

PBA BEACON

AN ELITE PROGRAM FOR STUDENTS

2026

SPONSORSHIP OPPORTUNITIES

MAY 29 - 31, 2026 • ORLANDO, FL

HELD ALONGSIDE PREMIERE ORLANDO

JODY@PROBEAUTY.ORG

PROBEAUTY.ORG/BEACON



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ABOUT BEACON

Beacon isn't just a program—it's a turning point. For top beauty school students, it's the moment when possibility becomes purpose, when passion finds direction, and when a career truly begins.

FOR MORE THAN 25 YEARS, Beacon has given future professionals a once-in-a-lifetime opportunity to learn directly from the visionaries shaping beauty today. **OVER 5,000 STUDENTS HAVE WALKED THROUGH BEACON'S DOORS** and left transformed—with clarity, confidence, and connections that last a lifetime.

EACH YEAR, ONLY 47% OF APPLICANTS ARE ACCEPTED, with more than **400 STUDENTS NATIONWIDE** now earning their place in the program. **PARTICIPATION HAS GROWN BY MORE THAN 70% YEAR OVER YEAR**, yet the experience remains as personal, inspiring, and transformative as ever.

Beacon is where ambition meets opportunity—and where tomorrow's leaders discover who they are meant to be. **BACKED BY THE PROFESSIONAL BEAUTY ASSOCIATION**, Beacon represents more than student success: it's a strategic investment in the strength, innovation, and future of the professional beauty industry itself.



If you are looking to connect your brand with the industry's future leaders, contact us about a Beacon Student Program sponsorship!

JODY@PROBEAUTY.ORG

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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
- + YOUR 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](#)
- + YOUR LOGO WITH LINK TO YOUR WEBSITE INCLUDED IN THE SPONSORSHIP SECTION OF THE BEACON LANDING PAGE
- + PRODUCT INCLUDED IN THE 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 DEADLINE: 12.3.25

SOLD OUT!



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 45-MINUTE SPEAKING PRESENTATION ON STAGE
- + ONE SPOT ON THE BEYOND THE CHAIR CAREER PANEL DISCUSSION
- + ONE COMPANY REP TO PARTICIPATE IN THE BEYOND THE CHAIR BREAKOUT SESSION WITH STUDENTS
- + YOUR LOGO ON THE BEACON STEP & REPEAT
- + ONE DEDICATED BRAND EMAIL TO THE BEACON CLASS OF 2026
[EMAIL SPECS FOUND HERE](#)
- + YOUR LOGO WITH LINK TO YOUR WEBSITE INCLUDED IN THE SPONSORSHIP SECTION OF THE BEACON LANDING PAGE
- + PRODUCT INCLUDED IN THE BEACON SWAG BAG
- + COMPANY'S 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 DEADLINE: 12.3.25

ONLY 2 LEFT!



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:

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

\$10,000

1 AVAILABLE

COMMITMENT DEADLINE: 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
- + YOUR LOGO ON THE BEACON STEP & REPEAT
- + YOUR LOGO WITH LINK TO YOUR WEBSITE INCLUDED IN SPONSORSHIP SECTION OF THE BEACON LANDING PAGE
- + PRODUCT INCLUDED IN THE BEACON SWAG BAG
- + COMPANY'S SLIDE PLAYED IN SPONSOR ROTATION DURING BEACON PROGRAM BREAKS
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$10,000

1 AVAILABLE

COMMITMENT DEADLINE: 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 WITH LINK TO YOUR WEBSITE INCLUDED IN SPONSORSHIP SECTION OF THE BEACON LANDING PAGE
- + YOUR LOGO ON ALL THE BEACON CLASS OF 2026 ANNOUNCEMENT EMAILS GOING TO SALONS, SPAS, SCHOOLS & STUDENTS NATIONWIDE
- + YOUR LOGO ON THE BEACON STEP & REPEAT
- + ONE DEDICATED BRAND EMAIL TO THE BEACON CLASS OF 2026
[EMAIL SPECS FOUND HERE](#)
- + YOUR LOGO ON ALL SOCIAL MEDIA POSTS ANNOUNCING THE BEACON CLASS OF 2026
- + BRAND REPRESENTATIVE INCLUDED IN LIVESTREAM ANNOUNCEMENT
- + THANK YOU SPONSOR LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- + PRODUCT INCLUDED IN THE BEACON SWAG BAG
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$12,000

