



*THE BLACK FASHION & BEAUTY GALA*



2020

**BFBG** BY LADON ABOUT US



**‘THIS IS LONG  
NEEDED.’**

— ANN-MARIE MYSTIQUE DANIEL-BARKER, FOUNDER + PRESIDENT

## **WHO WE ARE**

*The Black Fashion & Beauty Gala is an annual red carpet themed event that celebrates creatives and businesses in the Black community by supporting and acknowledging accomplishments, and awarding their contributions in the fashion and beauty industry.*

*The BFBG is a major benefit that provides up-and-coming talent mentorship opportunities with existing businesses, awards grants to help foster the education of talents, boosts new and existing businesses, and creates opportunities and inclusivity within the Canadian fashion and beauty industry.*

## **MEET ANN-MARIE DANIEL- BARKER**

*Ann-Marie Daniel-Barker is a Celebrity Fashion Stylist and Interior Designer living and working in the GTHA. Ann-Marie created the Black Fashion & Beauty Gala to acknowledge accomplishments of small black owned businesses in the fashion and beauty industry. Her efforts present opportunities to gain access to bursaries and mentorship for those who do not have access.*



## **BFBG** AWARDS INSPIRATION BEHIND THE BFBG AWARDS

Daniel-Barker's passion for giving back to her community ignited in her encounter with a homeless woman. She asked her: "what is your dream?" the woman responded with "I just need a chance". This response resonated for Daniel-Barker in that moment she made the choice to help her. She assisted her in finding housing, finances, and helped her finish schooling.

Daniel-Barker understood what it is like to not be given a chance and the difficulties of working to the top. The beauty and fashion industry are competitive and fierce, Daniel-Barker wanted an easier future for up-and-coming black creatives. BFBG Awards does exactly this, it provides opportunity and gives back to the community. BFBG Awards has bursaries and a mentorship program to reinforce support and opportunity for up and coming creatives.

"She knew it was just the tip of the iceberg, and that there was so many other underprivileged Black young people with the same dream, with no support to allow them to pursue their education and foster their talents"



*THE BLACK FASHION & BEAUTY GALA*





**BFBG**

WEBSITE STATISTICS

**2k**

VIEWS PER MONTH

 [VIEWS PER MONTH](#)

**92.4% 4.14% 3.45%**

CANADA

USA

GLOBAL

TRAFFIC PER MONTH

**898**

UNIQUE VISITS

**893**

VISITS

**2,239**

PAGE VISITS

**UNITY  
IN  
NUMBERS**



BFBG

INSTAGRAM STATISTICS + AUDIENCE

AN  
ONGROWING  
COMMUNITY,  
5K+ VISITS  
AND  
COUNTING

1,238+

INSTAGRAM FOLLOWERS

 [@BFBGAWARDS](#)

AUDIENCE

55%

FEMALE

45%

MALE

19-64

YEARS OLD

8,948

IMPRESSIONS

2,884

ACCOUNTS REACHED

576

CONTENT INTERACTIONS

TOP PERFORMING INSTAGRAM POST



BTS PHOTOSHOOT  
TRAILER

POSTED: SEPTEMBER 11TH/2020

64

LIKES

17

COMMENTS

5,426

REACHED

6,481

IMPRESSION

1,955

VIEWS



**BFBG** BRAND COLLABORATIONS

# CLORE SPONSOR

On September 30th, we've partnered with Canada's top hair and beauty franchise Cloré. Our Mentorship Workshop Program is thoughtfully sponsored by the beauty giant to provide a space to host our mentorship workshops. We were joined by the Vice-President Clara Jina Kim to discuss the program, the future of Cloré, and the global BLM movement in Toronto's hair and beauty industry.

## INSTAGRAM LIVE STATISTICS

133

VIEWS

18

LIKES



MEET OUR  
SPONSORS

@INSTA LIVE



HOSTED BY  
**ANN-MARIE**  
PRESIDENT OF THE BFBG AWARDS



FEATURING  
**CLARA JINA KIM**  
VICE-PRESIDENT OF CLORE

TIME 6PM

TUNE INTO

@BFBGAWARDS & @CLOREBEAUTY

PRESENTED BY THE BLACK FASHION & BEAUTY GALA



SPONSORED BY



WHERE: 5085 SHEPPARD AVE. EAST  
WHEN: STARTS NOVEMBER 14<sup>TH</sup>, 2020  
TIME: 10AM-1PM

THE  
**BFBG** AWARDS  
MENTORSHIP WORKSHOP PROGRAM

BLACK FASHION AND BEAUTY TALENT A CHANCE TO  
THE SKILLS NECESSARY TO START, BUILD AND  
BUSINESSES. SPACE IS LIMITED. JOIN TODAY!

