

7TH ANNUAL

BEAUTY  
CHANGES  
LIVES  
EXPERIENCE

2019

Sponsorship Package

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

AMERICA'S  
BEAUTY SHOW

BEAUTY  
CHANGES  
LIVES

SCHOLARSHIPS  
MENTORSHIP  
INSPIRATION

PIVOT  
POINT

7TH ANNUAL

BEAUTY  
CHANGES  
LIVES  
EXPERIENCE

03/31/19

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

**Raise Awareness:** A career in beauty and wellness is a viable, desirable career choice.

**Fulfill Scholarships:** Support our next generation of leaders in beauty and wellness.

BCL will host an event that is unique. This fundraising event will include more than 1,300 friends of the Beauty Changes Lives mission, participating in an evening of entertainment, special guests, formal dinner and awards presentations.

**Legacy Award Presentation and Dinner:** Join your peers as they converge at an exclusive, VIP dinner to **remember Paul Mitchell** and honor his accomplishments and contributions to the beauty industry.

**NEXTGEN Runway Presentation:** Foster the growth of our industry's future leaders. Through this exciting runway presentation, you will **witness NextGen talent** come alive. Brands hand-pick their aspiring NextGen talent to learn, be inspired, collaborate and shine.

We would **love** having  
**you** as a 2019  
Beauty Changes Lives  
Experience **sponsor!**

March 31, 2019

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Chicago, IL

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legacy  
AWARD

2019  
honoree **Paul  
Mitchell**



The legacy honoree embodies the Beauty Changes Lives mission:

As a supporter of the Beauty Changes Lives Foundation, we invite you to an intimate event recognizing how this year's honoree has created positive change in our industry. Legacy Award honorees are celebrated for paying their success forward by mentoring, giving back and elevating the perception of the industry.

The Beauty Changes Lives Foundation excitedly announces that the 2019 Legacy Award will posthumously honor Paul Mitchell, founder of Paul Mitchell Systems. Paul's son, Angus will accept this award, honoring his contributions to the industry.

"Our fund-raising Beauty Changes Lives Experience," notes Lynelle Lynch, president of the non-profit Beauty Changes Lives Foundation, "allows us all to pay forward by supporting the next generations in beauty."

"Honoring Paul," added Lynch, "is a privilege for the Foundation and in doing so we also honor the thousands of industry members who were touched by Paul, by his life's work and his talent for encouraging success in others."

This intimate dinner is limited  
to 300 of the industry's top influencers.  
Purchase your tickets (\$450 each) now at:

**[BeautyChangesLives.org/bcl-experience](https://BeautyChangesLives.org/bcl-experience)**

# platinum \$20,000 Sponsorships



Photos for illustrative purposes only, final product results may vary.

## MAIN EVENT BARS

### 2 OPPORTUNITIES

Feature your logo on a beautifully lit, branded bar that receives the most traffic throughout the night. Your brand's logo travels around the event in the hands of each guest with a signature cocktail.

## 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.

# 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!

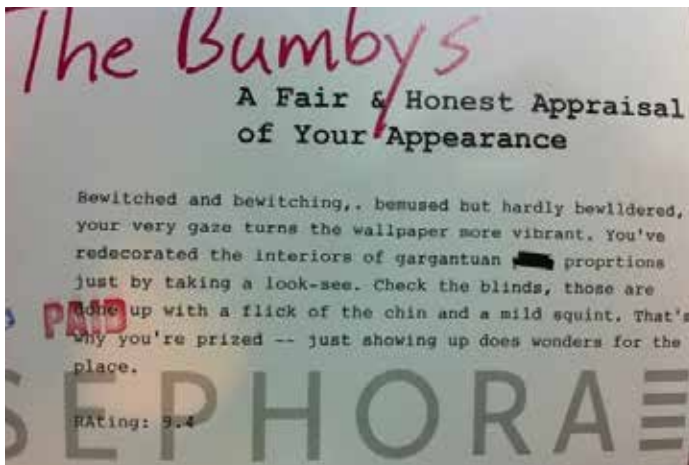
## SHOW FINALE

### 1 OPPORTUNITY

Demand the audience's attention with your brand's exclusive 10-minute closing presentation. Let your brand leave the last impression of the evening—and show the crowd what your brand has to offer!



# gold \$15,000 Sponsorships



## THE BUMBYS

### 1 OPPORTUNITY

The Bumby's are anonymous performance artists who provide "A Fair and Honest Appraisal of Your Appearance" using nothing more than analog typewriters and charming wit. By sponsoring The Bumby's, your brand will appear on each and every appraisal, and more than likely end up on Instagram.

## STUDENT SPOTLIGHT

### 1 OPPORTUNITY

Prove that Beauty Changes Lives by bringing three former 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 Legacy Award Dinner.

# silver \$10,000 Sponsorships



## RUNWAY PRESENTATION

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



## SLOW-MO PHOTO BOOTH

2 OPPORTUNITIES

Secure your brand in our guests' memories with your logo predominantly on display. Pack up to 5 people into a single shot which makes it the most fun, most interactive, and most memorable experience EVER!

