

6TH ANNUAL  
**BEAUTY  
CHANGES  
LIVES  
EXPERIENCE**



EXPOSED

America's  
Beauty Show®

BEAUTY  
CHANGES LIVES®  
FOUNDATION

PIVOT  
POINT

# EXPOSED

Where superficiality and commercialism are discarded and the deep, true essence of the brand and what the brand stands for are divulged.

6TH ANNUAL  
BEAUTY  
CHANGES  
LIVES  
EXPERIENCE

# PLEASE JOIN US FOR THE 6<sup>TH</sup> ANNUAL BEAUTY CHANGES LIVES EXPERIENCE

The industry's leadership unites annually to contribute to the Beauty Changes Lives Foundation. This fundraiser is designed to showcase the accomplishments of the foundation and highlight NEXTGENERATION talent. The evening includes an exclusive VIP dinner to celebrate a legacy honoree who has shaped our industry.

Your support and involvement positions your company as a visionary leader and is essential to the success of the Beauty Changes Lives Foundation and the students and professionals we serve every day. Your participation, on any level, helps guarantee that the NEXTGENERATION experience firsthand the possibilities and opportunities of a brilliant career in beauty.

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## YOUR EXPERIENCE INCLUDES THE OPPORTUNITY TO MENTOR NEXTGEN TALENT:

Encourage and support your brand's icons and most experienced artists in paying their success forward and mentoring your NEXTGEN talent. We give them the opportunity to display their talent on the runway and in unique art installations seen by hundreds in the industry.

### SPONSOR PROFILE:

- You are a brand, association or individual who cares deeply about the future of our industry
- You possess the wherewithal to bring on young, raw talent to nurture their growth and expose their capabilities
- You are not afraid to characterize and exemplify the foundational spirit from which you were formed
- You celebrate the uniqueness and individualistic nature of your team and let them translate your voice
- You are particular with your team's skill sets in order to create your vision

### NEXTGEN PROFILE:

- You have a number of years professionally under your belt, yet are not at a stage where mastery exists; you are capable of mastery
- You are an individual who possesses raw technical talent and unbridled creativity
- You have a unique perspective that has yet to be revealed
- You have the ability to share your point of view, yet transform it to coincide with that of others
- You are dedicated to your craft and have a desire to make a difference
- You aren't afraid of being exposed; you are the next superstar

# HONOR LEGACY

**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.

## CONTACT BEAUTY CHANGES LIVES

Email Krysta Kingsbury at [krysta@beautychangeslives.org](mailto:krysta@beautychangeslives.org) to learn more about our sponsorship opportunities and event details.



# WHAT TO EXPECT

- Legacy Award Dinner and Cocktail Reception with top industry leaders
- Sounds provided by sought-after DJ Madrid
- Interactive evening infused with social media
- Beauty gift bags valued at \$300

# SCHEDULE

Legacy Award Cocktail Reception	6:00 p.m.
Legacy Award Dinner	6:30 p.m.
General Admission Cocktails with DJ	8:00 p.m.
America's Beauty Show Global Image Awards	8:45 p.m.
Runway Show Begins	9:00 p.m.
Evening Concludes	11:00 p.m.

## DATE

APRIL 29, 2018

**Art Institute of Chicago**

## TICKET COST

\$75 EARLY BIRD (Purchase  
by January 15, 2018)

\$90 GENERAL ADMISSION

\$300 LEGACY AWARD  
DINNER AND GENERAL  
ADMISSION

# PLATINUM – \$20,000

## LEGACY AWARD COCKTAIL RECEPTION – 2 OPPORTUNITIES

Showcase your brand in front of 150 leading executives, members of the media and industry heavy-hitters by sponsoring a cocktail reception honoring this year's Legacy Award recipient.

## 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.

## INTERACTIVE SOCIAL WALL – 1 OPPORTUNITY

Let your brand shine for the entire evening at the top of our interactive social wall—the main social presence of the evening.

# GOLD – \$15,000

## 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—the NEXTGEN Runway Presentation, 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!

## MAIN EVENT RED CARPET SPONSOR – 1 OPPORTUNITY

Make sure your logo is showcased in event photos by co-branding the red carpet experience. Your brand's logo will be side-by-side with the event host—Beauty Changes Lives on the Step and Repeat.

## LEGACY AWARD DINNER RED CARPET SPONSOR – 1 OPPORTUNITY

Industry influencers will stand in front of your brand as they enter the Legacy Award Dinner.

## BEAUTY BAG SPONSOR – 1 OPPORTUNITY

Put your brand in the hands of each attendee by being part of the most anticipated giveaway of the evening—the beauty gift bag. Your logo will be featured on the outside of the gift bag.



# SILVER – \$10,000

## CREATIVE 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 progressive artistry of your NEXTGEN talent.

## INTERACTIVE PHOTO BOOTH – 1 OPPORTUNITY

Secure your brand in our guests' memories with your logo predominantly on all take-home photos.

## STUDENT SPOTLIGHT – 1 OPPORTUNITY

Prove that Beauty Changes Lives by bringing a former scholarship winner to Chicago to share their experience with top industry leaders. Your sponsorship includes stage time to introduce the student and provides a seat for the student at the Legacy Award Dinner.

## SCHOLARSHIP WINNER FEATURE WALL – 1 OPPORTUNITY

Sponsor a digital photo collage wall featuring past scholarship winners that demonstrates the multitude of lives the Foundation and its efforts have touched.

# BRONZE – \$5,000

## 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.

## 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.

## TRIBUTE JOURNAL AD – UNLIMITED NUMBER OF OPPORTUNITIES

Design a fabulous double-page spread ad to showcase your brand, to be placed into the Legacy Tribute Journal. This journal will be distributed to all dinner and main event attendees in print and will be available in digital format online.

# ADVOCATE – \$1,000

## 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.

# WHAT'S INCLUDED IN YOUR SPONSORSHIP?

SPONSORSHIP LEVEL	\$20,000	\$15,000	\$10,000	\$5,000	\$1,000
Main Event Tickets	8	6	4		
Legacy Award Dinner	2	2	1		
Gift Bag	X	X	X	X	
Press Release	X	X	X		
Evite	X	X	X		
Invitation	X	X	X		
Post-Event Photo Gallery	X	X	X	X	X
Event Website	X	X	X	X	X

# THANKS TO OUR 2017 SPONSORS

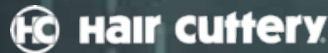
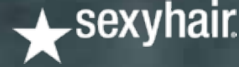
## GOLD



## SILVER



## ADVOCATE



makeup • fragrance • skincare  
 haircare • salon

## MEDIA



## BRONZE

