

**BABES**  
*in Toyland*

NALU BAY  
SWIMWEAR

6TH ANNUAL

**MIAMI**  
WHITE PARTY

**FHM**  
MAGAZINE

*Strawberry  
Moon*

SATURDAY MAY 16TH 9PM - 2AM

STRAWBERRY MOON  
AT THE GOODTIME HOTEL

*JE*  
Events

**SFE**  
STEVE FOWLER  
*Events*



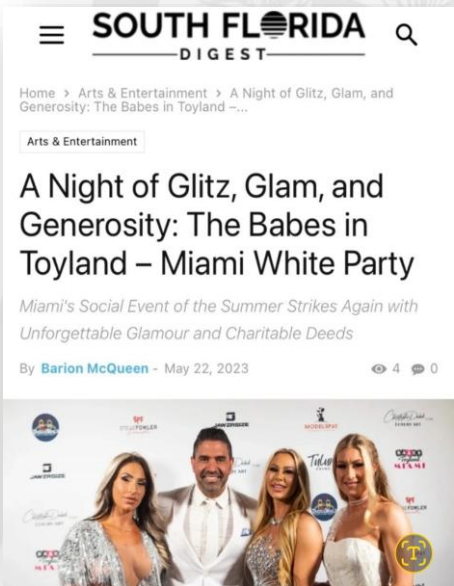
# THE EVENT

Babes in Toyland is your Instagram feed come to life at a charity event with over 150 models and top influencers hosting the event to use social media for a positive cause. This high engagement event attracts a high-profile clientele in Miami. The Miami White Party has a projected reach of over 100+ million organic impressions online and hundreds of user-generated social media posts and stories.

On May 16th 2026, Babes in Toyland partners with Nalu Bay Swimwear and men's lifestyle magazine FHM to host our sixth annual White Party in Miami at Strawberry Moon at the Goodtime Hotel benefiting Hounds & Heroes - a 501(c)3 national nonprofit organization.

Since 2008, the 'Babes in Toyland' has been a social engagement powerhouse and one of the hottest tickets in Hollywood. Babes in Toyland expanded to Miami for their White Party in 2021.

The Babes in Toyland event series, over the past eighteen years, has etched a distinctive place for itself in the social calendar. It's not just a party; it's a celebration of community spirit, of making a difference, of transforming the act of partying into an opportunity for philanthropy. This platform has seen over 2000 models and influencers supporting various causes, thereby promoting a culture of giving back, all while in the throes of a fabulous party. The patrons of the event make up the top consumer percentile and will be a captive audience to your brand presentation.



**6<sup>th</sup> Annual Babes in Toyland – Miami White Party**

Where: Strawberry Moon

When: Saturday May 16, 2026 9pm-2am

Expected attendance: 600-800

# BABES in Toyland MIAMI

# FHM MAGAZINE



FHM (FHM.com) stands as a premier men's lifestyle media brand and publication, blending the latest in fashion, lifestyle, sports, and entertainment. With a legacy of trusted storytelling and exclusive insights into men's interests, FHM is synonymous with sophistication and influence in the modern lifestyle landscape.

FHM's readership consists of high-income, style-conscious men aged 25–44, who actively engage in discovering the latest in fashion, fitness, and entertainment. With a robust digital reach and a dedicated social media following, FHM USA's platform offers brands an opportunity to connect with a highly engaged audience that values quality, innovation, and lifestyle.

## Readership and Distribution

FHM USA reaches a vast national audience through both print and digital platforms, creating a multi-channel experience that captures attention across demographics.

Monthly Digital Magazine Circulation: **250,000 copies**

Digital Readership: **4.2 million** unique monthly visitors on the website

Social Media Reach: **4 million followers** across Instagram, Facebook, and Twitter

Email Subscribers: **320,000** highly engaged newsletter readers

## Engagement Metrics:

Average Time Spent on Page: 5+ minutes per article

Monthly Impressions: Over **15 million** across platforms

## Demographics:

Age: Primarily 25–44

Gender: 85% male, 15% female

Income: 70% earning above \$125,000 annually

There is sponsorship opportunity to have your brand featured in FHM Magazine and on the FHM social media (330,000 on Instagram).



