



The Nation's Largest & Best Multi-Cultural Beauty Show

BRONNER BROS.
INTERNATIONAL BEAUTY SHOW®
FAMILY OWNED SINCE 1947

SAMPLE-DRAFT

PARTNER SPONSORHIP PROPOSAL 2023



CONTENT

- I. INTRODUCTION
- II. ABOUT US
- III| EVENTS
- IV. THE EVENTS
- V. BEYOND THE EVENT
- VI. CALL TO ACTION|HEALTHCARE
SPONSOR|STATISTICS
- VII. THE ASK - SPONOSRSHIP
- VIII. THE COLOR OF BRONNER
- IX. CONTACT US



INTRODUCTION

The **Bronner Bros. Beauty Show's** goal is to help inspire, educate and elevate cosmetology professionals, students, and the multicultural beauty industry.

As we celebrate 76 Years of Business Excellence, and Corporate Responsibility, we understand the importance of leading 30,000+ attendees in the right direction.

We've encapsulated the catch-phrase, Hair is Beauty, Make-Up is Beauty, and now, with our new initiative? **"Health is Beauty™"**.

There is an abundance of potential health issues that affect the professionals, and consumers in this industry; as a result, having a key stakeholder, such as **YOUR NAME HERE** as a Partner, and Subject Matter Expert, for educating the attendees, at the show, and after through digital communication.

The Big Ask? Align with us in taking proactive steps in offering healthcare solutions to the African American diaspora we hold as a captive audience; then utilize our platform to educate, and enroll the demographic of uninsured, self-employed industry professionals, and business owners with Affordable Healthcare Coverage.





- In 1947, Dr. Nathaniel H. Bronner, Sr. and his brother, Arthur E. Bronner, Sr. (the original Bronner Brothers) with the assistance of their sister, Emma Bronner began teaching cosmetologists at the Butler Street YMCA in Atlanta, Georgia.
- Subsequently, the first Bronner Bros. Trade Show was born with approximately 300 in attendance. The multiple shows held annually, has now grown to over 30,000+ Attendees at each show!
- Today Bronner Bros. is headed by the second generation. Bernard Bronner leads the company as president and CEO, he also leads the helm of **UPSCALE Magazine**, alongside executive leader Millie Harrell, COO.
- Bronner Bros. employs over 300 full time and part time staff members, operates one manufacturing and shipping facility, with corporate headquarter located in Atlanta, GA.





SHOPPING & MORE!

BB is also the perfect place to mingle. Professionals from the US, Africa, Australia, the Caribbean, China, Paris, Russia, and South America attend. Business classes to help you improve your salon's finances, marketing and operations. And like any good beauty trade show, there will be amazing cash & carry deals from over 300 different exhibitors. Grab some new goodies and restock on your favorite brands!



THE WORLD'S LARGEST PROFESSIONAL TRADE SHOW DEDICATED TO MULTICULTURAL BEAUTY!

The Bronner Bros. Beauty Show's goal is to help inspire, educate and elevate cosmetology professionals, students, and the multicultural beauty industry. Register now for access to panels and workshops to help take your creativity and technical skills to the next level!



EDUCATION, NETWORKING & ENTERTAINMENT

In the beauty industry, you should never stop learning, and BB supports that with the educational aspect of the Show. You can customize your experience by choosing from over 100 classes on everything from cut, color, wigs, and weaves, to barbering, skincare and make-up. Classes also cover natural hair care, hair loss, style trends, and more.



JAMES BRONNER, SHOW DIRECTOR

- April 1-3, 2023, New Orleans, LA (*Ernest N. Morial Convention Center, 900 Convention Center Blvd, New Orleans, LA 70130*)
- July 22-24, 2023, Long Beach, CA (*Long Beach Convention & Entertainment Center*)
- February 24-26, 2024, Atlanta (*Georgia World Congress Center*)

3 DAYS OF PROFESSIONAL AND CONSUMER ENGAGEMENT

- Black Americans spend \$6.6 billion on beauty and represent 11.1% of the total US beauty market.
- Addressing racial inequity in the beauty industry is a \$2.6 billion opportunity.
- Black brands in the beauty industry raise a median of \$13 million in venture capital, substantially less than the \$20 million that non-Black brands raise. Yet today, the median revenue of those Black brands is 89x higher than what non-Black beauty brands return over the same period.

Champions

1st ANNUAL BEAUTY INDUSTRY PITCH COMPETITION

APRIL 2, 2023
11:00AM - 1:30PM

\$99 Per Person
Not Included In Show Registration

Register at [www.bronnerbros.com](#)

Money & Credit Panel

MONEY AND CREDIT Panel

Setting up your business the right way, while building credit and increasing sales.

SATURDAY
APRIL 1, 2023 @ 1:00PM

Nail Panel

NAILED IT! The Panel

Learn the how to take your nail game to the next level.

SUNDAY
APRIL 2, 2023 @ 2:30PM

MASTER BARBERS The Panel

The Cut. The Shave. The Skill. Taking Your Barbering Business To The Next Level.

