



PRESENTED BY **JCPenney**

2027 SPONSORSHIP OPPORTUNITIES

JUNE 6, 2027

ORLANDO, FL | ALONGSIDE PREMIERE ORLANDO

[PROBEAUTY.ORG/NAHA](https://probeauty.org/NAHA)

When professional beauty is seen *In a Different Light*,
the brands that champion it are part of that story.

THIS IS WHERE **TALENT BECOMES LEGEND™**

HAIR BY 2026 PBA NAHA HAIRCOLOR WINNER BROOKE LEMASTERS

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For additional sponsorship information, contact:

JODY@PROBEAUTY.ORG



WHY SPONSOR PBA NAHA?

Stand alongside the pinnacle
of professional beauty.

For generations, beauty professionals have changed how people see themselves. Now, PBA NAHA® is changing how the world sees professional beauty.

In 2027, *In a Different Light* challenges us to broaden that perspective and recognize the extraordinary artistry, expertise and impact behind this profession.

For nearly four decades, PBA NAHA has celebrated the artists whose creativity, technical mastery and vision represent the highest level of professional beauty. With the support of our partners, we can give extraordinary talent the platform it deserves and continue building the recognition this profession has earned.

ONE NIGHT. AN INDUSTRY-WIDE MOMENT.

With **three consecutive sold-out events**, PBA NAHA continues to bring the industry together for professional beauty's biggest night. But its impact extends far beyond the room.

In 2026, PBA NAHA generated **more than 307,000 impressions and views**, reaching **more than 71,000 accounts**. From the first announcement to the final award, each moment brings extraordinary artistry into view and puts sponsoring brands at the center of the celebration.

2026 Instagram performance reflects May 29–June 5, 2026.



EVERY PBA NAHA SPONSOR RECEIVES

Your brand is part of the
PBA NAHA experience.

Every PBA NAHA® sponsorship includes foundational recognition across the event experience, with additional benefits and activations unique to each opportunity.

PBA NAHA DIGITAL PRESENCE

Brand recognition on the PBA NAHA website with a link to your company website.

EVENT RECOGNITION

Brand recognition as an official PBA NAHA sponsor during the 2027 event.

PBA NAHA TRIBUTE JOURNAL RECOGNITION

Sponsor acknowledgment in the official PBA NAHA Tribute Journal.

**Additional digital, social, email, press, product, advertising, experiential, and on-stage benefits vary by sponsorship opportunity.*

SOLD OUT!

PRESENTING SPONSOR OF PBA NAHA

PBA NAHA 2027, PRESENTED BY [BRAND]

The Presenting Sponsor receives exclusive naming rights and a dedicated PBA NAHA® + Presenting Sponsor lockup, placing your brand alongside PBA NAHA throughout the 2027 experience.

INCLUDES:

- Event naming rights
- Presenting Sponsor lockup
- Brand recognition on PBA NAHA website and email communications
- Social and promotional materials
- Event signage and stage visuals
- Red Carpet step and repeat
- Logo on every PBA NAHA award trophy

YOUR PRESENCE IN ITS BIGGEST MOMENTS

Be recognized as PBA NAHA celebrates the artists who have reached the pinnacle of their craft, with brand presence built into the moments the industry is watching.

INCLUDES:

- Opening and closing recognition
- PBA NAHA press and social recognition
- 30-second brand commercial
- Custom content or on-site activation
- 10 VIP tickets

YOUR BRAND BEYOND THE STAGE

Extend the partnership beyond the ceremony through dedicated content, direct audience reach and tangible brand experiences.

INCLUDES:

- Dedicated email to PBA NAHA attendees and the full PBA database
- Two-page PBA NAHA Tribute Journal spread
- Product placement in 2,200 attendee gift bags and 160 premium full-size products in Finalist gift bags (two different products)

**Additional Presenting Sponsor integrations may be developed in collaboration with PBA.*

REQUEST MORE INFO

\$300,000

1 EXCLUSIVE OPPORTUNITY

COMMITMENT DEADLINE | 12.31.26



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AWARDS & ARTISTIC RECOGNITION

STAND BEHIND THE ARTISTRY THAT REACHES THE HIGHEST LEVEL

At the heart of PBA NAHA® is recognition: of extraordinary artistry, technical mastery and the people whose work represents the very best of professional beauty.