# ENTERTAINMENT

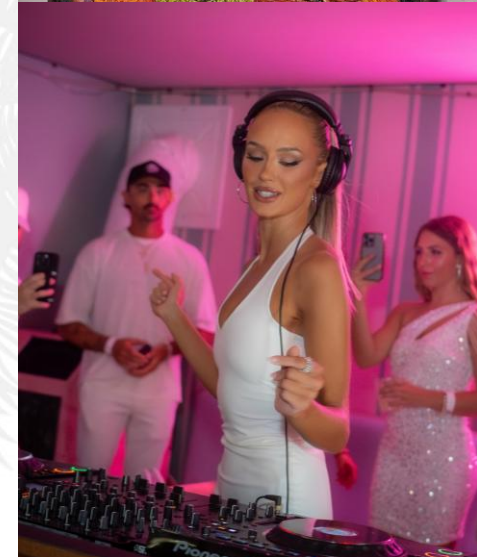
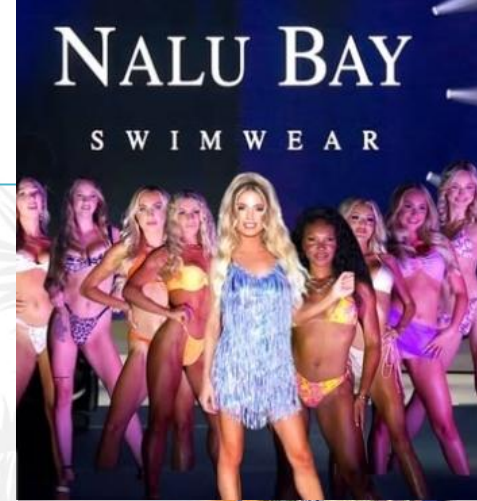
The 6<sup>th</sup> Annual 'Babes in Toyland – Miami White Party' will feature a fashion showcase by Nalu Bay Swimwear, an art installation by Tran\$parent Artist, DJs Louis Dee and Brooke Brazelton along with a variety of entertainment including a live mermaid, dancers and drummers.



Founded in 2017 by Jennifer Berta, Nalu Bay Swimwear has quickly made waves in the swimwear industry. Jennifer's vision goes beyond creating stylish bikinis; she is passionate about helping women achieve their dreams and fostering a supportive community. Under her guidance, Nalu Bay has become a beacon of empowerment, leaving its mark on all. Jennifer has made it her priority to ensure that every piece of swimwear is designed with inclusivity in mind. The brand's rapid growth is a testament to Jennifer's dedication and the community she has cultivated.. deeming an army of over 30k influencers, referred to as "Nalu Babes".

Ultra Fine Money Artist TRAN\$SPARENT is an American based artist located in Miami. He specializes in museum quality, ultra-fine money art. Specifically American denominations from the \$1 to the \$10,000 bill and with special granted requests the Million Dollar Bill. He also specializes in various rare and well-known International currencies. Creating game changing revolutionary art has been his life's passion and he illustrates it beautifully in his TRANSPARENT artwork depicting the front, back and middle security features of his bills.

Brooke Brazelton, based in Miami, Known for her vibrant and groovy beats, she create memorable dance floor experiences. With her energetic presence, she brings parties to life wherever she goes. Her dynamic sets blend a mix of house, disco, and electronic music, tailored to each audience and event. Brooke has a unique ability to read the crowd and deliver an unforgettable performance every time.



# OUR CHARITY

**Hounds and Heroes**, a 501(c)3 national nonprofit organization founded by Bonnie-Jill Laflin, sports broadcaster, and the only female scout in the NBA for the Los Angeles Lakers, is a national nonprofit dedicated to lifting the spirits and morale of our active, wounded, and veteran military troops worldwide, and to increase community awareness, education and involvement about the cruelty to animals and necessary care for animals through rescue, foster, and adoption.





# HOSTS AND SOCIAL MEDIA

BABES IN TOYLAND  
VIDEOS HAVE OVER

**100M**

COMBINED VIEWS  
ON YOUTUBE



DJ BROOKE BRAZELTON

Over 2000 Influencers, models, actresses and reality stars have hosted Babes in Toyland over the past sixteen years. This year, we will have over **150 beautiful hosts** with a social media reach in excess of **100 million followers**. Videos of 'Babes in Toyland' have over **100,000,000 combined views** on YouTube.

The impressions from all these accounts sharing the same message is nearly **500,000,000**.

