

# BIRMINGHAM

MEN'S FASHION WEEK 2026



## SPONSORSHIP DECK

# ABOUT BMFW

**A**labama native and Birmingham-based Designer Perry Varner, a Celebrity Stylist, Author, and Founder of *Style Experience*—one of the largest southern fashion showcases for over two decades also spent five years as a Fashion Specialist in NYC teaching Fashion & Design at the world-famous *Harlem Children Zone* under the leadership of *Geoffrey Canada* before returning to Birmingham. He has since been featured in over 40 regional media publications and interviews, including *the Montgomery Advertiser*, *WSFA*, *WAKA*, *CBS 42*, *the Clanton Advertiser*, *RSVP Magazine*, *Upgraded Magazine*, *IPush Magazine*, *Urbanham.com*, *What's Happening Birmingham*, *Grown & Greek*, *the Birmingham News*, *BMetro Magazine*, and most recently, *AL.com* and the *Birmingham Times* features on Birmingham Black Dandy Style.

His team's latest contribution to the Magic City is **BirmingHIM Men's Fashion Week**. BMFW is a week's long community engagement designed to promote Birmingham's local menswear retailers, creative community and the entrepreneurial spirit of emerging brands. It further engages wellness by focusing on men's health issues, such as prostate & testicular cancer, mental health and suicide prevention resources, testing and encourages men to take preventative self-care through awareness. BMFW's unique positioning also allows us to showcase some of Birmingham's most chic venues and inspiring citizens. This creates the perfect opportunity for small businesses, aspiring elected officials and other resource providers to elevate their brands during our 120-day BMFW integrated marketing campaign leading up to the big event. BMFW is also a community mentoring resource for young men and boys connecting them to the unlimited potential of options available to them throughout the Birmingham Metro. Lastly, we'll use BMFW to celebrate local achievement in our **2026 HIM Honors** honoring HEROS, ICONS and MOGULS where we'll entertain guest from around Alabama and the country.

## BMFW at a GLANCE

**Wednesday April 29**

**BMFW Kickoff Media Mixer + Sip & Shop Soiree** presented by The Summit 5PM-9PM

**Thursday April 30**

BMFW **COOL MEN COLLAB** event is a multigenerational Roundtable Discussion about "Manhood in the Magic City and Fireside Chat with local Elected Officials and other high profile individuals. 6PM

**Friday May 1**

Fashion Fridays **Fashion's Night Out Reception + Sponsors + City Officials + Designers + Models** and our VIP Ticketholders presented by *District 5 Councilor Darrell O'Quinn* and Avondale Loft & Gallery 5PM

**Saturday May 2**

The **2026 BirmingHIM Fashion Show** featuring 8 Local Designers, the Podcast Popup, Girls' Night Out, Vendor Marketplace and the 2026 HIM Honors at Workplay at 6PM presented by our Title Sponsor and Presenting Sponsors. Afterglow TBA.

**Sunday May3**

**DAPPER: A Derby Style Day Party** at Michael's Restaurant 11AM-3PM. *Derby Attire required.* Presented by Michael's Restaurant + Presenting Sponsors and Richard Dickson luxury apparel.

# YOUR SUPPORT MATTERS

Your community partnership with BMFW will ensure the success and aims of our week to mentor, honor and celebrate the best of Birmingham. It will also allow us to make all **General Admission tickets FREE** to anyone who would like to attend any fashion week events. Here's several ways you can be present during BirmingHIM Men's Fashion Week shows.

## **\$5K Title Sponsor**

CREATE YOUR OWN unique package as a Title Sponsor. Tell us what you want and we'll deliver it from our 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.

## **\$1K Presenting Sponsors**

Gets your impression on all printed materials + vendor spaces at our main. BMFW event on Saturday evening May 2nd + premium seating for four at all BMFW + signage placement + media mentions + social media marketing to over 25K people weekly for 120 days via our social media platforms, media partnerships with *Urbanham.com*, *First Impressions Marketing Group*, LLC and *What's Happening Birmingham* + [www.himfashionweek.com](http://www.himfashionweek.com) + flyer impressions, direct activation and customer engagement + 25 General Admission tickets to donate to your guests + plus other strategies to honor your participation.

## **\$100 Vendor Registration Fee**

Allows your small business, brand, podcast, organization or political campaign to be a vendor at our largest event on Saturday May 2nd at the **BirmingHIM Men's Fashion Week** show at Workplay 5pm-10pm. We'll provide a six-foot table and two chairs. Plus 10 General Admission Tickets to donate.

## **\$50 VIP Tickets**

Limited Amount of All Access VIP Passes gets you ONE VIP Access at all events + Early Entry + Premium Seating + Gifting Suites and MORE all week from April 29-May3.

## **\$25 Donations**

BMFW Supporters and lovers of FASHION from around the country to help assure the success of the event. These donations help elevate the event and makes access FREE to anyone who wants mentoring or who wants to attend.

# CONTACT US

For more information or to participate in BMFW. Please contact the following at:

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