



BIRMINGHAM

MEN'S FASHION WEEK 2027



SPONSORSHIP DECK

SPONSORSHIP LETTER

B'HIM Men's Fashion Week is an integrated, full-service marketing concept designed to connect your brand with a predominantly male consumer base. It is the Magic City's premier gathering, setting the industry standard with record-breaking attendance, exclusive networking, and an unparalleled, immersive experience. Our mission is built on three simple pillars: Mentoring, Manhood, and Mental Wellness. From April 29 to May 2, 2027, BMFW will host *Season Two* in Birmingham, Alabama. The theme for Men's Fashion Week 2027 is **REIMAGINE**. We invite guests and participants to reimagine the beauty and brilliance of Birmingham, AL, with an immersive week of activities, including a mental health fireside chat, networking events, outreach, and, of course, plenty of fashion and beautiful people.

Thursday April 29th 6PM-9PM URBAN DESIGN SERIES

BMFW at the *Jazz Hall of Fame at the Carver Theatre* in the historic 4th Avenue Civil Rights District. We'll feature a Jazz Reception + Fireside Mental Health Chat with **Brothers Let's Talk** and the 4th Avenue Fashion Show exclusively featuring the merchants and businesses in the 4th Avenue District. **FREE ADMISSION.**

Friday April 30th 6PM AVANT-GARDENDALE in Gardendale AL

"Avant-garde" is a fashion term translating to "vanguard." In culture and the arts, it describes innovative, experimental, or unorthodox works and the creators who push boundaries and challenge the established cultural norms. **AVANT-GARDENDALE** is a community partnership with *Integrative Health Services, LLC*. It is an evening dedicated to an integrative and holistic approach to healing the mind, body, and soul, while shining a spotlight on area merchants and businesses. The event will also feature a *Fashion's Night Out* Fashion Show and more. **FREE ADMISSION**

Saturday May 1st Emerging Designers Runway Show & HIM Wellness EXPO at 6PM

2027 Emerging Designers Showcase at *The Alys Robinson Stephens Performing Arts Center* a performing arts facility located on the campus of the University of Alabama at Birmingham. We'll REIMAGINE and transform the Grand Lobbies of the Alys Stephens Performing Arts Center into a New York City style runway fashion show featuring today's hottest emerging designers from Birmingham and throughout the South with plenty of vendors that cater to male wellness, mental health and other resources. **TICKETS REQUIRED.**

Sunday May 2nd 11am-3pm Dapper Day Party & Brunch

Dapper Day Party & Brunch presented by the *100 Black Men Chapter* of metro Birmingham and *The Men of Trim & Vines Luxury Menswear*. Location TBA. **FREE ADMISSION.**

In 2026, over 1,200 boys and young men ages 13-61 participated in BMFW activities, receiving health and wellness resources and referrals while connecting to new opportunities. We featured 10 small businesses and 8 designer brands while honoring five deserving men with HIM Honors: Mayor Randall Woodfin, Chief Michael Pickett, Sheriff Mark Pettway, Designer James White, and former NFL player Darrell Williams. These events—held at venues like The Summit, Negro Southern League Museum, Michael's Restaurant, and WorkPlay—welcomed visitors from Seattle, Atlanta, Charlotte, and D.C., as well as Montgomery, Tuscaloosa, and Huntsville. None of this was possible without the support of great sponsors and community partners like Alabama Department of Public Health + MiBella Wellness Center and yourself.

SPONSORSHIP LEVELS

\$10K POWER PRESENTING NATIONAL SPONSOR

National Sponsor benefits include premium exposure, allowing businesses to amplify visibility, build credibility, and generate leads on a widespread scale. Curate your own experience over a four-day period. Six months of promotion via our website and social media platforms. Prominent logo placement on local and regional broadcasts, event collateral, official websites, and participant merchandise. Target engagement opportunities to host national promotions, interactive activations, or distribute samples to highly engaged audience. Premium hospitality with access to VIP tickets, luxury suites, and exclusive networking opportunities with industry leaders and other corporate partners. **Category Exclusive.**

\$5K TITLE SPONSOR

CREATE YOUR OWN unique package as a Title Sponsor. Tell us what you want and we'll deliver it from us 120-day social media campaigns, Headliner on all flyers and other impressions, step & repeat backdrops, customer engagement, activation stations, stage time, signage, interviews and MORE all four days.

