

8TH ANNUAL

BEAUTY  
CHANGES  
LIVES  
EXPERIENCE

2020 SPONSORSHIP PACKAGE

APRIL 19, 2020

THE GERAGHTY, 2520 S. HOYNE AVE., CHICAGO, IL

AMERICA'S  
BEAUTY SHOW

BEAUTY  
CHANGES  
LIVES

PIVOT  
POINT



# BEAUTY CHANGES LIVES IS...

## ...making the beauty profession a **first-choice career**

Join us in support of the industry's most significant fundraising event of the year—the **8th Annual Beauty Changes Lives Experience**.

This unique fundraising event will include more than 1,300 friends of the Beauty Changes Lives mission participating in an evening of entertainment, special guests, mentoring moments and the not-to-be-missed NEXTGEN runway show. This exciting evening includes:

### **Legacy Award Cocktail Reception**

Dermalogica Co-Founder and Chief Visionary Jane Wurwand will accept the Legacy Award recognizing her leadership, vision, entrepreneurial spirit and lifelong commitment to professional development.

### **“Converge” NEXTGEN Creative Runway Presentation**

Foster the growth of our industry's future leaders and have a great night! Witness the NEXTGEN of beauty talent at this creative, dynamic, awe-inspiring runway presentation. Internationally influential brands hand-pick their aspiring NEXTGEN talent to learn, be inspired, collaborate and shine.

# You have the **power** to create **change!**

**Sponsorship Contact:**

**Lauren Conway** | Executive Director | [lauren@beautychangeslives.org](mailto:lauren@beautychangeslives.org) | (760) 733-8383

# BEAUTY CHANGES LIVES IS...

...shaping the future of the beauty industry with  
**mentorship, inspiration  
and scholarship**

YOU'VE COME A LONG WAY,  
Honor Beauty's Leaders  
at the 8th Annual  
Beauty Changes Lives Experience *Beauty*

#### Same Great Experience Plus New Features for 2020

The 8th Annual Beauty Changes Lives Experience will introduce a new category of awards in 2020--the Make Your Mark awards honoring emerging professionals. Whereas the Legacy Award pays tribute to trailblazers who have made an indelible mark on the industry, the Make Your Mark category will celebrate two professionals poised to make their mark via a career in beauty. Two Make Your Mark awardees will be announced in 2020. The awards complement the Make Your Mark national recruiting campaign targeting the fiercely independent and entrepreneurial Gen Z and highlighting the pathways, possibilities and potential available in the professional beauty sector.

We would **love**  
having **you** as a  
**2020 sponsor!**

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# The industry's **most significant fundraising event** of the year!

## EVENING AGENDA

**Legacy Award Cocktail Reception**

7:00PM-8:30PM

**Doors Open and Pre-Show Cocktail Hour**

8:30PM-9:30PM

**NEXTGEN Runway Presentation**

9:30PM-10:30PM

After Party

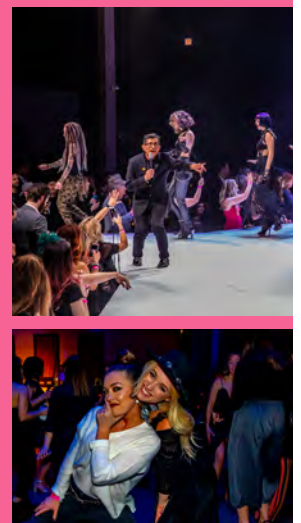
10:30PM-12:00AM

Evening Concludes

12:00 midnight

## WHAT TO EXPECT

- Mingle with your top industry peers and icons
- Awards reception honoring Jane Wurwand, Founder of Dermalogica
- Leading-edge NEXTGEN Runway Presentation
- Beauty gift bags valued at over \$400



# Sponsorship Opportunities

## Choose Your Sponsorship Level:

- Copper - \$2,500
- Bronze - \$5,000
- Silver - \$10,000
- Gold - \$15,000
- Platinum - \$20,000
  
