PBA BEACON

AN ELITE PROGRAM FOR STUDENTS

SPONSORSHIP OPPORTUNITIES 2024

PROBEAUTY.ORG/SPONSOR | JODY@PROBEAUTY.ORG





PBA'S BEACON IS AN ELITE PROGRAM FOR STUDENTS

that provides top beauty school students an opportunity to be mentored by leading industry influencers, and create connections with owners from the most prestigious salons across the US.

Designed to inspire and prepare students for a successful career, the Beacon program accepts a limited number of applicants each year.

IF YOU ARE LOOKING TO CONNECT YOUR BRAND WITH THE INDUSTRY'S FUTURE LEADERS, CONTACT US ABOUT A BEACON STUDENT PROGRAM SPONSORSHIP!

PROBEAUTY.ORG/SPONSOR

JODY@PROBEAUTY.ORG

PBA BEACON
AN ELITE PROGRAM FOR STUDENTS





BEACON PRESENTATION SPONSOR

Interact directly with the next generation of professionals!
This unique sponsorship provides direct access to the future of the industry.

SPONSORSHIP INCLUDES:

- ONE 60-MINUTE SPEAKING PRESENTATION ON THE BEACON STAGE
- LOGO ON THE BEACON STEP & REPEAT
- 30-SECOND VIDEO/AD PLAYED DURING EVENT
- TWO DEDICATED BRAND EMAILS TO THE BEACON CLASS OF 2024
- ONE BANNER AD ON BEACON WEBSITE
- PRODUCT INCLUDED IN BEACON SWAG BAG
- COMPANY'S PERSONALIZED POWERPOINT SLIDE PLAYED IN SPONSOR ROTATION DURING BEACON PROGRAM BREAKS
- ABILITY TO ENGAGE WITH BEACON STUDENTS DURING BREAKS IN THE LOUNGE/LOBBY

$15,000

2 AVAILABLE | **COMMITMENT DUE BY 12/29/23**

PBA BEACON
AN ELITE PROGRAM FOR STUDENTS





KICK OFF SPONSOR

SPONSORSHIP INCLUDES:

- LOGO ON THE STEP AND REPEAT
- ONE BANNER AD ON BEACON WEBSITE
- PRODUCT IN SWAG BAG
- TWO DEDICATED EMAILS TO BEACON CLASS OF 2024
- 30 MIN SPEAKING OPPORTUNITY TO KICK OFF BEACON EVENT

$10,000

1 AVAILABLE | COMMITMENT DUE BY 04/08/24

T-SHIRT SPONSOR

Who doesn't love their favorite t-shirt?! Be a part of this EXCLUSIVE opportunity for 2024 to sponsor a t-shirt for Beacon students to commemorate their experience and remember your brand as they begin their new careers!

SPONSORSHIP INCLUDES:

- SOLO SPONSOR ON BACK OF T-SHIRTS
- LOGO ON THE BEACON STEP & REPEAT
- 15-SECOND VIDEO/AD PLAYED DURING EVENT
- LOGO ON BEACON WEBSITE
- OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS
- COMPANY'S PERSONALIZED POWERPOINT SLIDE

$7,500

1 AVAILABLE | COMMITMENT DUE BY 04/08/24

PBA BEACON
AN ELITE PROGRAM FOR STUDENTS





CLASS ANNOUNCEMENT SPONSOR

Be a part of the excitement as we announce the Beacon Class of 2024! Get your brand out in front of the top beauty school students, schools, instructors, and administrators through our PBA Beacon Announcement Sponsorship!

SPONSORSHIP INCLUDES:

- YOUR LOGO ON THE PBA BEACON WEBPAGE WITH A LINK TO YOUR WEBSITE
- LOGO ON ALL THE BEACON CLASS OF 2024 ANNOUNCEMENT EMAILS GOING TO SALONS, SPAS, SCHOOLS & STUDENTS NATIONWIDE
- LOGO ON THE BEACON STEP & REPEAT
- ONE DEDICATED BRAND EMAIL TO THE BEACON CLASS OF 2024
- LOGO ON ALL SOCIAL MEDIA POSTS ANNOUNCING THE BEACON CLASS OF 2024
- LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2024 PRESS RELEASE
- BRAND PART OF LIVE STREAM ANNOUNCEMENT
- THANK YOU SPONSOR LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS

$6,000

1 AVAILABLE | **COMMITMENT DUE BY 12/29/23**

PBA BEACON
AN ELITE PROGRAM FOR STUDENTS





ACTIVATION SPONSOR

Be a part of the Beacon student onsite experience and create an Instagrammable moment with a photo booth, pop up display or other activation!

