

CUT IT OUT



*Salons Against
Domestic Abuse*

**SPONSORSHIP
PROGRAM**



Every **15 SECONDS**
a woman is battered.

1.5 MILLION

women are raped or physically
assaulted by their partner each
year.



**1 IN 3 WOMEN & 1 IN 9
MEN** experience domestic
violence in their lifetime.



of ER visits by women are
a result of domestic abuse

CUT IT OUT®: Salons 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 that 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.



Professional Beauty Association (PBA)

PBA advances the professional beauty industry by providing our members with education, charitable outreach, government advocacy, events and more. PBA is the largest organization of salon professionals with members representing salons and spas, distributors, manufacturers and beauty professionals/NCA. **Learn more at probeauty.org.**



PBA Foundation

CUT IT OUT® is a program of PBA Foundation. PBA Foundation is a tax exempt 501(c)(3) organization that supports charitable initiatives and the historical preservation of the beauty industry. Programs include domestic abuse awareness and education, disaster relief, educational scholarships, and heritage initiatives, which preserve the industry's history, archives and artifacts. PBA Foundation is controlled and operated by the Professional Beauty Association (PBA).

**PREMIER
SPONSOR**
OVER \$5,000

- Customized benefits packages will be created for sponsor levels above \$5,000

**GOLD
SPONSOR**
LIMIT 3
\$5,000

- Logo and hyperlink to company website placed prominently on CUT IT OUT website
- Personalized plaque of sponsorship mailed to sponsor
- Company logo appearing in a CUT IT OUT print ad in the 2016 ISSE Long Beach pre-show directory
- Company logo appearing in a CUT IT OUT print ad in the 2016 ISSE Long Beach show directory
- Company logo appearing in a CUT IT OUT print ad in the 2015 NAHA Tribute Journal
- Company logo appearing in a CUT IT OUT print ad in a 2015 issue of PBA Pro
- Company logo listed on all event PowerPoints that promote CUT IT OUT
- Company logo listed in PBA's Annual Report
- Company logo appearing in 2 Facebook posts thanking for support during October, National Domestic Violence Awareness month.
- Company logo featured in a web banner "homepage highlight" on probeauty.org/cutitout

**SILVER
SPONSOR**
LIMIT 5
\$2,500

- Logo and hyperlink to company website on CUT IT OUT website
- Personalized certificate of sponsorship mailed to sponsor (suitable for framing and display)
- Company logo appearing in a CUT IT OUT print ad in the 2016 ISSE Long Beach pre-show directory
- Company logo appearing in a CUT IT OUT print ad in the 2016 ISSE Long Beach show directory
- Company logo appearing in a CUT IT OUT print ad in the 2015 NAHA Tribute Journal
- Company logo appearing in a CUT IT OUT print ad in a 2015 issue of PBA Pro
- Company logo listed in PBA's Annual Report
- Company logo listed on all event PowerPoints that promote CUT IT OUT
- Company logo featured in a web banner "homepage highlight" on probeauty.org/cutitout

**BRONZE
SPONSOR**
LIMIT 10
\$1,000

- Logo and hyperlink to company website on CUT IT OUT website
- Personalized certificate of sponsorship mailed to sponsor (suitable for framing and display)
- Company logo appearing in a CUT IT OUT print ad in the 2016 ISSE Long Beach pre-show directory
- Company logo appearing in a CUT IT OUT print ad in the 2016 ISSE Long Beach show directory
- Company logo appearing in a CUT IT OUT print ad in the 2015 NAHA Tribute Journal
- Company logo appearing in a CUT IT OUT print ad in a 2015 issue of PBA Pro

**SALON/
SCHOOL
SPONSOR**
\$500

- Salon/Spa/Cosmetology School name, city, state and hyperlink to their website listed at probeauty.org
- Personalized certificate of sponsorship mailed to sponsor (suitable for framing and display)

**INDIVIDUAL
SPONSOR**
\$250

- Name, City and State listed on probeauty.org/CUTITOUT
- Personalized certificate of sponsorship mailed to sponsor (suitable for framing and display)

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: _____

Payment Information: (All payments are non-refundable)

Visa Mastercard American Express Check (Payable to PBA Foundation)

Please charge my card \$ _____

Account Number: _____ Sec. Code: _____ Exp. Date: ____ / ____

Cardholder's Name: _____ Signature: _____

Cardholder's Address (if different from company address on file):

PBA Acceptance: _____ Date: _____

Send PBA Foundation
Check 15825 N. 71st Street, Suite 100
to: Scottsdale, AZ 85254-2187