- Advocate - \$500
- Tribute Journal

**Show Your Support**  
**Give Back Be Seen**

# At-a-Glance Sponsorship Opportunities

SPONSORSHIP LEVEL	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500	Advocate \$500
Social Media Vending Machine	x2					
Drinkable Art	x1					
Wine Sponsor	x2					
Headliner Runway Presentation		x1				
Show Finale		x1				
Food Truck		x5				
Student Spotlight		x1				
Selfie Experience		x3				
Runway Presentation Team			x12			
Nitrogen Ice Cream Station			x1			
Accent Nail Station			x1			
Relax and Recharge			x2			
Onsite Live Screen Printing			x1			
Live Painting			x1			
Live Chainstitching			x1			
"Booth-Less" Photo Booth			x2			
Roaming Social Photographer			x2			
Mic Drop Sponsor				x1		
Beauty Gift Bag				x8		
Bar Branding				x2		
Cabana Lounges				x5		
Temporary Airbrush Tattoos				x1		
Student Sponsor					x20	
Event Banners					x20	
Promotional Partner					x10	
SnapChat Filter						x4
Event Swag						x4

## What's Included With Your Sponsorship

SPONSORSHIP LEVEL	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500
Main Event Tickets	8	6	4		
VIP Cocktail Reception	2	2	1		
Gift Bag	X	X	X	X	
Red Carpet Step and Repeat Backdrop	X	X	X		
Press Release	X	X	X		
Invitation	X	X	X		
Double-Page Journal Ad	X	X	X		
Single-Page Journal Ad				X	X
Post-Event Photo Gallery	X	X	X	X	X



# copper \$2,500 Sponsorships



## STUDENT SPONSOR

20 OPPORTUNITIES

Directly support the beauty industry by sponsoring a student to attend a special "Empowering Moments" session with industry icons. Sponsored students will also be invited to the VIP reception for the industry icons and participation in the BCL Experience. Your company would support these emerging talents creating a unique, memorable evening for the NEXTGEN.

## EVENT BANNERS

20 OPPORTUNITIES

Proudly display your brand throughout the evening by sponsoring event banners.

## PROMOTIONAL PARTNER

10 OPPORTUNITIES

Proudly display your brand throughout the evening by sponsoring a branded display board. Each board will feature your company and a major facet of the Beauty Changes Lives mission.

# bronze \$5,000 Sponsorships



## MIC DROP SPONSOR SOLD

1 OPPORTUNITY

Rock your brand's logo in DJ Madrid's booth and watch as it becomes a focal point of the show. This opportunity also includes one social media post from the DJ, highlighting your brand prior to the event.

## BEAUTY GIFT BAG

8 OPPORTUNITIES

Feature a product of your choice in our coveted beauty bag that has guests eager to run home and try new items.



# bronze \$5,000 Sponsorships



## BAR BRANDING

SOLD

2 OPPORTUNITIES

Feature your logo on a beautifully lit branded beverage service station that receives high traffic throughout the night. Your brand's logo is visible around the room during the event.

## CABANA LOUNGES

2 LEFT

5 OPPORTUNITIES

Enjoy the event from the comfort of a personalized seating lounge for you and your team for a complete VIP experience.

## TEMPORARY AIRBRUSH TATTOOS

SOLD

1 OPPORTUNITY

Our special guest artist will create your design as a customized airbrush tattoo. Beautify the night by turning your brand logo into a work of art for guests to flaunt throughout the evening.

# silver \$10,000 Sponsorships



## RUNWAY PRESENTATION

4  
SPOTS  
LEFT

### 12 OPPORTUNITIES

Be a part of the most anticipated event of Beauty Changes Lives Experience—the NEXTGEN Runway Presentation. Put your brand in front of hundreds of attendees and showcase the unlimited talent of your NEXTGEN talent.



# silver \$10,000 Sponsorships



## NITROGEN ICE CREAM STATION

### 1 OPPORTUNITY

Get excited for a new style of ice cream you will delight and devour. Your brand logo on the liquid-nitrogen station and naming rights to an ice cream creation can bring a tasty treat to the event. Dazzle guests with this nitro dessert station which is sure to make this one of the most memorable activations at this year's event.

## ACCENT NAIL STATION **SOLD**

### 1 OPPORTUNITY

Show your style with an accent nail provided by professional nail artists. This opportunity promotes both your logo on the station and directly supports the beauty industry nail technicians sharing their skills. One of the most memorable activations at this year's event.

