

PBA BEACON

AN ELITE PROGRAM FOR STUDENTS

2026

SPONSORSHIP OPPORTUNITIES

MAY 30 - JUNE 1, 2026 • ORLANDO, FL

HELD ALONGSIDE PREMIERE ORLANDO

JODY@PROBEAUTY.ORG

PROBEAUTY.ORG/BEACON



TABLE OF CONTENTS

ABOUT BEACON	<u>PAGE 3</u>
BEACON 2026	<u>PAGE 4</u>
TITLE SPONSOR	<u>PAGE 6</u>
BEACON PRESENTATION SPONSOR	<u>PAGE 7</u>
BEACON GRADUATION SPONSOR	<u>PAGE 8</u>
T-SHIRT SPONSOR	<u>PAGE 10</u>
CLASS ANNOUNCEMENT SPONSOR	<u>PAGE 11</u>
WHAT TO EXPECT WEBINAR SPONSOR	<u>PAGE 12</u>
INTERACTIVE WORKBOOK SPONSOR	<u>PAGE 14</u>
CLASS OF 2026 PBA MEMBERSHIP SPONSOR	<u>PAGE 15</u>
LANYARD SPONSOR	<u>PAGE 16</u>
BEACON BINGO SPONSOR	<u>PAGE 18</u>
SWAG BAG SPONSOR	<u>PAGE 19</u>
PRODUCT SPONSOR	<u>PAGE 19</u>
BEACON 2025 SOCIAL STATS	<u>PAGE 20</u>



PBA'S BEACON IS AN **ELITE PROGRAM** FOR STUDENTS...

that provides top beauty school students a once in a lifetime opportunity to be mentored by leading industry influencers and decision makers and create invaluable connections to the most prestigious brands and companies shaping the future of professional beauty. 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!

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PBA BEACON PROFESSIONAL+

Professional+ is where the next generation begins—and Beacon is where it comes to life. Because being a professional is just the start. What shapes the future is the *plus*. Their voice. Their purpose. Their community. Their undeniable edge. That's what Beacon ignites. And that's what your brand helps unlock. Beacon isn't just a student program. It's a career catalyst. A confidence builder. A front-row seat to the future of beauty—powered by connection, mentorship, and belief.

In 2026, Beacon honors the rise of the Professional+:

Voice: The courage to speak up, show up, and stand for something bigger.

Purpose: The causes that move them—and the vision that drives their work.

Community: The people who push them forward and walk beside them.

Individuality: Raw potential, real ambition, and a path that's entirely their own.

When your brand supports Beacon, you're not just sponsoring an event. You're investing in legacy. You're shaping careers. You're showing up for the future—and being remembered for it.



“



I continue to be inspired by the passion and potential of these future industry professionals. I deeply appreciate the work PBA is doing to recognize, support, and invest in the next generation of beauty leaders.

Jaimee Harris Smith

Senior Manager, Pro Team, Beauty & Salon, JCPenney

JCPenney

”

TITLE SPONSOR

Sponsorship Includes:

- + ONE 60-MINUTE SPEAKING PRESENTATION ON THE BEACON STAGE
- + ONE SPOT ON THE BEYOND THE CHAIR CAREER PANEL DISCUSSION
- + TWO COMPANY REPS TO PARTICIPATE IN THE BEYOND THE CHAIR BREAKOUT SESSION WITH STUDENTS
- + LOGO ON THE BEACON STEP & REPEAT
- + 30-SECOND VIDEO/AD PLAYED DURING EVENT
- + TWO DEDICATED BRAND EMAILS TO THE BEACON CLASS OF 2026
[EMAIL SPECS FOUND HERE](#)
- + ONE BANNER AD ON BEACON LANDING PAGE ON PBA WEBSITE
- + PRODUCT INCLUDED IN BEACON SWAG BAG
- + CUSTOMIZED TOUCHPOINTS AND PARTNERSHIP OPPORTUNITIES TO REACH AND ENGAGE WITH THE STUDENTS THROUGHOUT THE YEAR POST-BEACON
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$45,000