SATURDAY
APRIL 1, 2023 @ 1:00PM

Health & Wellness THE PANEL

You take care of EVERYONE around you.. Family, Friends and Clients. Come and learn how to take care of YOU! Physically, Mentally, Emotionally, Socially & Spiritually.

SATURDAY
APRIL 1, 2023 @ 1:00PM

INVITES YOU TO WORSHIP

PALM SUNDAY

with us through Word and Song

APRIL 2, 2023
8:30-9:30AM

Beyond the EVENTS? Access to our Sister company **UPSCALE Magazines'** print, and digital, and radio consumer base!



OUR BRAND FOOTPRINT

3.9 MILLION+
READERS PER MONTH



TABLET, PRINT, MOBILE

60K

upscale



ONLINE

1.7M



SOCIAL

2.5M

Studies have suggested that 1 of every 5 hair stylists will suffer from occupation-related **health** problems. As **hair stylist health** issues are on the rise..

Studies have found increased risks of several types of cancer, including **breast cancer, lung cancer, cancer of the larynx, bladder cancer, and multiple myeloma,** in hairdressers.

Cosmetologists surveyed were found to be at higher risk of depression compared to workers in other jobs.

As our Healthcare Partner | Sponsor, we're opening the door for card blanche access to the 30,000+ Hairstylist, Barbers, Estheticians, Consumers, Beauty & Barber Shop Network, HBCU College Tour, and to the **UPSCALE** brand footprint of 3.9 Million Readers Monthly.

The immediate benefit of our partnership is to have YOUR HEALTHCARE **Team** in place by providing immediate **AFFORDABLE HEALTHCARE ACT** insurance solutions to our community.



THE ASK?

An Annual Commitment of
\$3Mil for the first 3 Years
FULL BENEFITS-HIGH RETURNS

Our goal is to activate a long-term Healthcare Partnership with **YOUR NAME HERE**, that goes beyond the standard Event Deliverables.

This level of commitment would not only garner exclusivity, and full access, but provide YOUR NAME HEAR the foundation for additional Corporate Social Responsibility, and an ever-growing captive audience.

Our Leadership, internal Media, Editorial, and Activation Teams will work hand in hand to ensure a seamless brand activation, and roll-out of the "Health is Beauty" initiative, which is key to our evolving Corporate|Social Responsibility Plan.

We'd like to provide the opportunity for immediate discussion of partnership, and brand activation upon confirmation of interest.

The following slides provide the blueprint for Partner Sponsorship Deliverables. Our goal is to enhance at every corner.





United Healthcare

- Exclusive branding and PR Blitz as Conference Healthcare Partner & Sponsor. On all printed materials, virtual platform and event website Elevated brand presence (all print, web and social media).
- Logo included on all event collateral including conference website homepage (with hyperlinks driving traffic to sponsor website), sponsor appreciation signage, program, flyers, etc.
- Website presence on Bronner Brother & Upscale Magazine | Radio and Digital.
- Logo included in ALL pre-conference print and digital campaigns including conference marketing emails and newsletters
- Promotion to media and press outlets as a major supporter of the conference
- Social Media exposure on Facebook, Twitter and LinkedIn Banner ad on conference mobile app
- Conference mobile app presence including pre and post event clickable link
- Official recognition as Healthcare Partner and Sponsor at conference opening and closing sessions
- Opportunity for 15-minute podium address to conference attendees (estimated attendance 1000+ in-person or virtual)

- Keynote Speaker Opportunity-All 3 Days
- Official brand representation and recognition on VIP Cruise.
- Exclusive Sponsor: All Main Stage Competitions
- Exclusive VIP ACCESS at Night Events
- Private VIP Partner Zone
- 3 Reserved Tables (8 Guest Per Table) w/Partner Signage at both Conferences (New Orleans, and Long Beach Ca.).
- 80 Radio Commercials (20-30 Seconds)
- VIDEO SHOUT OUTS (10@30 SECS EACH)
- 2-FULL PAGES 4/COLOR IN UPSCALE MAGAZINE.
- LIVE RADIO INTERVIEWS
- WITH SHOW DIRECTOR, JAMES BRONNER AND BERNARD BRONNER CEO UPSCALE MEDIA
- 3 (three) Reserved Tables (8 per table) with sponsor-reserved signage at the both conferences.
- Prominent branding throughout the entire 2023 Bronner Brothers Shows.
- Keynote Speaker Opportunity, all 3 Days
- A Health Zone w/UHC Professionals conducting Health Screenings: Blood Pressure, BMI/Weight Loss/Education - Needs Assessment etc.



The Nation's Largest & Best Multi-Cultural Beauty Show
BRONNER BROS.
INTERNATIONAL BEAUTY SHOW
FAMILY OWNED SINCE 1947



CONTACT US

- Deborah E. Fuller
- National Sales Director
- dfuller@upscalemediagr.com
- 678.497.7967

