



ATTENTION: THE HAIRCARE INDUSTRY CAN NOW HELP PREVENT CHEMO-RELATED HAIR LOSS



Chemo Hair Loss & Scalp Cooling

- Hair loss is one of the most devastating side effects of chemotherapy.
- Scalp cooling is a revolutionary treatment cleared by the FDA to help prevent hair loss. But it's expensive, and not covered by most insurance.
- For many patients, scalp cooling is not only life changing, it can be lifesaving: **8% of cancer patients refuse chemo treatment for fear of losing their hair.**

HairToStay Salon-a-Thon

-  An innovative BREAST CANCER AWARENESS MONTH fundraising campaign that's truly a cut above the rest – designed specifically for the hair care industry.
-  Staged in salons across the country throughout October.
-  Publicized through aggressive PR, social media and ad campaigns.
-  Proceeds support HairToStay, the only national non-profit dedicated to helping cancer patients afford scalp cooling.

Every \$1000 changes the life of a cancer patient.



WHY BECOME A SPONSOR?

- **Targeted:** Highlight your brand squarely in front of your most important audiences: hundreds of hair salons & stylists and thousands of their clients
- **Relevant:** Helps cancer patients conquer a challenge that is clearly and directly related to your business mission
- **Meaningful:** Multiple studies confirm hair loss is one of the most devastating side effects for cancer patients
- **Unique:** As the only event of its kind, it's a way to break out of the pack and highlight your brand during BREAST CANCER AWARENESS MONTH
- **Visible:** Scalp cooling and HairToStay receive significant national media coverage, as will this event.
- **Your Customer Cares:** 'Chemo Cuts' are a heartbreaking, hot-button issue for stylists

The New York Times



"A client requesting a 'chemo cut' is an excruciating experience for any stylist or salon owner. Scalp cooling can help make chemo cuts a thing of the past. Supporting the HairToStay Salon-a-Thon puts scalp cooling in reach for thousands of cancer patients."

- Andrew Todd, Owner, diPietro Todd Salons

"Our Salon-a-Thon was a huge win-win-win. Clients felt great about participating. Stylists loved using their talents to support such a wonderful cause. And our salon brought in new clients while making current clients feel even more connected to us."

- Heather Fultz, Co-owner, Revery Hair Salon

Please see reverse side for sponsorship opportunities.

Sponsorship Opportunities

Packaged Sponsorships

Exclusive Title Sponsor

Change 100 lives or more

- Exclusive designation: "HairToStay Salon-a-Thon sponsored by ..."
- Company name and/or logo identified as the exclusive title sponsor and featured in first position on all event promotional materials and marketing collateral
 - All Signage
 - All related website and social media
 - All Advertisements (digital, print, radio/TV)
 - All Press releases and public relations materials
 - All available media coverage
 - All email communications
- Opportunity to offer product sample giveaways to salons and clients during the event
- Right to promote your brand as an Official HairToStay Salon-a-Thon sponsor for one year on packaging, marketing and social media materials
- Periodic "refresh recognition" through HTS social media channels
- Access to participating salon contact list
- Access to opt-in client event registration list

Premier Sponsor

Change 50 lives or more

- Company name and/or logo identified as Premier Sponsor and featured in second position on select event promotional materials and marketing collateral
 - Select signage
 - All related website and social media
 - Select advertisements
 - Select press releases and public relations materials
 - Select media coverage
 - All email communications
- Opportunity to offer product sample giveaways to salons and clients during the event
- Right to promote your brand as an Official HairToStay Salon-a-Thon Premier Sponsor for one year on packaging & marketing materials
- Access to participating salon contact list
- Access to opt-in client event registration list
- Option to upgrade to Category Exclusive Sponsor

Supporting Sponsor

Change 25 lives or more

- Company name listed as a Supporting Sponsor on select event promotional materials and marketing collateral
 - Select signage
 - All related website and social media
 - Select press releases and public relations materials
 - Select email communications
- Opportunity to offer product sample giveaways to salons and clients during the event
- Right to promote your brand as the Official HairToStay Salon-a-Thon Supporting Sponsor for one year on packaging and marketing materials
- Option to upgrade to Category Exclusive Sponsor

Other Sponsorship Opportunities

We are open to discussing any thoughts you have on the how YOU would like to participate and what you can do to help.

We are particularly interested in partnerships that can:

- Help recruit salons to the event by leveraging your direct contacts in the salon community as well as your social media network
- Help publicize the event to create awareness among potential client attendees
- Provide in-kind donations to reward participating salons and/or clients

Please feel free to contact us with any thoughts or proposals that are of interest to you.

For any questions or to discuss sponsorship opportunities, please contact

Bethany Hornthal at Bethany@HairToStay.org or 415-999-7121

www.HairToStay.org

