



BEAUTY CHANGES LIVES

GALA EXPERIENCE

04/16/23

LOEWS HOTEL | ROSEMONT, IL

2023 SPONSORSHIP *Preview*

BEAUTY CHANGES LIVES IS

making the beauty profession a

FIRST-CHOICE CAREER

Join us in support of the industry's only nonprofit organization **empowering the next generation** of beauty and wellness professionals through scholarships, mentorships and advanced education.

Working **together** we are building more confidence in our industry, our clients, and our **community**.

The 2023 Beauty Changes Lives **Gala** Experience will be an event like none before it. This exclusive evening has been tailored to the level of prestige befitting top executives in the industry.

Come together with **300** of the most influential decision makers as we celebrate careers in beauty and wellness by investing in future talent.

BE A PART *of the* MAGIC

SPONSORSHIP CONTACT:

Lisa Roeberg | Executive Director | Lisa@beautychangeslives.org

CHOOSE YOUR *Sponsorship Level*

	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	COPPER \$2,500
TICKETS to Sunday night Gala	8	6	4	2	2
PRESS RELEASE to trade media partners	Dedicated	Logo	Logo	X	
E-BLAST to full audience	Dedicated	Logo	Logo	X	X
LOGO PLACEMENT throughout the Gala	Prominent	X	X	X	
SOCIAL MEDIA coverage across BCL channels	Dedicated	Dedicated	X	X	X
WEBSITE placement across BCL pages	Prominent	Logo	Logo	X	X
CHANGE-MAKERS ROUNDTABLE exclusive seats	2	1			

**VIP ADMISSION
PACKAGE** \$1,000

Not looking for a sponsorship, but want to experience the energy of the evening?
This package includes 2 tickets to be a part of the magic and show your support for the industry through the programs of Beauty Changes Lives.

UNABLE *to attend* **IN PERSON?**

But want to be involved?
Let us craft a custom sponsorship package for you!

PLATINUM *Sponsor*

\$25,000

This limited sponsorship opportunity brings a new, elevated aspect to the Beauty Changes Lives Gala Experience. Platinum sponsors will receive the ultimate VIP treatment including private lounge seating area, drink service, and access to interactive entertainment.

EVENT TICKETS : 8

Reward your executive team members or invite your top clients to experience the magic of careers in beauty and wellness from the comfort of your platinum vantage.

CHANGE-MAKERS ROUNDTABLE SEATS : 2

Exclusive invitation only roundtable discussion of key industry decision makers.

MEDIA AND RECOGNITION

- Dedicated press release to trade media celebrating your support of Beauty Changes Lives
- Prominent logo placement throughout the event
- Dedicated e-blast to full audience celebrating your support of BCL with opportunity to include a promotion.
- Dedicated Social Media features pre and post event
- Top recognition on BCL Experience Webpage
- Access to post-event photo gallery

BRAND REPRESENTATION

Choose ONE from these activations to put your company front and center throughout the evenings celebrations

DRINKABLE ART



LIPSTICK READER



CHAMPAGNE WALL



YOU CHOOSE



GOLD
Sponsor

\$15,000

This experiential sponsorship opportunity brings new energy to the Beauty Changes Lives VIP Experience. With exciting new activation options, that are sure to be the talk of the show floor Monday, the Gold level sponsors will enjoy the evening's celebration and entertainment with the satisfaction of knowing their company helped make it happen!

EVENT TICKETS : 6

Bring the team or your top partners to experience the energy we are building around the future of the beauty industry.

CHANGE-MAKERS ROUNDTABLE SEATS : 1

Exclusive invitation only roundtable discussion of key industry decision makers.

MEDIA AND RECOGNITION

- Included in press release to trade media recognizing key supporters
- Prominent logo placement throughout the event
- Inclusion in e-blast to full audience celebrating key supporters
- Dedicated Social Media features pre and post event
- Logo recognition on BCL Experience Webpage
- Access to post-event photo gallery

BRAND REPRESENTATION

Choose ONE from these activations to put your company front and center throughout the evenings celebrations

DESSERT STATION



RECIPIENT SPOTLIGHT



MIC DROP DJ



RELAX & RECHARGE



AND OTHERS...

SILVER
Sponsor

\$10,000

This sponsorship opportunity is for the ones who want to make their mark on the event... literally. The Silver level activations are all about capturing the energy of the evening and sharing it with the community.

EVENT TICKETS : 4

Your top team will be reinvigorated and inspired to serve the future professionals of beauty and wellness.

MEDIA AND RECOGNITION

- Included in press release to trade media recognizing key supporters
- Prominent logo placement throughout the event
- Dedicated Social Media features pre and post event
- Logo recognition on BCL Experience Webpage
- Access to post-event photo gallery

ADDITIONAL ACTIVATION OPTIONS:

- "Booth-Less" Photo Booth
 - Live Painting
 - Roaming Social Photographer
 - Live Chain stitching
- Have an awesome idea? Let's make it happen!

