

PBA | DISASTER RELIEF FUND

SPONSORSHIP PROGRAM

The PBA Disaster Relief Fund was **founded in 1955** and has been activated numerous times since to assist professionals in the beauty community rebuild their lives following a natural disaster. The Fund is supported by generous donations from industry professionals and businesses. **We have raised and distributed more than \$2 million** to support industry professionals during natural disasters. Sponsorship funds help those in need to pay for essential items - clothing, food, bills, supplies and tool replacement - those affected desperately need to get back on their feet.





SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP \$25,000

- Your company logo displayed as a Platinum sponsor on the Disaster Relief PBA website
- Your company logo on printed materials, signage and digital assets at PBA Industry Events
- Logo included as Platinum sponsor on all DRF communications (number will vary based on year and funding need)
- Tagged in all social posts as a Platinum sponsor
- 1 feature on the PBA website "What's New" homepage
- Assets provided to communicate with extended network as requested
- Specialized partnership plan, as requested (to be determined by PBA and sponsor)

GOLD SPONSORSHIP \$10,000

- Your company logo displayed as a Gold sponsor on the Disaster Relief PBA website
- Your company logo on printed materials, signage and digital assets at PBA Industry Events
- Logo included as Gold sponsor on all DRF communications (number will vary based on year and funding need)
- Tagged in some social posts as a Gold sponsor

SILVER SPONSORSHIP \$5,000

- Your company logo displayed as a Silver sponsor on the PBA Disaster Relief website
- Your company logo on printed materials, signage and digital assets at PBA Industry Events
- Logo included as Gold sponsor on all DRF communications (number will vary based on year and funding need)

"THANK YOU SO MUCH!!!! Your generosity helped a family to get back on our feet after such a massive disaster."

- KATRYNA HARRIS

"PBA Disaster Relief Fund has helped me get back to work to provide for my three kids."

- VICTORIA NYSTROM