

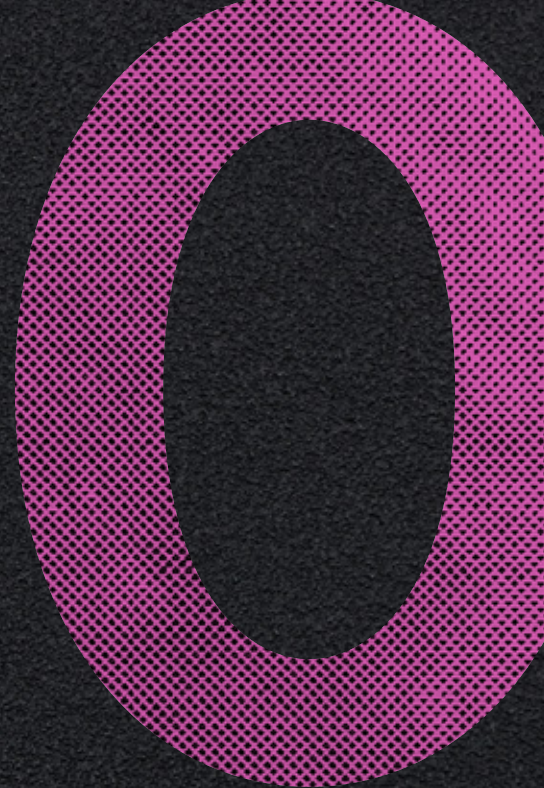


Professional  
Beauty  
Association

NONPROFIT · ADVOCACY · COMMUNITY

# SPONSORSHIP OPPORTUNITIES

[PROBEAUTY.ORG](http://PROBEAUTY.ORG)



# ELEVATE YOUR BRAND IN 2025

Join forces with the Professional Beauty Association, the premier non-profit trade association driving excellence in the professional beauty industry. As a sponsor, your brand will gain unmatched visibility with our community of over 500,000 beauty professionals and be celebrated as a leader committed to shaping the industry's future. Support PBA's mission to give back, host iconic premium events, and foster a thriving community of like-minded innovators.

**Don't miss your chance to make an impact—secure your sponsorship for 2025 today!**





## STUDENTS

The future talent of the industry, eager to engage with brands that inspire and support their career journey.



## C-SUITE EXECUTIVES

Decision-makers from top companies, setting trends and driving innovation across the beauty space.



## TOP ARTISTS

Influential creatives recognized for elevating artistry and innovation in the industry.



## SALON OWNERS & EXECUTIVES

Leaders building businesses and shaping customer experiences in salons and spas nationwide.



## LICENSED PROFESSIONALS

A passionate and diverse community of beauty experts who connect daily with millions of consumers.

# TAILORED SPONSORSHIP OPPORTUNITIES FOR MAXIMUM IMPACT

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Align your brand with PBA's trusted, high-impact events that engage every corner of the professional beauty industry. Our unique opportunities connect you with targeted audiences who shape and lead the industry.



The North American Hairstyling Awards, known as NAHA, celebrates the works of talented hair artists in North America. The coveted NAHA award is a prestigious honor in the beauty industry. The Professional Beauty Association proudly recognizes these top artists.

# JUNE 1, 2025

ORLANDO | ALONGSIDE PREMIERE ORLANDO



## TARGET AUDIENCE

Licensed professionals; stylists who are either independent, work in a salon or educate



## ESTIMATED SIZE OF EVENT

Over **1,700** attendees



## ESTIMATED DIGITAL AUDIENCE

**500,000+** across channels

# PBA BEACON

AN ELITE PROGRAM FOR STUDENTS

PBA's Beacon is an elite program to provide top beauty industry students with the opportunity to gain career insights from beauty leaders and one-on-one networking with some of the top beauty influencers and beauty brands across the US.

## MAY 31, - JUNE 2, 2025

ORLANDO | ALONGSIDE PREMIERE ORLANDO



*"We love working with PBA/Beacon because it connects us with future industry leaders. Personally, I enjoy meeting students already thinking about their long-term journey—they inspire me and give me so much hope for our industry's future."*

### Shawn Stearns

Education Lead - School Division  
L'Oréal Professional Products Division



### TARGET AUDIENCE

Students or newly graduated licensed professionals



### ESTIMATED SIZE OF EVENT

Exclusive, at approx. **200** attendees



### ESTIMATED DIGITAL AUDIENCE

**500,000+** across channels  
**2,000+** schools/administrators

# PBA EXECUTIVE SUMMIT

The PBA Executive Summit is where manufacturers, distributors, salon & spa owners and industry leaders come together to connect and collaborate; utilizing consumer and salon insights, forecasting and visionary thought to unite, inspire, create change, and spark innovation.

## NOVEMBER 17-18, 2025

PHOENIX, AZ | ARIZONA BILTMORE



*"2024 was Dyson's first year attending and sponsoring the PBA Executive Summit. We found it to be an incredibly valuable experience allowing us to forge relationships and gain industry exposure. Leaving the event, we felt energized, educated and empowered by the information shared."*

### Shallynn Johnston

Dyson  
Marketing Manager, Pro Beauty



## TARGET AUDIENCE

C-Suite executives and beauty industry decision makers



## ESTIMATED SIZE OF EVENT

Approx. **350**



## ESTIMATED DIGITAL AUDIENCE

**~40,000**  
LinkedIn Followers

# Special thanks to our Visionary Members

## VISIONARY ELITE



## VISIONARY SELECT



## VISIONARY PLUS



## VISIONARY



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

**CONTACT** [JODY@PROBEAUTY.ORG](mailto:JODY@PROBEAUTY.ORG)



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## INTERESTED IN SPONSORING?

Get in touch with us, and we're happy to discuss in more detail and determine the right opportunity for you!

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**BUSINESS MEMBERS CONTACT:** MARISSA ROSS | [MARISSA@PROBEAUTY.ORG](mailto:MARISSA@PROBEAUTY.ORG)



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