



At PBA BEAUTY WEEK | July 31 – August 1, 2011
BRANDING & SPONSORSHIP OPPORTUNITIES

What is Beacon?

Beacon is an annual event held in conjunction with PBA Beauty week to provide the nation's top future professionals with the guidance to achieve maximum career success. Beacon students attend the most celebrated industry events during **PBA Beauty Week**, including **PBA Symposium**, the **North American Hairstyling Awards (NAHA)**, and **Cosmoprof North America**, and benefit from specially designed educational sessions to help them embark on a successful career path.

Each year, hundreds of cosmetology students compete for a coveted spot in PBA's Beacon program. 100 students who have shown exceptional skill and dedication to the beauty industry will win free admission to the program. Up to 100 additional students (honorable mentions) will receive admission at a discounted rate.

Support the future of the beauty industry by leaving your mark and brand in the minds and hands of these future industry leaders!

Diamond Sponsor \$15,000 - (2 Available)

Support the future of the beauty industry and brand your company with this top sponsor package. PBA/NAHA will provide: Premium placement of logo recognition on all Beacon 2011 advertising and marketing campaigns (time permitting) in addition to:

- A complete Beacon student contact list
- Full badge status to the following (must confirm names by deadline date)
- (2) Full Package Tuitions to PBA Symposium. Each package includes one (1) 3-day badge to Cosmoprof North America, one (1) ticket to the Get Together Party and (1) ticket to NAHA*.
 - *Must confirm names by the deadline date
- Product placement in the Beacon swag bags
- Logo placement on Beacon orientation webinar pages
- Lunch vouchers printed with your logo will be given to each Beacon student (Sunday or Monday)
- Signage at the PBA Symposium Business Lounge** with your logo
- 30 second DVD/video presentation displayed to Beacon Students
- Company name & logo on the Beacon t-shirts worn by Beacon students during the PBA Symposium
- One page, four-color Advertisement in the on-site attendee notebook
- Your company's personalized PowerPoint slide to be played during PBA Symposium General Sessions
- Promotion on the sponsor recognition section of the Beacon website
- Dedicated Banner on Beacon website to run the entire cycle of Beacon 2011
- (1) E-blast to Beacon students leading up to PBA Beauty Week
- Premium placement of logo on all Beacon on-site signage

**Located on the CPNA expo floor – Pavilion C

Advertising Opportunities

Beacon Website Banner Ad • Investment: \$250 each (Limited Availability)

The official on-line source for all Beacon information, <http://www.probeauty.org/beacon> attracts hundreds of future salon and spa professionals every day. Rotating Banner ads (124x124), strategically placed on highly visible pages can be one of the most effective and affordable promotional vehicles today. Banner will appear for the duration of the 2011 run.

Beacon Student T-Shirts • Investment: \$300 each

Your company name will be listed on the Beacon t-shirt that is worn by all Beacon students during PBA Symposium. Your company logo will also be listed in the sponsor recognition section of the Beacon website.

Sponsorship Opportunities

Beacon Education Supporters • Investment: \$2,000

Support the education driving the future of the beauty industry.

Investment includes:

- Two (2) tickets to attend the Beacon program
- 50% off on two (2) PBA Symposium full tuition packages
- Company name on the Beacon t-shirts worn by Beacon students during the PBA Symposium
- Rotating Banner Ad on Beacon website to run the entire cycle of Beacon 2011
- Logo on the sponsor recognition section of the Beacon website
- (1) E-blast to Beacon students leading up to PBA Beauty Week
- Logo recognition on select on site Beacon signage

Beacon Lunch Sponsor • Investment: \$3,000 (2 Available: Sunday or Monday)

It's a fact that eating healthy at lunch will help keep a students' mind sharp and ready to learn all afternoon. Help these Beacon students focus during their classes with lunch on you!

Investment includes:

- Two (2) tickets to attend the Beacon program
- 50% off on two (2) PBA Symposium full tuition packages
- Lunch vouchers printed with your logo will be given to each Beacon student
- Company name and logo on the Beacon t-shirts worn by Beacon students during the PBA Symposium
- Dedicated Banner on Beacon website to run the entire cycle of Beacon 2011
- (1) E-blast to Beacon students leading up to PBA Beauty Week
- Logo recognition on select on site Beacon signage

Gifting the Beacon Students 2011 • Investment: \$3,000

This is a fun way to get a sample of your product(s) into the hands of the future beauty industry professionals and begin building brand loyalty!

Investment includes:

- Two (2) tickets to attend the Beacon program
- 50% off on two (2) PBA Symposium full tuition packages
- Company name and logo on the Beacon t-shirts worn by Beacon students during the PBA Symposium
- Your company's PBA approved literature and/or product handed out to each student in the Beacon room
- Dedicated Banner on Beacon website to run the entire cycle of Beacon 2011
- (1) E-blast to Beacon students leading up to PBA Beauty Week
- Logo recognition on select on site Beacon signage

Beacon Branding 2011 TERMS & CONDITIONS

- 100% of total fee is due within 30 days signing this agreement. If contract is submitted within 30 days of the event, full payment is due immediately upon receipt of signed agreement. All fees are non-refundable.
- The terms of this agreement may not be modified, except by written Agreement, signed by both parties.
- It is understood that this form shall be legally binding between Beacon Management, hereinafter known as PBA, and your company, hereinafter known as Sponsor, only upon acceptance by PBA.
- Sponsor shall be responsible for providing the "finished" Promotional Opportunity (i.e. artwork, names, product, etc.) as required by the deadline date and for meeting the exact specification indicated in the confirmation letter. In the event that such deadline is not met by the Sponsor, the opportunity in question shall revert back to PBA without obligation.
- Cancellation: Any sponsor wishing to cancel this contract must do so in writing to Show Management. If such notice is received by Show Management before fulfillment begins, one half (50%) of the total fee shall be due to Show Management. If notice is received after fulfillment begins, the total fee (100%) shall be due to Show Management. All fees Paid to PBA are non-refundable and non-transferable.
- If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heir and successors of the Sponsor. This Agreement constitutes the entire Agreement between Sponsor and PBA concerning Beacon 2011 Sponsorship Opportunities.
- Initiation of this proposal does not constitute a hold on items contained until fully executed by your company and the Professional Beauty Association (PBA).

Sponsorship Requested: _____ **Cost: \$** _____

Advertisement Requested: _____ **Cost: \$** _____

Beacon 2011 AGREEMENT and ACCEPTANCE

Print Name: _____

Signature: _____ Date: _____

Contact Name (if different from above): _____

Phone: _____ Contact Email: _____

Payment Information: (All payments are non-refundable)

Visa
 MasterCard
 American Express
 Check
 PBA Please Charge my card \$ _____

Account Number: _____ Sec. Code: _____ Exp. Date: ____ / ____ (mm/yy)

Cardholder's Name: _____ Signature: _____

PBA Acceptance: _____ Date: _____