazine
- Recognition on all social media 10,000 plus viewers
- Links to your business on event website
- 25 General Admission tickets. 6 VIP ALL ACCESS PASSES (Upon Request)
- Marketing Materials placement in swag bags

SPONSORS

Silver Sponsor \$625

- Name Placement on all 'Fashion Week Lake Charles 2020' Advertisement listed as a FWLC Supporter
- Recognition on all social media 10,000 plus viewers
- Links to your business on event website
- 10 General Admission tickets. 4 VIP ALL ACCESS PASSES (Upon Request)
- Quarter (1/4) Page Ad in Magazine
- Marketing Materials placement in swag bags

Step and Repeat

PRESENTING
CORPORATE
SPONSORS



VENDORS

Style Lounge Showcase \$200

- 2 Days to showcase Products/Merchandise/Services
- 1 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 16, 2020)
- 6 General Admission Tickets
- Interview During Runway Show
- Business Card Ad in Magazine
- Marketing Materials placement in swag bags (Required).

SILENT AUCTION DONATIONS

To **Donate** an Item that Benefits
the JDRF complete the
[Auction Donation Form](#)

JDRF Silent Auction

FWLC5 Patrons Launch Party
April 16, 2020 – 8pm



CONTACT US

thank you!

Fashion Week Lake Charles
info@fashionweeklc.com
www.fashionweeklc.com
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