## RELAX AND RECHARGE

### 2 OPPORTUNITIES

These inviting lounges will provide guests a comfortable space where they can recharge their mobile devices while relaxing in a space designed by your company. Add flair and fun to your branded lounge area and enhance the experience for all to "relax and recharge."

## ONSITE LIVE SCREEN PRINTING

### 1 OPPORTUNITY

Through live screen printing you can share entertainment and craft with a freshly screen-printed giveaway. Your sponsorship will put your brand and a customizable design into the hands of the audience.

# silver \$10,000 Sponsorships



## LIVE PAINTING

1 OPPORTUNITY

Mesmerize the audience by sponsoring an artist to do a largescale portrait painting live at the event. Let your brand be remembered as the "face" of the evening by choosing who gets painted.

## LIVE CHAINSTITCHING

1 OPPORTUNITY

A little personalized gift goes a long way. With onsite chainstitching, your company can create an embroidery design which is stitched right in front of the guests for them to takeaway. By sponsoring a chainstitching artist, your company brings a charming unique brand experience.

## "BOOTH-LESS" PHOTOBOOTH

2 OPPORTUNITIES

Flash your smile as the booth-less photobooth captures great moments of the night and displays them on a screen for all to enjoy. Everyone can immediately share the images online and walk away smiling.

## ROAMING SOCIAL PHOTOGRAPHER

2 OPPORTUNITIES

A roaming photographer will circulate the room capturing photos that are branded with your logo and event logo.

- Includes photographer and assistant for up to 4 hours (min)
- Handheld iPad for instant sharing
- Custom branded GIF
- Social Media Recap

1 LEFT

1 LEFT



# gold \$15,000 Sponsorships



## HEADLINER RUNWAY PRESENTATION

1 OPPORTUNITY

Demand the audience's attention with your brand's exclusive 10-minute opening presentation. Set the stage for the main event of the evening—and show the crowd what your brand has to offer!



## SHOW FINALE

1 OPPORTUNITY

Demand the audience's attention with your show-stopping 10-minute closing finale. Leave the crowds talking about your showcase—and your brand lingering in their minds!

# gold \$15,000 Sponsorships



## FOOD TRUCK

### 5 OPPORTUNITIES

Fuel the audience with a fun delivery of food with a food truck façade. With your name branded on the side, you can fuel the audience and the industry forward.

## SELFIE EXPERIENCE

### 1 OPPORTUNITY

Bring food and self-expression together by sponsoring a cookie station with a branded display that prints selfie images onto the cookies. Guaranteed to get posted onto social media as people take selfies of their edible selfies!

## STUDENT SPOTLIGHT

### 3 OPPORTUNITIES

Prove that Beauty Changes Lives by bringing three current or past scholarship winners to Chicago to share their experience with top industry leaders. Your sponsorship includes stage time to introduce the students and provides a seat for each at the "Empowering Moments" event with industry icon honorees.

SOLD



# platinum \$20,000 Sponsorships



## SOCIAL MEDIA VENDING MACHINE

### 2 OPPORTUNITIES

You can spread both your company name and products by stocking your product into the vending machine branded with your logo. Once they post on social media about your company, the machine dispenses your product.

## DRINKABLE ART

### 1 OPPORTUNITY

Your brand's logo travels around the event in the hands of each guest with a signature cocktail. Guaranteed to stir up some activity on social media!

## WINE SPONSOR

### 2 OPPORTUNITIES

Imagine your logo on a sumptuous bottle of fine wine, either red or white. Your brand's logo will be featured on each bottle of wine and proudly displayed atop the bars.

# advocate \$500 Sponsorships



## SNAPCHAT FILTER

### 4 OPPORTUNITIES

Capture the audience's attention with this magnetic opportunity. Feature your brand on a custom-designed Snap geo-filter and be a part of guests' selfies and stories all evening long and beyond.

## EVENT SWAG

### 4 OPPORTUNITIES

Show your brand's swag by branding a custom item that will be positioned at key locations throughout the night. Sponsor is responsible for the procurement and shipping of items.