SPONSORSHIP INCLUDES:

- ONE INTERACTIVE SPACE IN THE BEACON PROGRAM SPACE
- LOGO ON THE BEACON STEP & REPEAT
- THANK YOU SPONSOR LOGO ON BEACON WEBSITE
- THANK YOU SPONSOR LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS

$3,500

1 AVAILABLE | **COMMITMENT DUE BY 04/08/24**

BREAK SPONSOR

Sponsor a sweet treat for Beacon students!

SPONSORSHIP INCLUDES:

- LOGO ON THE BEACON STEP & REPEAT
- LOGO ON BEACON WEBSITE
- LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS
- 22x28 SPONSOR THANK YOU SIGN

$5,000

2 AVAILABLE | **COMMITMENT DUE BY 04/08/24**

PBA BEACON
AN ELITE PROGRAM FOR STUDENTS





WORKBOOK SPONSOR

SPONSORSHIP INCLUDES:

- LOGO ON STEP AND REPEAT
- LOGO ON BEACON WEBSITE
- EXCLUSIVE SPONSOR OF BEACON WORKBOOKS
- LOGO ON WORKBOOK
- OPPORTUNITY TO PROVIDE CONTENT/AD IN WORKBOOK

$5,000

1 AVAILABLE | COMMITMENT DUE BY 04/08/24

SPONSOR THE CLASS OF 2024 WITH PBA MEMBERSHIP

SOLD OUT

We'll gift each member of the Class of 2024 with a one year PBA membership to continue their career success!

SPONSORSHIP INCLUDES:

- LOGO ON THE BEACON STEP & REPEAT
- THANK YOU SPONSOR LOGO ON BEACON WEBSITE
- THANK YOU SPONSOR LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS

$3,000

1 AVAILABLE | COMMITMENT DUE BY 04/08/24

PBA Professional Beauty Association

NONPROFIT · ADVOCACY · COMMUNITY

SPECIAL THANKS TO OUR

VISIONARY MEMBERS

Learn how our comprehensive Visionary Membership can help elevate your brand.

CONTACT

INFO@PROBEAUTY.ORG

VISIONARY ELITE

all about curls · ALTERNA · AUTHENTIC BEAUTY CONCEPT · Babe Hair Extensions · BETTER NATURED · BIOLAGE Professional · BIOTERA · DevaCurl · donna bella hair · hairtalk extensions · HALOCOUTURE · HOTHEADS · JOICO the joi of healthy hair · KENRA Professional · KÉRASTASE Paris · L'ORÉAL Professionnel Paris · L'ORÉAL USA Professional Products · matrix · MIZANI · #mydentity evolve together · PRAVANA · PUREOLOGY Professional Color Care · PULPRIOT · REDKEN 5th Avenue NYC · SalonCentric · SALONORY · schedulicity · Schwarzkopf Professional · sexyhair · STMNT Statement Grooming Goods · shu uemura art of hair · ZOTOS Professional

VISIONARY PLUS

Actsyl Pro · ANDIS · ARMSTRONG McCALL Professional Beauty Supply · AVEDA · BIOIONIC · BOSLEY MD · Cosmo Prof · DENMAN Est. 1938 · dyson · Great Clips It's Gonna Be Great · JCPenney Salon · KEVIN.MURPHY · MADISONREED · Milady · MINERVA · MOROCCANOIL · PAUL MITCHELL · Ouidad The Curl Experts · TRUSS Professional · ULTA Beauty · WELLA COMPANY · Wet brush-pro

VISIONARY

ASHTAE · colortrak · CONAIR · davines beauty + sustainability · INNERSENSE Organic Beauty · L'ANZA Healing Hair Color & Care · greencircle SALONS · K18 Biomimetic Hairscience · LICENSIFY · Living proof. · Meevo Powered by Millennium · POMP · SAM VILLA · TONDEO · WAHL Professional

PBA BEACON

AN ELITE PROGRAM FOR STUDENTS

PROBEAUTY.ORG/SPONSOR | JODY@PROBEAUTY.ORG