BRAND REPRESENTATION

Choose ONE from these activations to put your company front and center throughout the evenings celebrations

ACCENT NAILS



LIVE MUSIC



MAGIC MIRROR



NEON SIGNAGE



BRONZE

Sponsor

\$5,000

EVENT TICKETS : 2

MEDIA AND RECOGNITION

- Included in press release to trade media recognizing key supporters
- Logo placement at the event
- Social Media features pre and post event
- Logo placement on BCL Experience Webpage
- Access to post-event photo gallery

BRAND REPRESENTATION

Choose ONE from these activations to put your company front and center throughout the evening

COMMERCIAL SPOT ON SCREEN



ROAMING MAGICIAN



BAR BRANDING



COPPER
Sponsor

\$2,500

EVENT TICKETS : 2

MEDIA AND RECOGNITION

- Mention in press release to trade media recognizing sponsors
- Logo placement at the event
- Social Media mentions pre and post event
- Logo placement on BCL Experience Webpage
- Access to post-event photo gallery

BRAND REPRESENTATION

Choose ONE from a variety of print opportunities to feature your company throughout the evening

BRANDED BOARDS



AND MORE...

BANNERS



ADMISSION
Package **\$1,000**

Not looking for a sponsorship, but want to experience the energy of the evening?

This package includes **2 tickets** to be a part of the magic and show your support for the industry through the programs of Beauty Changes Lives.

This package also grants access to the post-event photo gallery

UNABLE *to attend* IN PERSON

BUT WANT TO BE INVOLVED? Your company can have a presence at the VIP event and show their support for the organization without ever leaving the office!

Choose from a **\$1,000 \$5,000 or \$10,000** *budget*

and let us craft a custom sponsorship package for you with options to include...

BANNERS



BRANDED BOARDS



TABLE TALKERS



AND SO MUCH MORE...

Have an
awesome
idea?

Let's **make**
it happen!

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DIAMOND *Sponsor* \$50,000

NEW

This **NEW** sponsorship level is reserved for a single, premier supporter invested in the future of the industry.

All the placement, coverage and perks of a Platinum event sponsor with the additional benefit of being recognized as **PRESENTING SPONSOR** on ALL collateral and at the **CHANGE-MAKERS** roundtable.

Beyond the Sunday night Beauty Changes Lives Gala Experience, this brand or company will be noted as presenting sponsor for all three events hosted by Beauty Changes Lives across this future-defining weekend:

**CHANGE-MAKERS
ROUNDTABLE**

**BEAUTY CHANGES LIVES
GALA EXPERIENCE**

**"KNOW SECRETS"
CAMPAIGN REVEAL**

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THANK YOU *to our* 2022 SPONSORS

GLOBAL SPONSORS

AMERICA'S
BEAUTY SHOW

BEAUTY
CHANGES
LIVES **10**

PIVOT
POINT

PLATINUM SPONSORS



I.S.P.
CREATIVE

Painted Hair

SAM VILLA



GOLD SPONSORS

CLICS[®]
COLOR. CREATIVITY. TECHNOLOGY.

L3VEL3[®]

KMS

SILVER SPONSORS



CND[™]

dermalogica[®]



IGK

SALON **InStyle**

JCPenney salon

ULTA[®]
BEAUTY

Qnity

THANK YOU *to our* 2022 SPONSORS

BRONZE SPONSORS



COPPER SPONSORS



IN-KIND SPONSORS



MEDIA SPONSORS



**BEAUTY
CHANGES
LIVES®**

SCHOLARSHIPS
MENTORSHIP
INSPIRATION

With your support

2023 WILL BE OUR

most impactful

YEAR YET!

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Platinum	Gold	Silver	Bronze	Copper
\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Drinkable Art RESERVED cocktail)	Talent Sponsor - music	Magic Mirror	Roaming Magician	Meter Board in event space
SOLD Lipstick reader	Living art	Neon Sign Photo-op	Bar Branding	Brand Banner
Living Champagne Wall	Relax and Recharge	Mic Drop Sponsor (DJ)	Commercial spot on screen	YOU CHOOSE
YOU CHOOSE	Dessert Station	Accent Nail Station	YOU CHOOSE	
	Selfie Experience (branded cookies)	Live Painting		
	Live Screen Printing	Live Chainstitching		
	Recipient Spotlight	"Booth-Less" Photo Booth		
	YOU CHOOSE	Roaming Social Photographer		
		YOU CHOOSE		

Have an
awesome
idea?

Let's **make**
it happen!

ACTIVATION *appendix*