# tribute journal

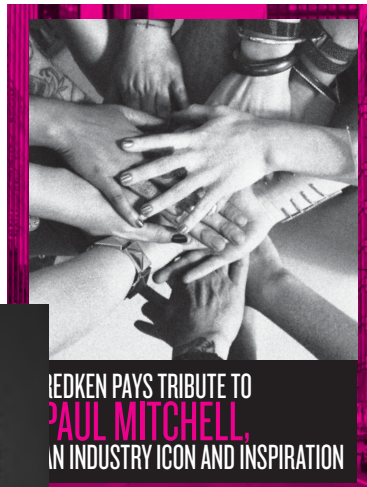
Sponsor a tribute ad honoring Legacy Awardee Jane Wurwand.

Your ad will be published in a commemorative Tribute Journal presented to 1,300 attendees representing some of the most influential brands in professional beauty.

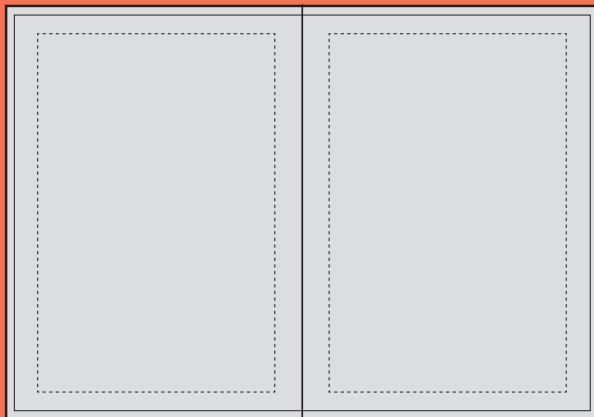
**TWO-PAGE SPREAD – \$5,000**

**FULL PAGE – \$2,500**

**RECOGNITION PAGE – \$500**



**TWO-PAGE SPREAD**

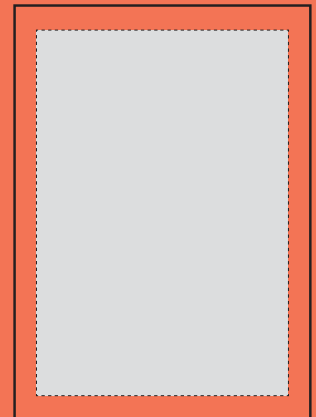


**DOUBLE PAGE SPREAD BLEED\***  
12.375" x 9.315"

**FULL PAGE**



**FULL PAGE BLEED\***  
6.315" x 9.315"



**LIVE AREA**  
5" x 8.25"

**AD SPECS:**  
TRIM SIZE: 6" x 9"

**SOLID LINE:**  
TRIM SIZE

**DASHED LINE:**  
LIVE AREA  
(Please keep text within Live Area)

\*For Bleed add .1575" (4 mm)  
to Top, Bottom and Sides

**SUBMISSION FORMAT:**  
PRINT-READY PDF

**SUBMISSION DEADLINE:**  
3/1/2020

SEND ALL DIGITAL FILES TO: SARAH POLLOCK [sarah@bigbuzzideagroup.com](mailto:sarah@bigbuzzideagroup.com)

# thank you to our 2019 sponsors

## GLOBAL SPONSORS

**AMERICA'S  
BEAUTY SHOW**

**BEAUTY  
CHANGES  
LIVES**

**PIVOT  
POINT**

## PLATINUM SPONSORS



**BLACK OAK**  
TECHNICAL PRODUCTIONS

—THE—  
**GERAGHTY.**

**KEHOE**  
—DESIGNS—

**SAM VILLA**

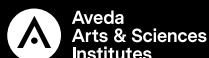
## GOLD SPONSORS

**CND**<sup>TM</sup>

  
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COMPANIES

**TIGI**<sup>®</sup>  
\*By Hairdressers.  
For Hairdressers.

## SILVER SPONSORS



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5TH AVENUE NYC

**ULTA**  
BEAUTY



## BRONZE SPONSORS



 **Cosmo Prof**  
licensed to create.

**DevaCurl**

 **HattoriHanzo** Shears

**SHARK**  **FIN**<sup>®</sup>  
PROFESSIONAL SHEARS

"it's all  
about  
control"

## ADVOCATE SPONSORS



 **sexyhair.**

**SUNLIGHTS**<sup>®</sup> *balayage*



# thank you

Lauren Conway

Executive Director

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