These partnerships place your brand alongside the artists, educators and salons being honored at the pinnacle of the profession.

MASTER SPONSOR

ONLY 12 LEFT!

PRESENT ONE OF PBA NAHA'S HIGHEST HONORS

Each PBA NAHA® Master Sponsor is aligned with one award category, connecting your brand directly with the artistry, technical mastery and achievement recognized on the PBA NAHA stage.

YOUR BRAND BEHIND THE AWARD

Take the stage to present your sponsored category and be part of the moment a PBA NAHA Winner earns one of professional beauty's highest honors.

INCLUDES:

- Category presentation on the PBA NAHA stage
- Branded category slide
- Sponsor recognition during the PBA NAHA Awards Ceremony
- Brand presence associated with your sponsored category

YOUR PRESENCE THROUGHOUT PBA NAHA

Extend that association across the PBA NAHA experience, connecting your brand with the artists and industry gathered to celebrate professional beauty's highest level of artistry.

INCLUDES:

- Red Carpet step and repeat
- One-page PBA NAHA Tribute Journal ad
- PBA NAHA Tribute Journal sponsor recognition
- Product placement in 2,200 attendee gift bags and 160 premium full-size products in Finalist gift bags (two different products)
- 6 VIP tickets

REQUEST MORE INFO

\$30,000

16 AVAILABLE

COMMITMENT DEADLINE | 02.02.27

DISCOUNTS AVAILABLE FOR PBA VISIONARY MEMBERS



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INDUSTRY REACH & RECOGNITION

REACH THE INDUSTRY WHEN IT'S WATCHING

PBA NAHA® extends far beyond one night. From the reveal of the year's Finalists to the live awards experience and the celebration of its Winners, PBA NAHA creates moments that capture the attention of professional beauty.

Put your brand inside the moments the industry is watching, sharing and celebrating.

- **STREAMING SPONSOR**
- **FINALIST ANNOUNCEMENT SPONSOR**
- **WINNER ANNOUNCEMENT SPONSOR**

STREAMING SPONSOR

TAKE PBA NAHA BEYOND THE ROOM

Not everyone experiences PBA NAHA® from a seat in the theater. As the exclusive Streaming Sponsor, your brand helps bring professional beauty's biggest night to the industry wherever they're watching.

YOUR BRAND ON THE BROADCAST

Own a prominent presence within the PBA NAHA livestream, connecting your brand with the artists, awards and moments audiences are tuning in to see.

INCLUDES:

- Exclusive livestream naming rights
- Brand commercial during the livestream
- Logo recognition on the PBA NAHA livestream page
- Verbal recognition during the broadcast
- Sponsor recognition in the closing thank-you slide

EXTEND THE MOMENT

Stay connected to the PBA NAHA audience after the final award is presented through continued recognition tied to the broadcast and event recap.

INCLUDES:

- Sponsor recognition in the post-event email recap
- Full-page PBA NAHA Tribute Journal ad
- QR code linking viewers directly to your brand
- 2 VIP tickets

[REQUEST MORE INFO](#)

\$35,000

1 AVAILABLE

COMMITMENT DEADLINE | 02.02.27

DISCOUNTS AVAILABLE FOR PBA VISIONARY MEMBERS

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FINALIST ANNOUNCEMENT SPONSOR

BE THERE WHEN EVERYTHING CHANGES

For a PBA NAHA® artist, becoming a Finalist can change the trajectory of a career. As the exclusive Finalist Announcement Sponsor, your brand is part of the moment the year's Finalists discover they have reached professional beauty's highest level of artistic recognition on **February 7, 2027**, at Premiere Anaheim.

YOUR BRAND AT THE REVEAL

Be part of the live Finalist Announcement and the moment artists across every category hear their names called for the first time.

INCLUDES:

- Brand representative joins PBA NAHA hosts for the live Finalist Announcement at Premiere Anaheim
- Sponsor recognition throughout the announcement
- Logo featured in the Finalist Announcement video

CARRY THE MOMENT ACROSS THE INDUSTRY

Extend your presence as the Finalist news reaches the professional beauty community across PBA channels.

