

PBA BEACON

AN ELITE PROGRAM FOR STUDENTS

2025 SPONSORSHIP OPPORTUNITIES

CHICAGO, IL
APRIL 5 - 7, 2025
HELD ALONGSIDE **AMERICA'S BEAUTY SHOW**

JODY@PROBEAUTY.ORG | PROBEAUTY.ORG/BEACON





PBA'S BEACON IS AN **ELITE PROGRAM** FOR STUDENTS

that provides top beauty school students an opportunity to be mentored by leading industry influencers, and create connections with owners from the most prestigious salons across the US.

Designed to inspire and prepare students for a successful career, the Beacon program accepts a limited number of applicants each year.

IF YOU ARE LOOKING TO CONNECT YOUR BRAND WITH THE INDUSTRY'S FUTURE LEADERS, **CONTACT US ABOUT A BEACON STUDENT PROGRAM SPONSORSHIP!**

JODY@PROBEAUTY.ORG

PROBEAUTY.ORG/BEACON



@hairby.hannahmichelle
2024 Beacon Graduate!



TITLE SPONSOR

SPONSORSHIP INCLUDES:

- + ONE 60-MINUTE SPEAKING PRESENTATION ON THE BEACON STAGE
- + ONE SPOT ON THE BEYOND THE CHAIR CAREER PANEL DISCUSSION
- + TWO COMPANY REPS TO PARTICIPATE IN THE BEYOND THE CHAIR BREAKOUT SESSION WITH STUDENTS
- + LOGO ON THE STEP & REPEAT
- + 30-SECOND VIDEO/AD PLAYED DURING EVENT
- + TWO DEDICATED BRAND EMAILS TO THE BEACON CLASS OF 2025
[EMAIL SPECS FOUND HERE](#)
- + ONE BANNER AD ON BEACON LANDING PAGE OF PBA WEBSITE
- + PRODUCT INCLUDED IN SWAG BAG
- + CUSTOMIZED TOUCHPOINTS AND PARTNERSHIP OPPORTUNITIES TO REACH AND ENGAGE WITH THE STUDENTS THROUGHOUT THE YEAR POST-BEACON

\$25,000

1 AVAILABLE | COMMITMENT DUE BY 12.30.24



This past weekend was the most spectacular experience I could've asked for. During this time at Beacon, I had the incredible opportunity to meet, talk to, and be taught by so many of the top stylists known in the country. This is certainly an event to remember, and makes me extremely excited and proud to be a part of this industry.

@HAIRBY.HANNAHMICHELLE
2024 BEACON GRADUATE



BEACON PRESENTATION SPONSOR

Interact directly with the next generation of professionals! This unique sponsorship provides direct access to the future of the industry.

SPONSORSHIP INCLUDES:

- + ONE ON-STAGE SPEAKING PRESENTATION UP TO 45 MINUTES
- + ONE SPEAKER TO BE INCLUDED ON THE BEYOND THE CHAIR CAREER PANEL
- + ONE COMPANY REP TO PARTICIPATE IN THE BEYOND THE CHAIR BREAKOUT SESSION WITH STUDENTS
- + LOGO ON THE BEACON STEP & REPEAT
- + TWO DEDICATED BRAND EMAILS TO THE BEACON CLASS OF 2025
[EMAIL SPECS FOUND HERE](#)
- + ONE BANNER AD ON BEACON WEBSITE
- + PRODUCT INCLUDED IN BEACON SWAG BAG
- + COMPANY'S PERSONALIZED POWERPOINT SLIDE PLAYED IN SPONSOR ROTATION DURING BEACON PROGRAM BREAKS

\$15,000

3 AVAILABLE | COMMITMENT DUE BY 12.30.24

T-SHIRT SPONSOR

Who doesn't love their favorite t-shirt?! Be a part of this **EXCLUSIVE** opportunity for 2025 to sponsor a t-shirt for Beacon students to commemorate their experience and remember your brand as they begin their new careers!

