

BEAUTY CHANGES LIVES

2023 SPONSORSHIP PACKAGE

UNITING AS ONE, CELEBRATING CHANGE-MAKERS, SECURING OUR FUTURE

CHANGE-MAKERS' GALA

APRIL 16, 2023 CHICAGO

BEAUTY CHANGES LIVES IS Making the Beauty Profession a **First-Choice Career**

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

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

The 2023 Beauty Changes Lives **Gala** Experience will be like no other as an exclusive evening tailored to the level of prestige befitting our industry's top executives and change-makers.

Come together with **200** of our most influential decision-makers as we celebrate careers in beauty and wellness by investing in our future.

Sponsorship Contact:

Lisa Roeberg | Executive Director | Lisa@beautychangeslives.org

Choose Your Sponsorship Level

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 invloded?**
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 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.

INDUSTRY LEADER ROUNDTABLE : 2

Exclusive invitation for one participant and one observer at the Industry Leader Roundtable.

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

Floral/Decor



Lipstick Reader



Champagne Wall



Drinkable Art



RESERVED

Gold Sponsor \$15,000

This experiential sponsorship opportunity brings new energy to the Beauty Changes Lives 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 evenings 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.

INDUSTRY LEADER ROUNDTABLE : 1

Exclusive invitation for one participant and one observer at the Industry Leader Roundtable.

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

Relax & Recharge



Mic Drop DJ



Recipient Spotlight



Dessert Station



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 stitchin

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

Neon Signage



Live Music



SOLD

Magic Mirror



Accent Nails



Bronze Sponsor \$5,000

EVENT TICKETS : 2

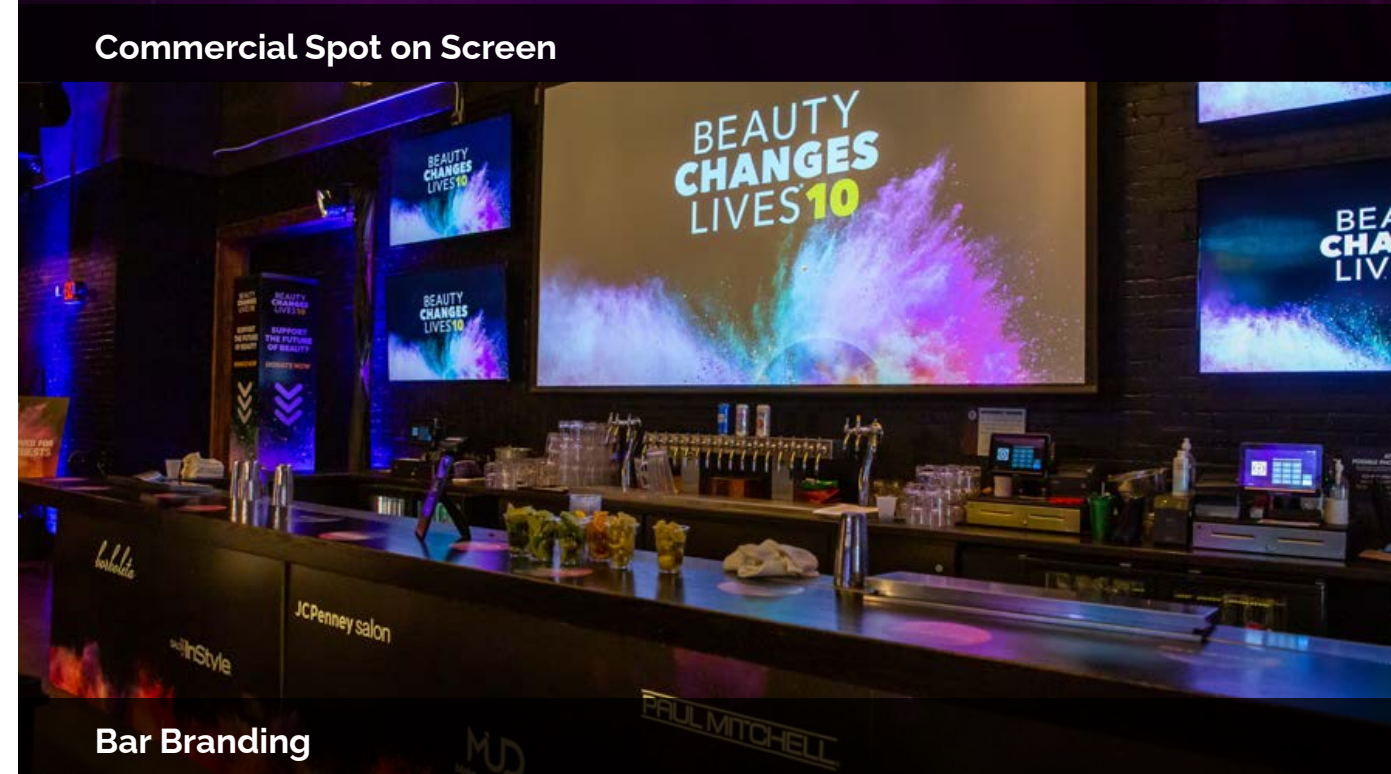
Your top team will be reinvigorated and inspired to serve the future professionals of beauty and wellness.