INCLUDES:

- Sponsor logo on PBA NAHA Finalist Announcement social posts
- Recognition in Finalist Announcement and Finalist congratulations emails
- Sponsor recognition in the Finalist Announcement press release
- PBA NAHA Tribute Journal recognition
- 2 VIP tickets

[REQUEST MORE INFO](#)

\$20,000

1 AVAILABLE

COMMITMENT DEADLINE | 12.31.26

DISCOUNTS AVAILABLE FOR PBA VISIONARY MEMBERS

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WINNER ANNOUNCEMENT SPONSOR

CARRY THE WINNING MOMENT BEYOND THE STAGE

The trophy may be presented in one night, but becoming a PBA NAHA® Winner is a distinction that lasts far beyond it. As the exclusive Winner Announcement Sponsor, your brand helps carry that recognition to the industry as PBA celebrates its newest Winners.

CELEBRATE THE WINNERS WITH THE INDUSTRY

Align your brand with the official announcement and continued celebration of the artists who have earned PBA NAHA's highest recognition.

INCLUDES:

- Sponsor recognition in PBA NAHA Winner Announcement emails
- Sponsor recognition across Winner Announcement social content
- Recognition in the official PBA NAHA Winners press release

CONNECT WITH THE ARTISTS BEHIND THE AWARDS

Extend your presence beyond the announcement with direct touchpoints to the newly named PBA NAHA Winners and the broader event experience.

INCLUDES:

- Dedicated brand email to PBA NAHA Winners
- Full-page PBA NAHA Tribute Journal ad
- Product placement in 2,200 attendee gift bags and 160 premium full-size products in Finalist gift bags (two different products)
- 2 VIP tickets

[REQUEST MORE INFO](#)

\$8,000

1 AVAILABLE

COMMITMENT DEADLINE | 02.02.27

DISCOUNTS AVAILABLE FOR PBA VISIONARY MEMBERS



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RED CARPET & CELEBRATION

BE PART OF BEAUTY'S BIGGEST NIGHT

PBA NAHA® is more than the moment a trophy is presented. It's the anticipation of the Red Carpet, the celebration of a career-defining win and the shared experience of an industry gathered around its highest level of artistry.

Put your brand inside the moments that make PBA NAHA a night unlike any other in professional beauty.

- RED CARPET RECEPTION SPONSOR
- WINNERS' LOUNGE SPONSOR



RED CARPET RECEPTION SPONSOR

WELCOME THE INDUSTRY TO BEAUTY'S BIGGEST NIGHT

Before the first award is presented, PBA NAHA® begins on the Red Carpet. As the exclusive Red Carpet Reception Sponsor, your brand welcomes artists, industry leaders and guests as they arrive to celebrate professional beauty's highest level of artistry.

MAKE THE FIRST IMPRESSION

Put your brand at the center of the arrival experience as guests walk the Red Carpet, connect with the industry and celebrate before the ceremony begins.

INCLUDES:

- Branded reception bars
- Custom signature drink
- Branded cocktail napkins
- Sponsor welcome signage
- Logo on the PBA NAHA Red Carpet step and repeat

STAY PART OF THE CELEBRATION

Extend your presence beyond the reception with additional brand touchpoints throughout the PBA NAHA experience.

INCLUDES:

- Product placement in 2,200 attendee gift bags and 160 premium full-size products in Finalist gift bags (two different products)
- Full-page PBA NAHA Tribute Journal ad
- PBA NAHA Tribute Journal sponsor recognition
- 2 VIP tickets

[REQUEST MORE INFO](#)

\$25,000

1 AVAILABLE

COMMITMENT DEADLINE | 02.02.27

DISCOUNTS AVAILABLE FOR PBA VISIONARY MEMBERS

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WINNERS' LOUNGE SPONSOR

SOLD OUT!

BE THERE FOR THE FIRST MOMENTS AFTER THE WIN

Just moments after leaving the PBA NAHA® stage, newly named Winners enter the Winners' Lounge to celebrate, raise a glass and capture the first images of their career-defining achievement. As the exclusive Winners' Lounge Sponsor, your brand becomes part of that first celebration.

OWN THE WINNERS' EXPERIENCE

Create a memorable brand presence inside an exclusive space dedicated to the artists who have just reached the pinnacle of professional beauty.