SPONSORSHIP INCLUDES:

- + SOLO SPONSOR ON T-SHIRT
- + LOGO ON THE BEACON STEP & REPEAT
- + LOGO ON BEACON WEBSITE
- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS
- + COMPANY'S PERSONALIZED POWERPOINT SLIDE

\$8,000

1 AVAILABLE | COMMITMENT DUE BY 2.4.25



Beacon 2024 is officially over and I can say that I feel truly inspired. I am incredibly thankful for all of the guest speakers who poured into us during this event. I am ready to move forward more confident and determined to make a name for myself in the industry.

@HAIR_BY_ANDYLAKE
2024 BEACON GRADUATE



@hair_by_andylak
2024 Beacon Graduate!





@cosmetology.by.ice
2024 Beacon Graduate!



ACTIVATION SPONSOR

Be a part of the Beacon student onsite experience and create an Instagrammable moment with a photo booth, pop up display or other activation!

SPONSORSHIP INCLUDES:

- + ONE INTERACTIVE SPACE IN THE BEACON PROGRAM SPACE
- + LOGO ON THE BEACON STEP & REPEAT
- + THANK YOU SPONSOR LOGO ON BEACON WEBSITE
- + THANK YOU SPONSOR LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS

\$3,500

1 AVAILABLE | COMMITMENT DUE BY 12.30.24



This weekend I had the honor of traveling to Orlando, FL to attend Beacon and learn from some of the best beauty professionals in the industry! To any students who questions if they should apply... DO IT!! It's amazing to witness how much love, support and respect these artists have for the industry.

@COSMETOLOGY.BY.ICE
2024 BEACON GRADUATE



@selenal.beauty
2024 Beacon Graduate!



BREAK SPONSOR

SPONSORSHIP INCLUDES:

- + OPPORTUNITY TO ADDRESS THE CLASS ON STAGE AFTER THE BREAK FOR UP TO 5 MIN
- + LOGO ON THE BEACON STEP & REPEAT
- + LOGO ON BEACON WEBSITE
- + LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS
- + 22x28 SPONSOR THANK YOU SIGN

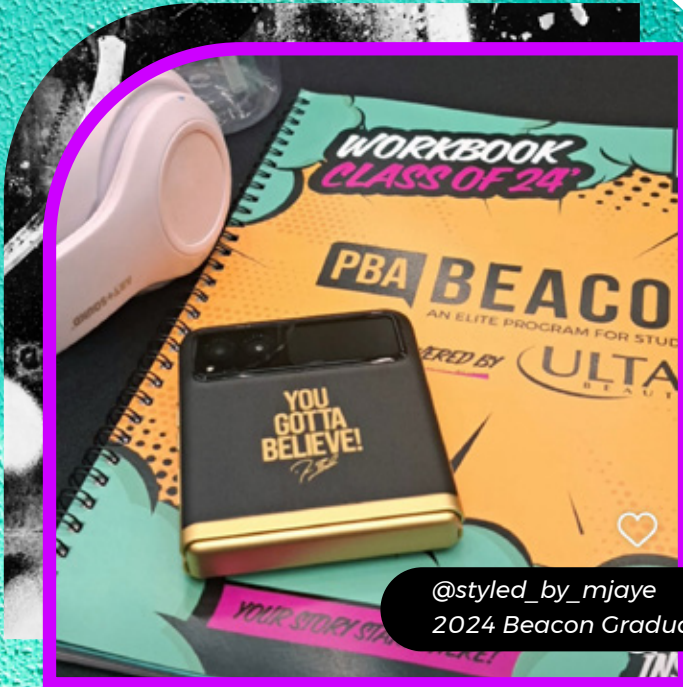
\$5,000

4 AVAILABLE | COMMITMENT DUE BY 2.4.25



Beacon is one of the biggest platforms for the beauty industry in America. To learn from top salon owners and hairstylists is a milestone achievement for me. Thank you to the Professional Beauty Association for this opportunity to be part of Beacon 2024.

@SELENAL.BEAUTY
2024 BEACON GRADUATE



@styled_by_mjaye
2024 Beacon Graduate!



