

# THE BEAUTY & BARBER BOSSES AWARDS

GENERAL SPONSORSHIP

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THE BEAUTY &  
BARBER BOSSES  
AWARDS



[www.TheBeautyandBarberAwards.com](http://www.TheBeautyandBarberAwards.com)

# OVERVIEW OF THE BBB AWARDS

The Beauty and Barber Bosses Awards (BBB Awards) represents the voices of Hairstylists, Makeup Artists, Nail Techs, Barbers, and all beauty industry professionals. Dedicated to ensuring the professional beauty arts remain a thriving part of our shared cultural heritage, the BBB Awards honor the hair and beauty industry history while investing in its future, advocates on behalf of beauty creators, and celebrates artistic excellence. Beauty is the original melting pot—a unifying blend of creeds and cultures. It makes us joyful, lifts our spirit, and enhances our naturally beautiful canvas.

The BBB Awards is designed to honor and celebrate the hair industry professionals who design, create and inspire. These hair and beauty industry professionals are the creatives of our society; they produce the images that inspire our culture. From your favorite celebrities hairstyle, the trending new nail art, or the makeup design that everyone loves, there is a hair and beauty industry professional responsible for it. The BBB Awards are held annually in Atlanta, GA, the hair capital of the world, and will solicit and congregate The Who's who of the hair and beauty industry. This event pulls at the heart strings of all hair and beauty professionals, on each level and in every capacity of the industry. The BBB Awards show is promised to be celebratory, informative, and most definitely recognized and respected by the hundreds of thousands hair and beauty industry professionals and many more. It's an event you don't want to miss out on!

## SPONSORSHIP - A VALUABLE OPPORTUNITY -

Adding to the celebration of our hair and beauty industry professionals, we have a host of entertainment slated to perform and engage our guests. The performances range from musical artists, comedians, and hair design experts using their gifts to amplify the experience of The BBB Awards Show.

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# BENEFITS PROVIDED WITH GENERAL SPONSORSHIP

- Promotional Gallery: The Promo Gallery is the hallway entrance space that leads to the main event displaying promotional materials of our sponsors. The Promo Galleries has multiple roles, both visible and invisible:
  - To exhibit and support our sponsors,
  - Drive instant virtual sales, and
  - Retain attendees contact information

This allow our sponsors to focus on the personal presence of business to business networking.

Within the 4x4 Booth Space, The following marketing articles are recommended:

- 33" x 80" economy retractable banner stands
  - 4 x 4 table or
  - Cocktail tables-tops (can be provided)
  - QR codes
  - Samples
  - Promotional literature ie. Flyers, brochures.
- Sponsors name/logo included on the website: This is the title that shows in the tab at the top and middle of The Beauty & Barber Bosses Awards web browser and also the title used when an webpage is shared on social media. The webpage label provides maximum exposure for the presenting event sponsor.
  - Money Bags "Swag Bag": Swag bags are a great way to give our sponsors the opportunity to get their brand in front of the attendees after leaving the event. This give the sponsor the opportunity to contribute to the event and cement your brand into the minds of like-minded industry professionals.



# LET'S DISCUSS HOW THE BBB AWARDS CAN MAXIMIZE YOUR BUSINESS EXPOSURE!

If your goal is to get directly in front of your target market and the beauty industry professionals .. lets discuss an action plan.

Discover more sponsorship opportunities.  
[info@thebeautyandbarberawards.com](mailto:info@thebeautyandbarberawards.com)