INCLUDES:

- Prominent Winners' Lounge signage
- Branded cocktail napkins
- Brand presence throughout the Winners' Lounge experience

CELEBRATE BEYOND THE LOUNGE

Carry your brand's presence beyond the Winners' Lounge through continued recognition across PBA NAHA.

INCLUDES:

- Full-page PBA NAHA Tribute Journal ad
- PBA NAHA Tribute Journal sponsor recognition
- 2 VIP tickets

[REQUEST MORE INFO](#)

\$10,000

1 AVAILABLE

COMMITMENT DEADLINE | 02.02.27

DISCOUNTS AVAILABLE FOR PBA VISIONARY MEMBERS

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BRAND & PRODUCT EXPERIENCE

PUT YOUR BRAND INTO THE PBA NAHA EXPERIENCE

PBA NAHA® brings together artists, professionals and industry leaders for a celebration of professional beauty at its highest level. These opportunities create tangible ways for your brand to become part of what they see, receive and take home from the experience.

From branded attendee and Finalist bags to product placement and the official PBA NAHA Tribute Journal, your brand stays connected to PBA NAHA beyond the stage.

- **ATTENDEE BAG BRANDING SPONSOR**
- **FINALIST BAG BRANDING SPONSOR**
- **FINALIST & ATTENDEE GIFT BAG PRODUCT SPONSOR**
- **TRIBUTE JOURNAL ADVERTISING**

ATTENDEE BAG BRANDING SPONSOR

SOLD OUT!

PUT YOUR BRAND IN THE HANDS OF EVERY ATTENDEE

Every PBA NAHA® attendee receives a gift bag created as part of their experience. As the exclusive Attendee Bag Branding Sponsor, your brand is featured directly on the bag they receive and take home from professional beauty's biggest night.

MAKE YOUR BRAND PART OF WHAT THEY TAKE WITH THEM

Extend your presence beyond the ceremony with a branded touchpoint designed to remain with attendees after the night is over.

INCLUDES:

- Exclusive logo placement on PBA NAHA attendee gift bags
- Product placement in 2,200 attendee gift bags and 160 premium full-size products in Finalist gift bags (two different products)
- Full-page PBA NAHA Tribute Journal ad
- PBA NAHA Tribute Journal sponsor recognition
- 2 VIP tickets

[REQUEST MORE INFO](#)

\$15,000

1 AVAILABLE

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DISCOUNTS AVAILABLE FOR PBA VISIONARY MEMBERS

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FINALIST BAG BRANDING SPONSOR

SOLD OUT!

PUT YOUR BRAND IN THE HANDS OF EVERY FINALIST

Becoming a PBA NAHA® Finalist places an artist among professional beauty's most exceptional talent. As the exclusive Finalist Bag Branding Sponsor, your brand becomes part of an experience created specifically to recognize that achievement.

CELEBRATE THE ARTISTS WHO MADE IT HERE

Every Finalist receives a dedicated PBA NAHA Finalist bag, giving your brand a direct and tangible connection to the artists being recognized at the highest level.

INCLUDES:

- Exclusive logo placement on PBA NAHA Finalist bags
- Product placement in Finalist gift bags
- PBA NAHA Tribute Journal sponsor recognition
- 2 VIP tickets

[REQUEST MORE INFO](#)

\$7,000

1 AVAILABLE

COMMITMENT DEADLINE | 02.02.27

DISCOUNTS AVAILABLE FOR PBA VISIONARY MEMBERS

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FINALIST & ATTENDEE GIFT BAG PRODUCT SPONSOR

PUT YOUR PRODUCT DIRECTLY INTO THEIR EXPERIENCE

Give PBA NAHA® attendees and Finalists the opportunity to discover your product firsthand. As a Gift Bag Product Sponsor, your brand becomes a tangible part of the PBA NAHA experience, reaching the artists and professionals gathered for professional beauty's biggest night.

FROM YOUR BRAND TO THEIR BAG

Place your product directly into both PBA NAHA attendee and Finalist gift bags, creating an opportunity for recipients to experience your brand beyond the event.

INCLUDES:

- Product placement in 2,200 PBA NAHA attendee gift bags
- Product placement of 160 premium full-size products in PBA NAHA Finalist gift bags (two different products)

[REQUEST MORE INFO](#)

\$2,000

MULTIPLE AVAILABLE

COMMITMENT DEADLINE | 02.02.27

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TRIBUTE JOURNAL ADVERTISING

BE PART OF THE STORY OF PBA NAHA

The PBA NAHA® Tribute Journal celebrates the Finalists, Winners and artistry at the heart of professional beauty's biggest night. Place your brand alongside the artists and achievements recognized throughout this commemorative publication.