INTERACTIVE WORKBOOK SPONSOR

SPONSORSHIP INCLUDES:

- + LOGO ON STEP AND REPEAT
- + LOGO ON BEACON WEBSITE
- + EXCLUSIVE SPONSOR OF BEACON WORKBOOKS
- + LOGO ON WORKBOOK
- + OPPORTUNITY TO PROVIDE PRINT-READY CONTENT/AD IN WORKBOOK, UP TO 4 PAGES OR TWO FULL-PAGE SPREADS

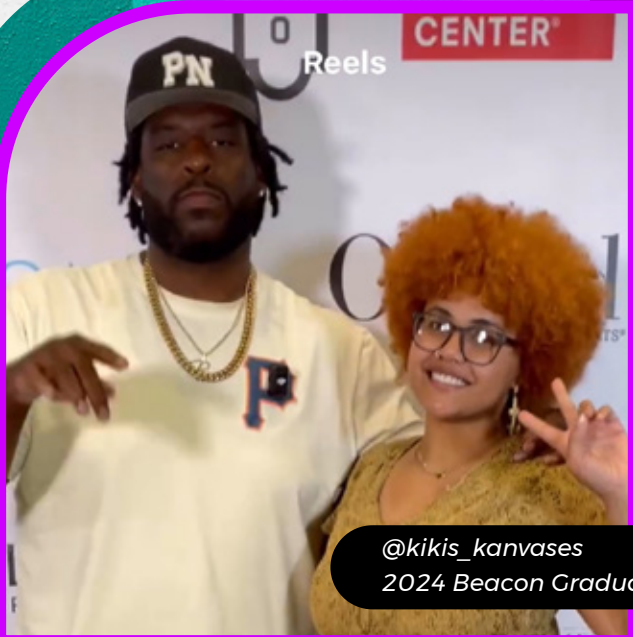
\$8,000

1 AVAILABLE | COMMITMENT DUE BY 2.4.25



I NOW KNOW for 100% fact this whole beautiful experience was divinely placed in my life. Three days of wonderful experiences. I'm looking forward to returning one day to Beacon and sow seeds with future graduates!

@STYLED_BY_MJAYE
2024 BEACON GRADUATE



@kikis_kanvases
2024 Beacon Graduate!



SPONSOR THE CHICAGO CLASS OF 2025 WITH A PBA MEMBERSHIP

We'll gift each member of the Chicago Class of 2025 with a one year PBA membership to continue their career success!

SPONSORSHIP INCLUDES:

- + LOGO ON THE BEACON STEP & REPEAT
- + THANK YOU SPONSOR LOGO ON BEACON WEBSITE
- + THANK YOU SPONSOR LOGO INCLUDED IN ROLLING POWERPOINT PLAYED DURING EVENT
- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS

\$4,000

1 AVAILABLE | COMMITMENT DUE BY 2.4.25



Thank you so much for all that you have done for me and my career this past weekend!! I will ABSOLUTELY be renewing my membership for the rest of my career - and probably even after!

@KIKIS_KANVASES
2024 BEACON GRADUATE



SWAG BAG SPONSOR

SPONSORSHIP INCLUDES:

- + LOGO ON THE SWAG BAGS
- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS - 200 COUNT
- + LOGO ON THE BEACON STEP & REPEAT
- + THANK YOU SPONSOR LOGO ON BEACON WEBSITE

\$2,000

1 AVAILABLE | COMMITMENT DUE BY 3.5.25

PRODUCT SPONSOR

SPONSORSHIP INCLUDES:

- + OPPORTUNITY TO PROVIDE PRODUCT FOR BEACON SWAG BAGS - 200 COUNT

\$500

COMMITMENT DUE BY 3.5.25



SPECIAL THANKS TO OUR VISIONARY MEMBERS

VISIONARY ELITE



VISIONARY SELECT

MY SALON Suite

Great Clips®
IT'S GONNA BE GREAT®

VISIONARY PLUS



VISIONARY



Learn how our comprehensive Visionary Membership can help elevate your brand.

CONTACT JODY@PROBEAUTY.ORG

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