experience

APRIL 10, 2022 JOE'S LIVE | ROSEMONT, IL

AMERICA'S BEAUTY SHOW BEAUTY CHANGES LIVES 10

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 **9th 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:

Awards Presentation and Mentoring Session

10* of beauty's most influential icons will be recognized for their contributions to the industry and its supporters. Then, these leaders will be available to engage with the industry's up-and-comers in an exciting "speed mentoring" event.

*Leaders to be honored are yet to be confirmed.

"Metamorph" 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!

Sponshorship Contact:

Lauren Conway | Executive Director | lauren@beautychangeslives.org | (760) 733-8383

BEAUTY CHANGES LIVES IS... ...Celebrating and Elevating the Future of Professional Beauty

As the world opens back up, the Beauty Changes Lives Experience presents an evening of energy and elegance expressed through fashion, hair, nails and make-up.

The 10th anniversary of Beauty Changes Lives brings an Experience unlike any in the past. Bringing together icons and ingenues to celebrate a decade of equipping and empowering the future of professional beauty.

Throughout the evening, legends, brands and beauty pros from across America will lift up the next generation of beauty leaders. Enjoy an open bar and a dance party like no other. Reconnect with the community and reach out to tomorrow's talent as the next generation is spotlighted in a provocative and unrestrained runway presentation.

As Beauty Changes Lives celebrates its 10th year, join us on a new decade of changing lives and envisioning a more beautiful future.

Join us as a sponsor and be part of a moment, a movement, and a milestone!

We would love having you as a 2022 sponsor!

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

EVENING AGENDA

"Empowering Moments" with industry icons

Awards Reception 7:30PM-8:30PM

VIP Cocktail Reception with industry icons
Pre-Show Cocktail Hour (VIP and General Admission)

NEXTGEN Runway Presentation

After Party
Evening Concludes

9:30PM-10:30PM 10:30PM-12:00AM 12:00 midnight

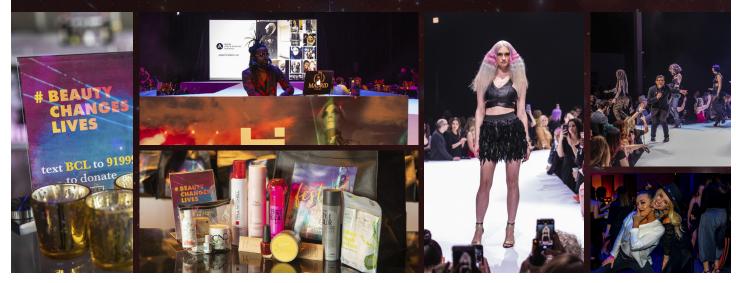
7:00PM-7:30PM

7:30PM-8:30PM

8:30PM-9:30PM

WHAT TO EXPECT

Mingle with your top industry peers and influencers Awards reception honoring the industries leaders 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 Opportunties

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					
Headliner Runway Presentation		X1				
Show Finale		X1				
Student Spotlight		X1				
Selfie Experience		x3				
Runway Presentation Team			X12			
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				×5		
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	×		
Press Release	X	Χ	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

BEAUTY GIFT BAG

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.

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

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.

VIP SUITES

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

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.



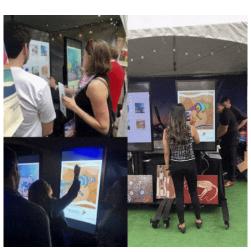


RUNWAY PRESENTATION

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







ACCENT NAIL STATION

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

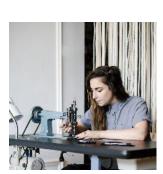
These inviting lounges will provide guests a comfortable space where they can recharge their mobile devices while relaxing in a space designed by your company. Add flair and fun to your branded lounge area and enhance the experience for all to "relax and recharge."

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

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!







SELFIE EXPERIENCE

STUDENT SPOTLIGHT

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!

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.







SOCIAL MEDIA 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!

advocate \$500 Sponsorships



SNAPCHAT FILTER

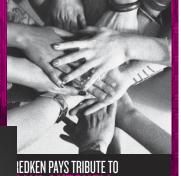
4 OPPORTUNITIES

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.



REDKEN PAYS TRIBUTE TO PAUL MITCHELL, IN INDUSTRY ICON AND INSPIRATION



tribute journal

Sponsor a tribute ad honoring industry icons at the BCL 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" × 9.315"

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

FULL PAGE



FULL PAGE BLEED 6.315" x 9.315" **LIVE AREA** 5" × 8.25"

SUBMISSION FORMAT: PRINT-READY PDF

SUBMISSION DEADLINE: 3/1/2020

SEND ALL DIGITAL FILES TO: ALYSE DELGADO adelgado@pivot-point.com

thank you to our past sponsors

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AMERICA'S

BEAUTY CHANGES

PIVOT POINT

PLATINUM SPONSORS







KEHOE DESIGNS SAM VILLA

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SILVER SPONSORS



Great Clips®

KMS





PAUL MITCHELL

PULPRIOT







BRONZE SPONSORS



Cosmo Prof

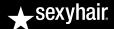
DevaCurl





ADVOCATE SPONSORS





SUNLIGHTS*balayage

thank you

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Executive Director

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