

BEAUTY
CHANGES
LIVES

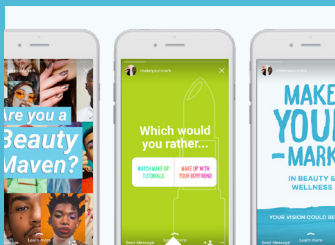
MAKE YOUR MARK

We're leading a disruptive, hyper-targeted, campaign uniting some of beauty's most influential brands, salons & media voices. The "Make Your Mark" campaign aims to transform perceptions about careers in beauty & raise awareness of the career opportunities, possibilities & potential available to licensed beauty professionals.

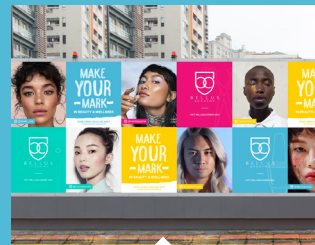
The Make Your Mark campaign will show Gen Z the pathways & possibilities available to licensed professionals in the beauty industry. **As the beauty & wellness industry is projected to grow 36% in the next decade, more than 1.3M jobs could be left vacant.** It's time to debunk traditional ideas about beauty as a career.



Make your Mark



Social Media Advertising

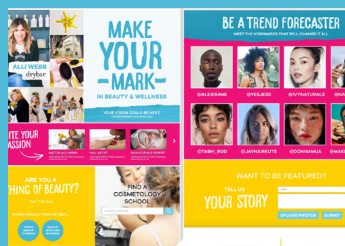


Wild Postings

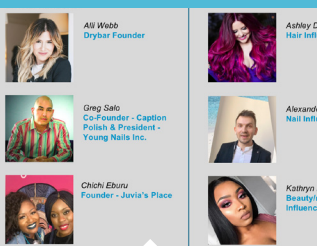
ARE YOU READY TO BE PART OF A
DISRUPTIVE CAMPAIGN TARGETING GEN Z?

WATCH OUR LAUNCH VIDEO

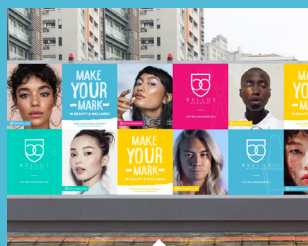




Microsite



Social Media Influencers



Pop-Up Booth

↑ 36%

Growth is projected to occur in the beauty & wellness industry over the next decade!



1.3 Million

Jobs could be left vacant while this growth occurs, & the previous generations retire.

CAMPAIGN ELEMENTS INCLUDE A CONSUMER AWARENESS CAMPAIGN;

- An interactive microsite highlighting an evolving mix of legends,
- Micro-influencers,
- Stories and trends; and
- Eye-catching outdoor postings strategically placed within 10 miles of select cosmetology schools.
- Instagram ads will target Gen Z young adults with interactive quizzes and inspiring content, while
- Facebook posts will feature relevant parent-focused facts that substantiate beauty as a booming industry.

PARTNER PILLARS

Beauty Changes Lives and its partners aim to raise **\$1M by 2020** to fund the **first phase** of the campaign launching January 2020.

PLATINUM PARTNER BENEFITS - \$100,000 AND ABOVE

- Our Platinum Partners will have the chance to feature their company and a member of their own team in the Beauty Changes Lives “Make Your Mark” ad campaign.
- We’ll create a high-energy video about what your company is doing to support future generations, for your use on your social channels.*
- An influencer from the “Make Your Mark” campaign will mention your company in one social post.
- Platinum Partners will receive a custom, printable “Make Your Mark” Campaign one-sheeter to rally your community.*
- Your company will be featured in 3 Beauty Changes Lives social posts, to be cross-posted on Facebook and Instagram.
- We’ll feature your company logo, mission statement and link to your company website on beautychangeslives.org/sponsors.
- Your company will have a dedicated Homepage Feature for two weeks on BeautyChangesLives.org.
- Your company will be acknowledged as a partner at all Beauty Changes Lives Press Conferences and Stage Presentations.
- Your company logo will appear in all ABS pre-show Beauty Changes Lives advertising.
- You’ll receive a personalized plaque of partnership.
- We’ll create a dedicated newsletter mailing about your company to be sent to the Beauty Changes Lives email list.
- When the “**Make Your Mark**” campaign launches, your company will be mentioned all campaign press releases.
- Customized partnership plans and agreements are available for Platinum-Level Partnerships.

GOLD PARTNER BENEFITS - \$50,000 AND ABOVE

- Gold-level Partner brands will be implemented into the creative on the “**Make Your Mark**” campaign site.
- Creative incorporation of brand logo and/or the chance to feature their company and a member of their own team as a tertiary trend forecaster/ visionary on the Beauty Changes Lives “**Make Your Mark**” site.
- We’ll feature your company logo and a link to your company website on beautychangeslives.org/sponsors, in the middle of the page.
- You’ll have access to the Beauty Changes Lives digital library, and a printable “Make Your Mark” campaign one-sheeter to rally your community. *
- Your company will be acknowledged as a partner at all Beauty Changes Lives Press Conferences and Stage Presentations.
- Your company will be featured in 2 Beauty Changes Lives social posts, to be cross-posted on Facebook and Instagram.
- Your company logo will appear in all ABS pre-show Beauty Changes Lives advertising.
- You’ll be featured, along with other Gold-level partners, in a newsletter mailing to be sent to the Beauty Changes Lives email list.