MEDIA AND RECOGNITION

- Included in press release to trade media recognizing key supporters
- 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 evenings celebrations



Copper Sponsor \$2,500

EVENT TICKETS : 2

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

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



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



Branded Boards



Banners and more...

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...

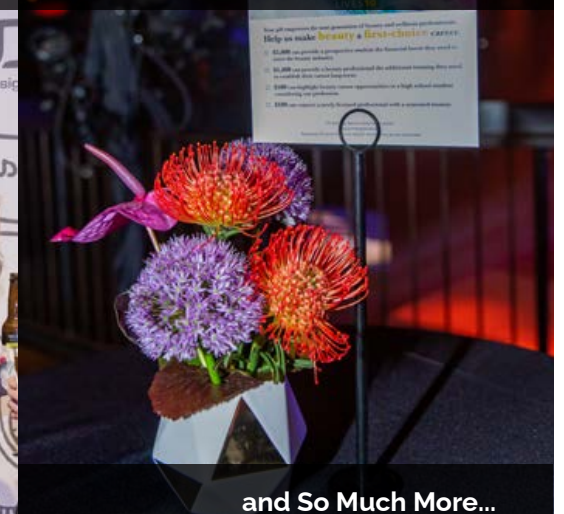
Banners



Branded Boards



Table Talkers



Have an **awesome** idea? Let's **make it** happen!

Sponsorship Contact:

Lisa Roeberg | Executive Director | Lisa@beautychangeslives.org

Diamond Sponsor \$50,000

This **NEW** sponsorship level is reserved for a single premier supporter invested in our industry's future.

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 **INDUSTRY LEADER ROUNDTABLE**.

Our Diamond Sponsor will have the exclusive ability to welcome VIP attendees to the weekend's activities via hotel **ROOM DROP**.

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 BeautyChanges Lives across this future-defining weekend:

INDUSTRY LEADER
ROUND TABLE

CHANGE-MAKERS'
GALA

KNOW BEAUTY SECRETS
TOWN HALL

Sponsorship Contact:

Lisa Roeberg | Executive Director | Lisa@beautychangeslives.org

FUTURE PROOFING THE BEAUTY INDUSTRY

AT AMERICA'S BEAUTY SHOW

AMERICA'S BEAUTY SHOW
★ COSMETOLOGISTS CHICAGO
SINCE ★ 1912
PRESENTS

100TH ANNIVERSARY
PRESIDENT'S
RECEPTION



AMERICA'S BEAUTY SHOW
APRIL 15, 6PM

BEAUTY
CHANGES
LIVES
PRESENTS

INDUSTRY LEADER
ROUND TABLE

LOEWS CHICAGO O'HARE
APRIL 16, 2PM

BEAUTY
CHANGES
LIVES
PRESENTS

CHANGE-MAKERS'
GALA

LOEWS CHICAGO O'HARE
APRIL 16, 6PM

UNITE
as
ONE
PRESENTS

KNOW BEAUTY SECRETS
TOWN HALL

AMERICA'S BEAUTY SHOW
APRIL 17, 9AM

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

WELLA
COMPANY

GOLD SPONSORS

CLICS[®]
COLOR. CREATIVITY. TECHNOLOGY.

L3VEL3[®]

KMS

SILVER SPONSORS

ASCP
Associated Skin Care Professionals

Aveda
Arts & Sciences
Institutes

CND[™]

dermalogica[®]



IGK

THE 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

with Your Support

2023 Will be Our
Most Impactful
Year Yet!

Sponsorship Contact:

Lisa Roeberg | Executive Director | Lisa@beautychangeslives.org

Activation Appendix

Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500
Drinkable Art (Branded Cocktail)	 Music Sponsor	Magic Mirror	Roaming Magician	Meter Board In Event Space
 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
Flords / Decor	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!