



scholarship
SPONSORSHIP
PROGRAM

PBA *Education*



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Continuing education is the key to staying educated on new trends and techniques in the hair field. PBA is impacting the professional hair stylist life by providing a way to grow and learn more. I am grateful to have received a scholarship. It was very helpful.

MARYLYNN WORMLEY

PBA Member & Scholarship Recipient

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The Professional Beauty Association (PBA) takes pride in its members and places a strong focus on advancing the industry through its programs and initiatives. While PBA strongly values all of its core programs - Membership, Government Advocacy, Education, Events, Charities and Competitions - education is at the forefront as it is the foundation for all industry careers. PBA strives to ensure all beauty professionals have access to affordable education and offering and administering scholarships is one of the main ways we work towards this goal.

If you or your company is looking to not only market your brand, but show your support and commitment to the industry as well, partnering with PBA gives you the opportunity to do both. Through branded, educational scholarship programs, PBA provides companies and individuals the opportunity to offer scholarships to cosmetology students and/or licensed professionals through the PBA Foundation.

Whether you are looking to honor someone - a loved one, past employee, industry icon, etc. - or just support the educational advancement within the beauty industry, partnering with PBA Foundation to administer your scholarship comes with added benefits. Sponsoring an educational scholarship for licensed professionals and/or cosmetology students through PBA Foundation directly supports the advancement of the professional beauty industry. In addition to supporting the mission of the Professional Beauty Association and its members, sponsoring a scholarship can strengthen the image and raise awareness of your brand (or an honoree) within the industry.

TAKE ADVANTAGE OF THIS UNIQUE MARKETING OPPORTUNITY, AS EACH CONTRIBUTION MADE BY THE SCHOLARSHIP SPONSOR IS TAX DEDUCTIBLE.



**Professional
Beauty
Association**

Connected by Passion. *United by Beauty.*®

PROFESSIONAL BEAUTY ASSOCIATION (PBA)

PBA advances the professional beauty industry by providing our members with education, charitable outreach, government advocacy, events and more. PBA is the largest organization of salon professionals with members representing salons and spas, distributors, manufacturers and beauty professionals/NCA. Learn more at probeauty.org.

PBA FOUNDATION

All PBA Charities are managed and funded through the PBA Foundation, a tax-exempt 501(c)(3) organization that supports charitable initiatives and the historical preservation of the beauty industry. Along with domestic abuse awareness and education and disaster relief, the Foundation funds educational scholarships, and heritage initiatives, which preserve the industry's history, archives and artifacts. The PBA Foundation is controlled and operated by the Professional Beauty Association (PBA).



Foundation

responsibilities
OF THE
PBA FOUNDATION

- Create a customized, branded scholarship with eligibility criteria and an application based upon your needs and wants
- Post scholarship information online at probeauty.org/scholarships, including a link to your website and brief description of your company or brand
- Advertise the scholarship opportunity via social media, eblasts and other PBA communication vehicles
- Fully administer the scholarship:
 - Create online scholarship application and submission process
 - Collect completed applications
 - Review applications
 - Select scholarship recipient(s)
 - Communicate with scholarship recipients and applicants not selected
 - Disbursement of scholarship funds
- Provide an opportunity for sponsor to present a scholarship check to the PBA Foundation at a PBA industry event

responsibilities
OF THE
SCHOLARSHIP SPONSOR

- Decide the amount and number of scholarships offered (minimum \$250 - maximum unlimited)
- Work with PBA staff on scholarship criteria (PBA can assist with suggestions)
- Promote the scholarship opportunity through your marketing channels
- Fund the scholarship(s), inclusive of a small administrative fee* for the PBA Foundation

*The administrative fee varies depending upon the number and dollar amount of the scholarships offered.

FOR MORE *information* CONTACT:

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