PARTNER PILLARS

SILVER PARTNER BENEFITS - \$15,000 AND ABOVE

- Your company will be featured in 1 Beauty Changes Lives social post, to be cross-posted on Facebook and Instagram.
- We'll feature your company logo and a link to your company website on beautychangeslives.org/sponsors, in the middle of the page.
- You'll be featured, along with other Silver-level partners, in a newsletter mailing to be sent to the Beauty Changes Lives email list.

BRONZE PARTNER BENEFITS - \$5,000 AND ABOVE

- We'll feature your company logo and a link to your company website on beautychangeslives.org at the end of the page
- You'll be featured along with other bronze-level partners in a newsletter mailing to be sent to the Beauty Changes Lives email list

ANY AMOUNT PARTNERS

Beauty Changes Lives is committed to the future of our industry and the careers of the upcoming generation. With this in mind, we appreciate any donation -- no amount is too large or small -- and as a token of our appreciation, everyone who contributes will receive a Beauty Changes Lives wrist band. *

SPONSORSHIP AGREEMENT

Company Name _____

Contact Name _____

Title _____

Email _____

Street _____

City _____ State _____

Zip/Postal Code _____ Country _____ PO# _____

This person is the point of contact to gather all assets.

Marketing Contact _____

Phone _____ Fax _____

Email _____

- Platinum \$100,000 and above

- Gold \$50,000 and above

- \$15,000 and above

- \$5,000 and above

- Custom amount

SPONSOR SIGNATURE

Sponsor has read the Terms & Conditions of this Agreement. Sponsor understands that this Agreement shall be legally binding between the Beauty Changes Lives Foundation, and the Sponsor.

Please email completed form to Lauren Conway at
lauren@beautychangeslives.org

Payment: Make check payable to:
Beauty Changes Lives
P.O. Box 7174, Rancho Santa Fe, CA 92067

BASIC TERMS AND CONDITIONS

Definitions

(a) "Sponsor" means the applicant identified on the Sponsorship Opportunities Agreement.

Agreement

This agreement, when properly executed by Sponsor and upon written acceptance by BCL, shall constitute a valid and binding Agreement.

BCL reserves the right to interpret this Agreement and to adopt further regulations as may be deemed necessary for the general success of the Event, including the conditions, rules and regulations stated herein, in the Sponsorship Opportunities packages, to which BCL is or will be a party, all of which are made a part thereof as though fully incorporated herein, and the Sponsor agrees to be bound thereby.

Compliance

Sponsor agrees to comply with all rules, regulations and policies of McCormick Place and The Geraghty and of show management and as may be adopted by show management.

Payment Terms

One Hundred Percent (100%) of the total sponsorship is due with Agreement. Fees must be paid in full prior to the set-up of any Marketing Opportunity at the show. In the event Sponsor fails to make any payment as contemplated herein, Sponsor shall be deemed in default, and BCL shall have the right to retain all monies paid as Sponsor's non-exclusive remedy, hereby reserving any and all rights under law including, without limitation, BCL's right to collect the full amount set forth on the Marketing Opportunity agreement. Sponsor shall remain liable for the full balance under the terms of the Agreement together with all costs of collection including, but not limited to, all reasonable attorneys' fees, court costs and interest. In the event of default by Sponsor, BCL shall have the right, but not the obligation, to license the subject Marketing Opportunity to another Sponsor prior to the Show without in any way releasing said Sponsor from any liability here under.

Use of Trademarks

Subject to the terms and conditions hereof, Sponsor hereby represents and warrants that it has the power and authority to grant, and does hereby grant to Beauty Changes Lives a non-exclusive, non-transferable, royalty-free, worldwide license to reproduce and display all logos, trademarks, trade names and similar identifying material relating to Sponsor (the "Sponsor Marks") solely in connection with the promotion, marketing and distribution of the parties in accordance with the terms hereof, provided, however, that the BCL shall, other than as specifically provided for in this Agreement, not make any specific use of any Sponsor Mark without first submitting a sample of such use to Sponsor and obtaining its prior consent, which consent shall not be unreasonably withheld. The foregoing

license shall terminate upon the effective date of expiration of this Agreement.

Force Majeure

BCL is not liable for delays in delivery and/or non-delivery as the result of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any other condition beyond the control of BCL affecting the production or delivery in any manner.

Severability

If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heir and successors of the Sponsor.

Entire Agreement

This Agreement constitutes the entire Agreement between sponsor and BCL concerning Marketing Opportunities, and is expressly conditioned upon Sponsor's full performance of its Exhibit Space Application Agreement, including, but not limited to actual participation.

Costs, Expenses and Attorneys' Fees

If either party commences any action or proceeding against the other party to enforce or interpret this Agreement, the prevailing party in such action or proceeding shall be entitled to recover from the other party the actual costs, expenses and attorneys' fees (including all related costs and expenses) incurred by such prevailing party in connection with such action or proceeding and in connection with obtaining and enforcing any judgment or order thereby ordained.

Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Illinois. Any action brought against BCL must be brought and pursued by Sponsor in a court of proper jurisdiction located in the States of Illinois, and Sponsor hereby expressly and irrevocably consents to the jurisdiction of said Courts.

Notices

Any notice required under this Agreement will be in writing and sent to the appropriate address listed on the first page, or to such other address as may be provided by either party from time to time, and, in the case of Beauty Changes Lives, with a copy to Beauty Changes Lives, PO Box 7174 Rancho Santa Fe CA 92067.

Notices will be sent by certified mail, registered mail or reputable overnight courier, return receipt requested, and will be effective when received.