1 AVAILABLE

COMMITMENT DUE BY 12.3.25



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 ON-STAGE SPEAKING PRESENTATION UP TO 45 MINUTES
- + ONE SPEAKER TO BE INCLUDED ON THE BEYOND THE CHAIR CAREER PANEL
- + ONE COMPANY REP TO PARTICIPATE IN THE BEYOND THE CHAIR BREAKOUT SESSION WITH STUDENTS
- + LOGO ON THE BEACON STEP & REPEAT
- + ONE DEDICATED BRAND EMAIL TO THE BEACON CLASS OF 2026
[EMAIL SPECS FOUND HERE](#)
- + ONE BANNER AD ON BEACON LANDING PAGE ON PBA WEBSITE
- + PRODUCT INCLUDED IN BEACON SWAG BAG
- + COMPANY'S PERSONALIZED POWERPOINT SLIDE PLAYED IN SPONSOR ROTATION DURING BEACON PROGRAM BREAKS
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$18,000

3 AVAILABLE

COMMITMENT DUE BY 12.3.25



BEACON GRADUATION SPONSOR

As the graduation sponsor, your brand will take center stage during one of the most meaningful milestones in the Beacon students' career journey. This sponsorship offers high recognition and a powerful moment of connection with our graduating class.

Sponsorship Includes:

- + LOGO PLACEMENT ON EACH STUDENT'S GRADUATION CERTIFICATE
- + STAGE PRESENTATION OPPORTUNITY - DELIVER A BRIEF MESSAGE OR RECOGNITION ON STAGE DURING THE GRADUATION (UP TO 15 MINUTES)
- + LOGO INCLUDED ON BEACON STEP & REPEAT
- + LOGO INCLUDED ON BEACON LANDING PAGE ON PBA WEBSITE AND EMAILS TO STUDENTS
- + LOGO INCLUDED IN BEACON WORKBOOK
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$10,000

1 AVAILABLE

COMMITMENT DUE BY 12.3.25



“



Beacon was a game-changer. As a new esthetician, I came in seeking direction and left inspired, focused, and confident. It clarified my vision for the kind of pro I want to be and fueled my drive to build something of my own.

FeChristina Campbell

Beacon 2025 Graduate

”

T-SHIRT SPONSOR

Who doesn't love their favorite t-shirt?! Be a part of this EXCLUSIVE opportunity for 2026 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 BEACON T-SHIRT
- + LOGO ON THE BEACON STEP & REPEAT
- + LOGO ON BEACON LANDING PAGE ON PBA WEBSITE
- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAG
- + COMPANY'S PERSONALIZED POWERPOINT SLIDE
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$10,000

1 AVAILABLE

COMMITMENT DUE BY 12.3.25



CLASS ANNOUNCEMENT SPONSOR

Be a part of the excitement as we announce the Beacon Class of 2026! 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 BEACON LANDING PAGE ON THE PBA WEBSITE WITH A LINK TO YOUR WEBSITE
- + LOGO ON ALL THE BEACON CLASS OF 2026 ANNOUNCEMENT EMAILS GOING TO SALONS, SPAS, SCHOOLS & STUDENTS NATIONWIDE
- + LOGO ON THE BEACON STEP & REPEAT
- + ONE DEDICATED BRAND EMAIL TO THE BEACON CLASS OF 2026
[EMAIL SPECS FOUND HERE](#)
- + LOGO ON ALL SOCIAL MEDIA POSTS ANNOUNCING THE BEACON CLASS OF 2026
- + BRAND REPRESENTATIVE INCLUDED IN THE LIVE STREAM ANNOUNCEMENT
- + THANK YOU SPONSOR LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAG
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$12,000

1 AVAILABLE

COMMITMENT DUE BY 12.3.25



WHAT TO EXPECT WEBINAR SPONSOR

As the What to Expect webinar sponsor, your brand plays a key role in welcoming the students into the Beacon program for 2026 and setting them up for success. This pre-program virtual session is designed to inform, inspire and prepare students before they arrive on site - making your sponsorship one of the first and most impactful touchpoints they'll experience.

Sponsorship Includes:

- + SPEAKING OPPORTUNITY DURING THE WEBINAR
- + BRAND VISIBILITY THROUGHOUT THE WEBINAR, INCLUDING OPPORTUNITIES TO ASK POLL QUESTIONS AND SEND AN EXCLUSIVE OFFER/QR CODE
- + BRAND HIGHLIGHTED IN FOLLOW UP COMMUNICATIONS
- + LOGO INCLUDED ON BEACON LANDING PAGE ON THE PBA WEBSITE AND EMAILS TO STUDENTS
- + LOGO INCLUDED IN BEACON WORKBOOK
- + LOGO INCLUDED ON BEACON STEP & REPEAT
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$6,500

1 AVAILABLE

COMMITMENT DUE BY 12.3.25



“



Being with the top students from across the country was electric—their talent and drive gave me chills. We explored everything NAHA, and seeing them so engaged was pure magic. These Beacon students didn't get here by chance—they earned it and proved they truly belong.