YOUR BRAND AMONG THE ARTISTRY

Create a dedicated brand moment within the PBA NAHA Tribute Journal and connect with the PBA NAHA audience through a publication created to celebrate and remember the year's awards.

AVAILABLE OPPORTUNITIES:

- Two-page PBA NAHA Tribute Journal spread
- Full-page PBA NAHA Tribute Journal ad

[REQUEST MORE INFO](#)

\$2,400 2-PAGE SPREAD

\$1,500 FULL PAGE

COMMITMENT DEADLINE | 02.02.27

DISCOUNTS AVAILABLE FOR PBA VISIONARY MEMBERS

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PRESENTED BY **JCPenney**

SEE WHAT'S POSSIBLE *IN A DIFFERENT LIGHT.*

Stand alongside the industry's most celebrated talent and become part of the moments that define their careers.

The most prominent PBA NAHA® sponsorships are limited. Securing your sponsorship early gives your brand the greatest opportunity to build its presence across the PBA NAHA journey, from the first announcements to professional beauty's biggest night.

Champion the artistry. Celebrate the achievement. Elevate the profession.

Secure your place at the pinnacle of professional beauty.

PBA NAHA 2027 | WHERE **TALENT BECOMES LEGEND™**

EXPLORE SPONSORSHIP OPPORTUNITIES



Contact Jody Tyvela to secure your
PBA NAHA 2027 sponsorship.

JODY@PROBEAUTY.ORG



Contact Marissa Ross to secure your
PBA NAHA 2027 sponsorship.

MARISSA@PROBEAUTY.ORG



Professional
Beauty
Association

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SPECIAL THANKS TO OUR VISIONARY MEMBERS

VISIONARY ELITE

AVEDA
THE ART AND SCIENCE OF PURE POWDER AND PLANT ESSENCES

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HAIR EXTENSIONS

BELLAMI
PROFESSIONAL



BIOLAGE
PROFESSIONAL HAIR SPA

Bumble and bumble.

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DevaCurl®

DONNA
BELLA

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extensions

HALO
couture

H
HOTHEADS®
HAIR EXTENSIONS

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GROOMING GOODS

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art of hair

VERB®

ZOTOS
PROFESSIONAL

VISIONARY SELECT

aquage

BGG beautyquestgroup

mysalon
suite

one'n only®

RUSK®

LEARN HOW OUR COMPREHENSIVE VISIONARY
MEMBERSHIP CAN HELP ELEVATE YOUR BRAND.

CONTACT JODY@PROBEAUTY.ORG



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Beauty
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SPECIAL THANKS TO OUR VISIONARY MEMBERS

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amika:



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BEAUTYNOVA

BIO:IONIC

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LUXURY

collins

Cosmo Prof

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DENMAN
professional

DEPOT
THE MALE TOOLS & Co.

dyson

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MILAN

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DEFENSE

Milady

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shake

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MNERVA

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Ouidad
THE COLOR EXPERT

PAUL
MITCHELL

pure
brazilian
Professional 90 Minute Smoothing System

trendier AI

ULTA
BEAUTY

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COMPANY

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ALFAPARF
MILANO



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EQUIPMENT

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WITH PTT-6

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colortrak

DANGER JONES

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beauty • sustainability



face reality

green circle
SALONS

INNERSENSE

Kao
SALON DIVISION

KEUNE

K18
BIOMIMETIC
HAIRSCIENCE

LANZA
HEALING HAIR COLOR & CARE

Living proof

Meevo
POWERED BY MILLENNIUM

Phorest

SAM VILLA

selfnamed

WAHL
PROFESSIONAL

LEARN HOW OUR COMPREHENSIVE VISIONARY
MEMBERSHIP CAN HELP ELEVATE YOUR BRAND.

CONTACT JODY@PROBEAUTY.ORG



PRESENTED BY **JCPenney**

JODY@PROBEAUTY.ORG | MARISSA@PROBEAUTY.ORG

PROBEAUTY.ORG/NAHA