



SPONSORSHIP **PROGRAM**



A WOMAN IS BATTERED

EVERY

15

SECONDS



CUT IT OUT®: The Beauty Community Against Domestic Abuse is dedicated to mobilizing salon professionals and others to fight the epidemic of domestic abuse in communities across the U.S. by building awareness and training salon professionals to recognize warning signs and safely refer clients, colleagues, friends and family to local resources.



Salon professionals are in a unique position to recognize the signs and symptoms of abuse in their clients and co-workers. Because of the intimate and nurturing nature of the relationship between salon professionals and their clients and co-workers, salon professionals can often spot signs of physical abuse that others may never see.

RESEARCH SHOWS MOST BATTERED WOMEN

NEVER CALL THE
POLICE
OR GO TO A
SHELTER

HOWEVER, THEY DO USUALLY TALK ABOUT
THE ABUSE WITH SOMEONE THEY TRUST.



Because salon professionals are skilled and experienced listeners who are personally interested in those around them, many victims suffering from abuse feel comfortable confiding in them - even if they would never tell anyone else. For an abused woman, the salon may be an ideal environment to seek out help because it may be one of the few places she is allowed to go without her abuser.



With proper training on how to recognize the signs of abuse and safely refer victims to help, salon professionals can become invaluable and influential community partners in the fight against domestic abuse.



35%

OF EMERGENCY ROOM VISITS
BY WOMEN ARE A RESULT OF

**DOMESTIC
ABUSE**

SPONSORSHIP OPPORTUNITIES

PLATINUM \$50k

- Customized co-branded training materials, including the CUT IT OUT® Training Manual and PowerPoint
- Customized co-branded display materials, including CUT IT OUT® Safety Cards and Window Clings
- Your company logo displayed as a Platinum sponsor on the CUT IT OUT® PBA website
- Your company logo on printed materials, signage and digital assets at PBA Industry Events
- 1 featured article in the PBA Newsletter (distribution date determined by PBA)
- 1 e-mail blast thanking your company for the sponsorship (distribution date determined by PBA)
- 3 social posts thanking your company for the sponsorship
- 1 feature on the PBA website "What's New" homepage
- Optional CUT IT OUT® check presentation at the PBA Executive Summit
- Specialized partnership plan, as requested (to be determined by PBA and sponsor)

SPONSORSHIP OPPORTUNITIES

GOLD \$25k

- CUT IT OUT® display materials, including CUT IT OUT® Safety Cards and Window Clings
- Your company logo displayed as a Gold sponsor on the CUT IT OUT® PBA website
- Your company logo on printed materials, signage and digital assets at PBA Industry Events
- 1 featured article in the PBA Newsletter (distribution date determined by PBA)
- 1 e-mail blast thanking your company for the sponsorship (distribution date determined by PBA)
- 3 social posts thanking your company for the sponsorship

SPONSORSHIP OPPORTUNITIES

SILVER

\$10k

- CUT IT OUT® display materials, including CUT IT OUT® Safety Cards and Window Clings
- Your company logo displayed as a Silver sponsor on the CUT IT OUT® PBA website
- 1 featured article in the official PBA Newsletter (distribution date determined by PBA)
- Your company logo on printed materials, signage and digital assets at PBA Industry Events
- 3 social posts thanking your company for the sponsorship (1 on each of PBA's social platforms)

SPONSORSHIP OPPORTUNITIES

BRONZE

\$5k

- CUT IT OUT® display materials, including CUT IT OUT® Safety Cards and Window Clings
- Your company logo displayed as a Bronze sponsor on the CUT IT OUT® PBA website
- 1 featured article in the PBA Newsletter (distribution date determined by PBA)
- 3 social posts thanking your company for the sponsorship

MATERIAL REQUIREMENTS



Upon receipt of your signed contract, you will be contacted by a sponsorship coordinator. Your sponsorship coordinator will give you more detailed specifications, guidelines and deadline dates for all the marketing and promotional opportunities you selected. All customer supplied artwork and product for distribution are subject to PBA approval. To ensure deadlines are met, plan your submissions for approval according to the dates provided by your sponsorship coordinator.

CUT IT OUT® SPONSORSHIP TERMS & CONDITIONS

- 100% of total fee is due within 30 days of signing this agreement. All fees are non-refundable.
- Category choice is assigned on a first-come basis upon confirmation of signed contract and payment as denoted above.
- 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 CUT IT OUT® Management, hereinafter known as PBA Foundation, and your company, hereinafter known as Sponsor, only upon acceptance by PBA Foundation.
- 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 Foundation without obligation or refund of monies.
- 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 Foundation concerning CUT IT OUT® Sponsorship Opportunities.
- All fees Paid to PBA Foundation are non-refundable and non-transferable.
- Initiation of this proposal does not constitute a hold on items contained until fully executed by your company and the Professional Beauty Association Foundation (PBA Foundation).

SPONSORSHIP REQUESTED: _____ COST: _____

CUT IT OUT® SPONSORSHIP AGREEMENT & ACCEPTANCE

Company Name: _____

Contact Name (Please Print): _____ Date: _____

Contact Signature: _____

Phone: _____ Contact Email: _____

PBA Acceptance: _____ Date: _____

We accept sponsorship payments via credit card or check.
To make a secure credit card payment, please login at **APP.PROBEAUTY.ORG/EWEB**.
Checks should be sent payable to PBA Foundation at the address listed below.

SEND CHECK TO:
PBA FOUNDATION | 7755 E GRAY RD, SCOTTSDALE, AZ 85260



CUT IT OUT®: THE BEAUTY COMMUNITY AGAINST DOMESTIC ABUSE

CUT IT OUT® was originally created by The Women's Fund of Greater Birmingham and the Alabama Coalition Against Domestic Violence as a statewide program. In March 2003, the National Cosmetology Association took the CUT IT OUT® program nationwide, training hundreds of salon professionals since. Today, CUT IT OUT® is a program of the Professional Beauty Association (PBA) Charities.

PROFESSIONAL BEAUTY ASSOCIATION (PBA)

100,000 members strong, the Professional Beauty Association (PBA) is the largest and most inclusive trade organization representing the entire beauty industry. PBA exists to elevate, unite, and serve the beauty industry and the professionals who improve people's lives. Learn more at PROBEAUTY.ORG.