Ruth Roche

Top educator and NAHA award-winning celebrity stylist

”

INTERACTIVE WORKBOOK SPONSOR

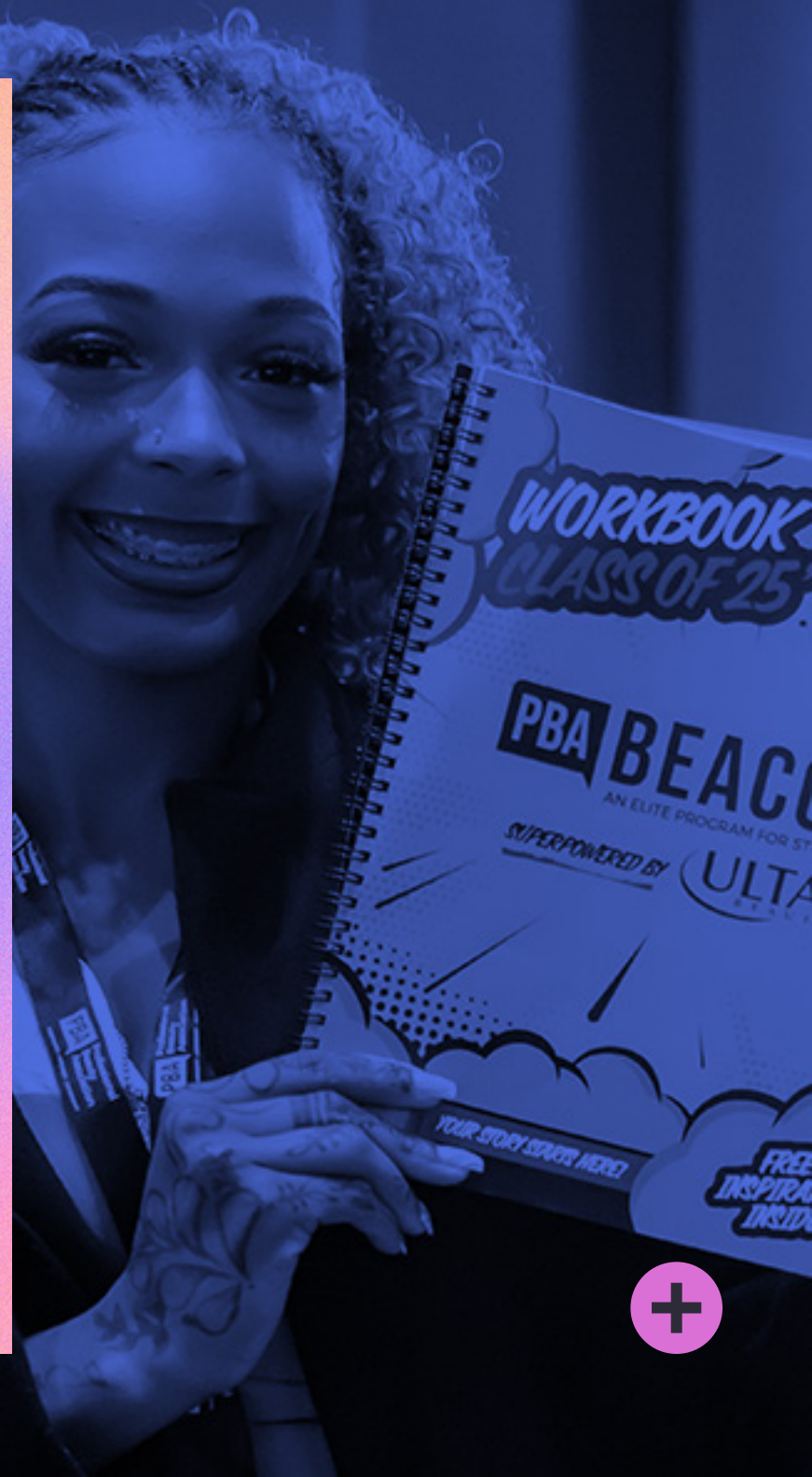
Sponsorship Includes:

- + LOGO ON BEACON STEP & REPEAT
- + LOGO ON BEACON LANDING PAGE ON PBA WEBSITE
- + EXCLUSIVE SPONSOR OF BEACON WORKBOOK
- + LOGO ON BEACON WORKBOOK
- + OPPORTUNITY TO PROVIDE PRINT-READY CONTENT/AD IN WORKBOOK,
UP TO FOUR PAGES OR TWO FULL-PAGE SPREADS
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$8,000

1 AVAILABLE

COMMITMENT DUE BY 12.3.25



CLASS OF 2026 PBA MEMBERSHIP SPONSOR

We'll gift each member of the Class of 2026 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 LANDING PAGE ON PBA WEBSITE
- + THANK YOU SPONSOR LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAG
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$4,400

1 AVAILABLE

COMMITMENT DUE BY 12.3.25



LANYARD SPONSOR

As the lanyard sponsor, your brand will be worn proudly by every participant throughout the duration of the program. These custom lanyards aren't just functional, they're a walking billboard and keepsake for an unforgettable experience.

Sponsorship Includes:

- + BRANDED LANYARDS FOR ALL PARTICIPANTS
- + LOGO INCLUDED ON BEACON LANDING PAGE ON PBA WEBSITE
- + LOGO INCLUDED IN BEACON WORKBOOK
- + LOGO INCLUDED ON BEACON STEP & REPEAT
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$3,000

1 AVAILABLE

COMMITMENT DUE BY 12.3.25



“



Before Beacon, my plan was simple: graduate, get a job, and work as a stylist. But Beacon shifted my mindset completely. It helped me see myself as a brand and opened my eyes to new paths—like editorial styling—and showed me there’s so much more to this industry than I ever imagined.

Giovanna Gomez

Beacon 2025 Graduate

”

BEACON BINGO SPONSOR

As the Bingo Sponsor, your brand fuels one of the most interactive and fun activities of the program. Designed to encourage exploration and engagement, the Bingo Challenge motivates students to visit partner exhibit spaces, ask questions and build valuable connections – with your brand leading the charge.

Sponsorship Includes:

- + LOGO FEATURED AS THE CENTER BINGO SQUARE
- + BRAND MENTIONED DURING ON STAGE KICK-OFF REMARKS
- + OPPORTUNITY TO PROVIDE A PRIZE
- + LOGO INCLUDED ON BEACON LANDING PAGE ON PBA WEBSITE
- + LOGO INCLUDED IN BEACON WORKBOOK
- + LOGO INCLUDED ON BEACON STEP & REPEAT
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$3,500

1 AVAILABLE | COMMITMENT DUE BY 5.1.26



SWAG BAG SPONSOR

Sponsorship Includes:

- + LOGO ON THE BEACON SWAG BAG
- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAG - 200 COUNT
- + LOGO ON THE BEACON STEP & REPEAT
- + THANK YOU SPONSOR LOGO ON BEACON LANDING PAGE ON PBA WEBSITE
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$3,000

1 AVAILABLE | COMMITMENT DUE BY 5.1.26

PRODUCT SPONSOR

Sponsorship Includes:

- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAG - 250 COUNT

\$500

COMMITMENT DUE BY 5.1.26





Across Instagram, between
JUNE 1–8, 2025, the movement
surged and the numbers reflected
the energy.

**A STAGE THAT
REACHED FURTHER**

ACCOUNTS REACHED:

79k

59% MORE THAN 2024

IMPRESSIONS/VIEWS:

223k

A 24.7% LIFT

PROFILE VISITS:

6.7k

UP 16%

**A COMMUNITY THAT
SPOKE LOUDER**

ACCOUNTS ENGAGEMENT:

4.5k

A STUNNING 187% INCREASE

CONTENT INTERACTIONS:

8.3k

UP 52%

ENGAGEMENTS:

13k

71% MORE THAN LAST YEAR

**A MOVEMENT THAT
DREW MORE IN**

NEW FOLLOWERS:

733

**21.5% GROWTH IN
OUR COMMUNITY**

Behind every post, every
moment, was something
bigger: students stepping
into their power.

At Beacon 2025, they weren't
just watching the industry evolve—
they were part of it. And this year,
the momentum was undeniable.

BEACON STATS:

**400+
APP'S**

**179 ACCEPTED STUDENTS
35 INSTRUCTORS**

SPONSORS SAW THE RIPPLE EFFECT

And for our sponsors, it was a powerful moment of alignment with the future of beauty.

When students stepped into their spotlight, so did the brands who believed in them.

This reach was your reach. This movement was your moment, too.

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



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