## Past 'Babes in Toyland' hosts include:

- Lindsey Pelas
  - Arianny Celeste
  - Abigail Ratchford
  - Jenna Jenovich
  - Chantel Zales
  - Khloe Terae
  - Katelyn Runck,
  - Kindly Myers
  - Carissa Rosario
  - Melissa Riso
  - Suelyn Medieros
  - Caitlin O'Connor
  - Brande Roderick
  - Nikki Leigh
  - Amanda Paris
  - Ava Capra
  - Dessie Mitcheson
  - Kayla Fitz
- and hundreds of others.



@LindseyPelas  
8,500,000



@Kindly  
2,800,000



@Khloe  
4,400,000



@Katelyn\_Runck  
2,400,000

## THE VENUE

Inside to poolside, Strawberry Moon is a tropical chic, Instagram-ready swim club, restaurant and bar, tucked above the busy streets of South Beach at the goodtime hotel. Named for the last full lunar evening of Spring — on which the moon glints with a roseate hue — Strawberry Moon ultimately captures a unique Miami cross section of the happy, the hedonistic and the healthy.

Strawberry Moon is a highly sociable – and spacious – food-and-beverage concept, dappled in Deco pinks, lagoon blues and palm greens. From the enclosed restaurant area, to the covered dining terrace, to the expansive outdoor deck, the space flows seamlessly from indoor parlor to outdoor pool-scape. Ultimately, Strawberry Moon promises a tropical trinity of the experiential: exceptional food, exceptional drink, and an exceptional visit.

THE POOL AT  
*Strawberry Moon*





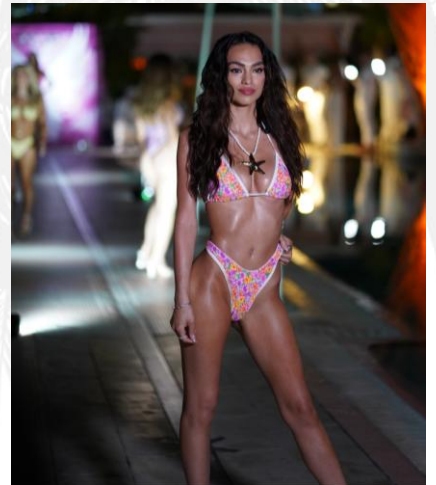
# NALU BAY

## S W I M W E A R

Founded in 2017 by Jennifer Berta, a Hollywood socialite and philanthropist, Nalu Bay Swimwear has quickly made waves in the swimwear industry. Jennifer's vision goes beyond creating stylish bikinis; she is passionate about helping women achieve their dreams and fostering a supportive community. Under her guidance, Nalu Bay has become an iconic beacon of empowerment, leaving its mark on all. Jennifer has made it her priority to ensure that every piece of swimwear is designed with inclusivity in mind. "We want every woman to feel like a superstar," she says. The brand's rapid growth is a testament to Jennifer's dedication and the community she has cultivated.. deeming an army of over 30k influencers, referred to as "Nalu Babes".

Nalu Bay Swimwear is a world-renowned California-inspired brand that radiates and redefines the playful spirit of the West Coast. Drawing inspiration from the laid-back Cali lifestyle and the vibrant colors of coastal living: each bikini embodies a vivid essence, creating a vibrant and unforgettable California sensation so you can experience the ultimate "Endless Summer" feeling that everyone has been longing for.

The brand's rapid growth is a testament to Jennifer's dedication and the community she has cultivated.. deeming an army of over 30,000 influencers, referred to as "Nalu Babes".





# SPONSORSHIP

## TITLE SPONSOR \$25,000

- Exclusive Naming Rights to 6<sup>th</sup> Annual Babes in Toyland – Miami White Party
- Headline placement on all advertising and social media.
- Name/logo displayed on Red Carpet Media Wall
- Advertising across FHM digital and print platforms.
- Promotion through celebrity host's social media.
- Exclusivity within designated product category.
- Twenty (20) tickets to event.
- VIP Cabana with two bottles of sponsored liquor.
- Opportunity for on-premise activation

## PRESENTING SPONSOR \$7,500

- Event listed as 'Presented by' on all advertising and social media.
- Name/logo on Red Carpet Media Wall.
- Promotion through celebrity host's social media.
- Exclusivity within designated product category.
- Eight (8) tickets to event.
- VIP Table with one bottle of sponsored liquor.
- Opportunity for on-premise activation

## ON-SITE ACTIVATION \$1500

- On-premise activation
- Display your product or company at the event
- Four tickets to the event