## BRANDED PHOTO OP

3 OPPORTUNITIES

A custom, branded 'L' shaped photo environment. We will work with you to design a photo environment that is relative to your brand and will get guests engaged in promoting your brand on social channels.

## ROAMING SOCIAL PHOTOGRAPHER

1 OPPORTUNITY

A roaming photographer will circulate the room capturing photos, 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

# bronze \$5,000 Sponsorships



## ROCK WITH THE DJ

### 1 OPPORTUNITY

Rock your brand's logo in our DJ 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.

# copper

## \$2,500

# Sponsorships



## RECIPE CARD

### 20 OPPORTUNITIES

If you have a hot color recipe, or product concoction, share it with the attendees. Each brand will have a 5"x7" card to showcase their product of choice. For each card sponsored, an additional card will highlight a past Beauty Changes Lives scholarship recipient and how that scholarship has changed their life.

## EVENT BANNERS

### 20 OPPORTUNITIES

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



# advocate Sponsorships



## SNAPCHAT FILTER

### 4 OPPORTUNITIES

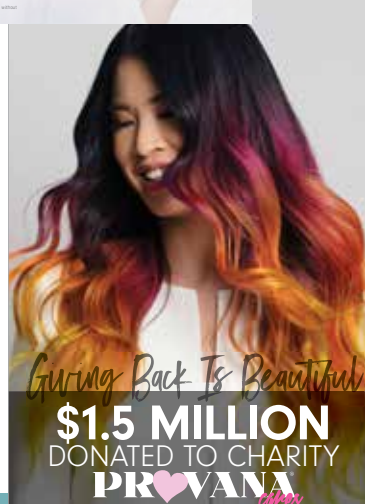
Capture the audience's attention with this magnetic opportunity. Feature your brand on a custom-designed Snap geo-filter and be a part of guests' selfies and stories all evening long and beyond.

## 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 securement and shipping of items.

# tribute journal



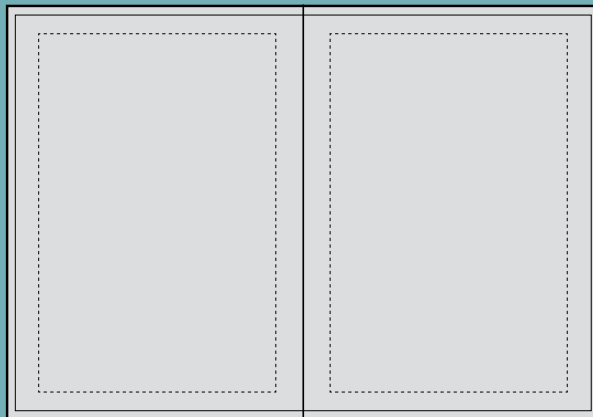
Sponsor a tribute ad honoring Paul Mitchell at the Beauty Changes Lives Experience. Your ad will be published in a commemorative Tribute Journal presented to 1,300 attendees representing some of the most influential brands in professional beauty.

**TWO-PAGE SPREAD – \$5,000**

**FULL PAGE – \$2,500**

**RECOGNITION PAGE – \$500**

**TWO-PAGE SPREAD**

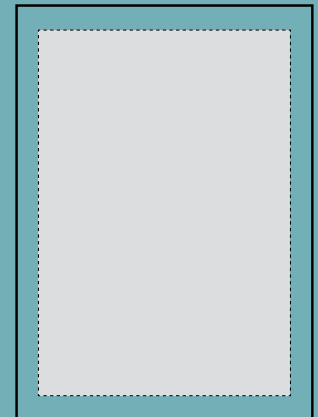


**DOUBLE PAGE SPREAD BLEED\***  
12.375" x 9.315"

**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:**  
2/26/18

SEND ALL DIGITAL FILES TO: ALYSE DELGADO [adelgado@pivot-point.com](mailto:adelgado@pivot-point.com)



# At-a-Glance Sponsorship Opportunities

SPONSORSHIP LEVEL	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500	Advocate
Main Event Bars	x2					
Drinkable Art	x2					
Wine Sponsor	x2					
Headliner Runway Presentation		x1				
Show Finale		x1				
Main Event Red Carpet		x1				
The Bumbys		x1				
Runway Presentation Team			x12			
Student Spotlight			x5			
Slow Motion Photo Booth			x2			
Branded Photo Op			x3			
Roaming Social Photographer			x1			
Rock with the DJ				x1		
Beauty Gift Bag				x8		
Recipe Card/Scholarship Winner					x20	
Event Banners					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		
Legacy Award Dinner	2	2	1		
Gift Bag	X	X	X	X	
Red Carpet Step and Repeat Backdrop	X	X	X		
Press Release	X	X	X		
Evite	X	X	X		
Invitation	X	X	X		
Double-Page Journal Ad	X	X			
Single-Page Journal Ad			X	X	
Post-Event Photo Gallery	X	X	X	X	X

# Get involved.

**Lauren Conway**

Executive Director

[lauren@beautychangeslives.org](mailto:lauren@beautychangeslives.org)

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