\$2500 PRESENTING SPONSOR

This package includes your company's logo on all printed materials, vendor spaces at the main BMFW event on Saturday evening, May 1st, and premium seating for four. It also features prominent signage placement, media mentions, and targeted social media marketing to over 25,000 people weekly for 120 days via our official website, social media and media partners Urbanham.com and What's Happening Birmingham. Vendor space for activations. Complimentary group tickets.

\$1K COMMUNITY PARTNER GOLD

We'll curate a tailored made marketing campaign and experience together for your brand, business or political campaign for Saturday May 1, 2027

\$500 COMMUNITY PARTNER SILVER

We'll curate a tailored made marketing campaign and experience together for Saturday May 1, 2027

\$250 FRIENDS OF FASHION WEEK

Signage and Mention in our Program on Saturday May 1, 2027 Perfect for Campaigns and Small Business

\$100 DONATION

BENEFITS OF PARTICIPATION

Beyond the Runway. Your sponsorship dollars hard at work for Birmingham, AL. BMFW Event Sponsorship provides mutual value by giving companies targeted exposure, enhanced credibility, and direct engagement opportunities throughout the year. Key benefits for sponsors include:

- Targeted Visibility: Brands gain direct access to their ideal demographic in a captive environment.
- Enhanced Credibility: Aligning with reputable events and community causes builds emotional connections, trust, and brand loyalty.
- Direct Engagement: Sponsors can showcase products, distribute collateral, and facilitate hands-on experiential marketing.
- Lead Generation: Events offer a platform to capture qualified leads, gather consumer feedback, and drive immediate sales.
- Networking & Partnerships: Sponsoring provides a venue to connect with other professionals, non-competing businesses, and industry influencers.
- Allows BMFW to mentor young creatives at no cost to them while introducing their ideas to thousands.
- Your sponsorship makes mostly all of the BMFW events **FREE for the public to attend.**
- Creates an Economic Impact to the Birmingham metro with BMFW patrons staying at local hotels, eating at local restaurants and shopping with local retailers over a four-day period.
- Provides deserving young people with a creative and positive structured outlet for expression.
- Shines a spotlight on many small businesses and organizations in various industries.
- Provides advocacy and resources for Mental Health, STDI Testing & Awareness and other Health Resources available throughout the Birmingham Metro and Central Alabama.
- Volunteer our services at City of Birmingham Department of Youth Services Prom Dress Drive.
- Volunteer our services for the Jefferson County Alumnae Chapter of Delta Sigma Theta Sorority 25 Alive Youth Empowerment Fashion Show.
- Co-Sponsor of the McAlphine Skillz Youth Football Camp 2026.
- Gate City Giveback Clothing Drive 2026 at Marks Village at Campus of Hope.



BEYOND THE RUNWAY

SUBMISSION

Please submit sponsorship funds in several convenient ways. You can make your submission via Check, Cashapp, PayPal or via our 501(C)3 Partnership with the *Penny Foundation* for tax deductible payment submissions. If special accommodations need to be made. Please contact perryvarner30@gmail.com

Designer Perry Varner

Subject: Sponsorship Funds

e: perryvarner30@gmail.com

p: 205-369-4032

www.himfashionweek.com

Derrick Anderson

Trim & Vine Luxury Menswear Lounge

e: trimandvinesclothing@gmail.com

p: 205-475-6348

The Penny Foundation

Lyord Watson

e: lyord@pennyfoundation.org

p: 205-305-7031

Subject: Men's Fashion Week Fund

Perry Varner

\$PerryV1906



**B'HIM
MEN'S
FASHION
WEEK
2027**

April 29-May 2



Season Two

www.himfashionweek.com

REIMAGINE 2027

Birmingham, Alabama