1 AVAILABLE

COMMITMENT DEADLINE: 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
- + YOUR LOGO WITH LINK TO YOUR WEBSITE INCLUDED IN SPONSORSHIP SECTION OF THE BEACON LANDING PAGE AND EMAILS TO STUDENTS
- + YOUR LOGO IN THE BEACON WORKBOOK
- + YOUR LOGO ON THE BEACON STEP & REPEAT
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$6,500

1 AVAILABLE

COMMITMENT DEADLINE: 12.3.25



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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:

- + YOUR LOGO ON THE BEACON STEP & REPEAT
- + YOUR LOGO WITH LINK TO YOUR WEBSITE INCLUDED IN SPONSORSHIP SECTION OF THE BEACON LANDING PAGE
- + EXCLUSIVE SPONSOR OF THE BEACON WORKBOOK
- + YOUR LOGO ON THE BEACON WORKBOOK COVER
- + OPPORTUNITY TO PROVIDE PRINT-READY CONTENT/AD IN THE BEACON 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 DEADLINE: 12.3.25

SOLD OUT!



CLASS OF 2026 PBA MEMBERSHIP SPONSOR

Impact the career success of the Beacon Class of 2026 with a one-year PBA Student Membership.

Sponsorship Includes:

- + YOUR LOGO ON THE BEACON STEP & REPEAT
- + YOUR LOGO WITH LINK TO YOUR WEBSITE INCLUDED IN SPONSORSHIP SECTION OF THE BEACON LANDING PAGE
- + THANK YOU SPONSOR LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- + PRODUCT INCLUDED IN THE BEACON SWAG BAG
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$4,400

1 AVAILABLE

COMMITMENT DEADLINE: 12.3.25



LANYARD SPONSOR

As the Lanyard Sponsor, your brand will be worn proudly by every student 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
- + YOUR LOGO WITH LINK TO YOUR WEBSITE IN SPONSORSHIP SECTION OF THE BEACON LANDING PAGE
- + YOUR LOGO IN THE BEACON WORKBOOK
- + YOUR LOGO ON THE BEACON STEP & REPEAT
- + LISTED AS SPONSOR IN OFFICIAL PBA BEACON CLASS OF 2026 PRESS RELEASE

\$3,000

1 AVAILABLE

COMMITMENT DEADLINE: 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:

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

\$3,500

1 AVAILABLE

COMMITMENT DEADLINE: 5.1.26



SWAG BAG SPONSOR

Sponsorship Includes:

- + YOUR LOGO ON THE BEACON SWAG BAG
- + PRODUCT INCLUDED IN THE BEACON SWAG BAG
- + YOUR LOGO ON THE BEACON STEP & REPEAT
- + YOUR LOGO WITH LINK TO YOUR WEBSITE IN SPONSORSHIP SECTION OF THE BEACON LANDING PAGE
- + 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:

- + PRODUCT INCLUDED IN THE BEACON SWAG BAG

\$500

COMMITMENT DUE BY 5.1.26





**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+
APPS**

**179 ACCEPTED STUDENTS
35 INSTRUCTORS**

A LEGACY OF IMPACT, A FUTURE OF INFLUENCE

When Beacon students stepped into their spotlight, so did the brands that stood beside them. **Sponsors didn't just support a program, they aligned with the future of professional beauty.** The connections, the visibility, the transformation—it all became a shared moment of impact.

Their reach was amplified, their influence expanded, and their investment echoed across the next generation of leaders.

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

PBA BEACON
AN ELITE PROGRAM FOR STUDENTS

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