BRANDING, NETWORKING AND MORE!

REGISTER AT [BFBGALA.COM/MENTORSHIP](https://www.bfbgala.com/mentorship)





**BFBG** BURSARY

*EMPOWER.  
BUILD.  
NURTURE.*

## ***BURSARY***

The BFBG is dedicated to fostering the education of talented creatives. An annual award of \$5000 will be presented to a student pursuing studies or to an existing/start-up business within the Fashion and Beauty Industry.

To increase enrollment amongst Black students and decrease the rate of failure for Black businesses due to unavailable funds and support.



**BFBG** BRANDS BRAND TESTIMONIAL

FASHION



HONOURABLE  
MENTIONS &  
SPONSORS





# BFBG BUSINESS PRESS + HONOURABLE MENTIONS



[VIEW ARTICLE](#)



SEPTEMBER 2<sup>ND</sup>/2020

SEPTEMBER 26<sup>TH</sup>/2020

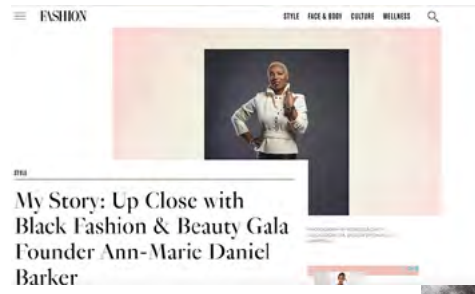
FASHION

OCTOBER 8<sup>TH</sup>/2020

FASHION



[VIEW ARTICLE](#)



[VIEW ARTICLE](#)



# ESTABLISHING A LEGACY

# BFBG

BRAND APPLICATIONS



ISSUE 01



ISSUE 02



ISSUE 03

## *BFBG AWARDS FASHION MAGAZINE*

Publishing our first fashion magazine was a huge stepping stone for BFBG. The BFBG Awards magazine is a quarterly high fashion, beauty and lifestyle magazine catering to the trendy Black Canadian. We are proud to feature products in our trend reports from up and coming to established businesses that are Canadian black-owned.

 [VIEW ONLINE](#)





# BFBG

## ADVERTISING RATE CARD

### PRINT

#### FULL PAGE:

1 x \$1,000 ; 2 x \$781 ; 3-4 x \$562

#### DOUBLE SPREAD:

1 x \$2,500 ; 2 x \$2,500 ; 3-4 x \$1,800

#### INSIDE FRONT COVER:

1 x \$3,000 ; 2 x \$2,703 ; 3-4 x \$2,406

#### INSIDE BACK COVER:

1 x \$2,800 ; 2 x \$2,506 ; 3-4 x \$2,206

#### OUTSIDE BACK COVER:

1 x \$3,500 ; 2 x \$3,203 ; 3-4 x \$2,906

### ONLINE

<i>BFBG HOME PAGE</i>	<i><u>DURATION</u></i>	<i><u>DIMENSION</u></i>	<i><u>PRICE</u></i>
<i>HEADER</i>	<i>7 DAYS</i>	<i>1728px x 454px</i>	<i>\$500</i>
<i>FOOTER</i>	<i>7 DAYS</i>	<i>1728px x 454px</i>	<i>\$300</i>
<i>SIDE BAR SQUARE</i>	<i>7 DAYS</i>	<i>606px x 454px</i>	<i>\$150</i>
<i>SIDE BAR VERTICAL</i>	<i>7 DAYS</i>	<i>606px x 1000px</i>	<i>\$200</i>

### SOCIAL MEDIA

<i>INSTAGRAM</i>	<i><u>DURATION</u></i>	<i><u>DIMENSION</u></i>	<i><u>PRICE</u></i>
<i>STORY</i>	<i>1 DAY</i>	<i>1080px x 1920px</i>	<i>\$50</i>

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GUARANTEED PREMIUM POSITION 20%  
ALL PRICES ARE DISPLAYED IN CANADIAN DOLLARS





THE BLACK FASHION & BEAUTY GALA

## CONTACT

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### MAILING

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### MEETING

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