



The Shelby School of Esthetics

F O U N D A T I O N

**2023 - 2024**

**Sponsorship Opportunities**

The Shelby School of Esthetics Foundation Sponsorship Opportunities

2023 - 2024

## Sponsorship Opportunities to Support Esthetic Students

We are excited to present sponsorship opportunities that aim to support and empower esthetic students in their educational journey. As a sponsor, you will play a vital role in shaping the future of budding estheticians while gaining exposure to a passionate and dedicated community. Our sponsorship packages are tailored to offer various levels of engagement and visibility, ensuring a meaningful partnership that aligns with your brand's values.

### **1. Platinum Sponsorship: Education Empowerment Partner**

Prominent Brand Exposure:

- Exclusive logo placement on all promotional materials, including event signage, websites, and social media platforms.
- Recognition as the official "Education Empowerment Partner" in all event communications.

Featured Speaking Slot:

- Deliver a keynote address or presentation during a high-profile event, showcasing your commitment to supporting esthetic education.

Student Scholarships:

- Fund a limited number of scholarships for deserving esthetic students, prominently named after your brand.

Networking Opportunities:

- Access to private networking events with students, educators, and industry professionals.

**\$10,000.00**

### **2. Gold Sponsorship: Innovation Advocate**

Brand Visibility:

- Logo inclusion on event marketing materials and social media campaigns.

Workshop Collaboration:

- Co-host an educational workshop or seminar, demonstrating your brand's innovation and expertise.

Recognition and Acknowledgment:

- Special mention in opening and closing remarks during key events.

Resource Support:

- Provide learning materials, products, or equipment for student training.

**\$7,000.00**

### **3. Silver Sponsorship: Resource Contributor**

Logo Display:

- Logo placement on event materials and select digital platforms.

Partnership Acknowledgment:

- Acknowledgment during relevant sessions and workshops.

Student Engagement:

- Engage with students through interactive sessions or panel discussions.

**\$5,000.00**

### **4. Bronze Sponsorship: Community Supporter**

Event Promotion:

- Logo featured on event materials and select online promotions.

Community Building:

- Engage with students through information booths or virtual engagement activities.

Sponsor Appreciation:

- Recognition during event opening and closing ceremonies.

Gifts and Swag:

- Opportunity to provide branded merchandise to students.

**\$1,000.00**

## **5. In-Kind Sponsorship: Product Provider**

Product Showcasing:

- Showcase your esthetic products in student training areas.

Recognition:

- Acknowledgment for your in-kind contribution in event materials.

Product Trials:

- Offer students the chance to work with and experience your products firsthand.

Visibility:

- Logo inclusion on select promotional materials.

## **Customized Sponsorship Packages (By Event)**

We understand the importance of tailoring sponsorship opportunities to align with your specific goals and objectives. If the above packages do not fully meet your needs, we are open to crafting a custom sponsorship package that ensures a mutually beneficial partnership.

## **Why Sponsor Esthetic Students**

Supporting esthetic students not only aids in their educational journey but also showcases your brand's commitment to the beauty and wellness industry. By investing in the next generation of estheticians, you establish yourself as a leader in the field, fostering a positive reputation and lasting relationships within the community.

Join us in empowering aspiring estheticians to reach their full potential. Contact us to discuss how you can become a valued sponsor and make a meaningful impact on the future of esthetic education.

## **Schedule of (Sponsored) Events**

## Atlanta Fashion Week

*The Underground , Atlanta GA*

*October 5th - 8th, 2023*



Experience the excitement as Shelby School of Esthetics students take center stage behind the scenes at Fashion Week. These talented individuals bring their expertise to the forefront, working tirelessly to create flawless looks that complement the cutting-edge fashion on display. From perfecting makeup to ensuring impeccable skincare, these students play a pivotal role in enhancing the overall aesthetic of the runway.

Guided by seasoned professionals, esthetic students participate in a dynamic learning environment, where they gain hands-on experience in a fast-paced and high-pressure setting. Their skills in makeup application, skincare preparation, and attention to detail are put to the test as they collaborate with top models, designers, and stylists to achieve the envisioned looks.

Backstage at Atlanta Fashion Week, esthetic students learn to adapt to ever-changing trends and artistic visions while maintaining a calm and composed demeanor. Their dedication, creativity, and commitment to perfection make them an indispensable part of the fashion world's inner workings.

As these students contribute their expertise to the magic of Atlanta Fashion Week, they not only gain invaluable experience but also create connections that can shape their future careers in the beauty and fashion industries. Witness their journey as they transform models

into works of art, showcasing their passion for esthetics and leaving an indelible mark on the world of beauty and style.

## **The Shelby School of Esthetics Foundation - Board of Directors Retreat: Fostering Vision and Strategic Leadership**

*Gatlinburg, TN*

*November 2023*



### **About Us**

Officers Niya Pitts, President  
Antwan Brooks, Vice President...

[theshelbyschoolofestheticsfounda...](https://www.theshelbyschoolofestheticsfoundation.org)

The Board of Directors Retreat is an exclusive and strategic gathering where the leadership team convenes to shape the future of the organization. This intensive off-site

meeting provides a unique opportunity for board members to engage in thoughtful discussions, brainstorming, and strategic planning in a focused and collaborative environment.

During the retreat, board members step away from their regular responsibilities to delve into critical matters affecting the organization. The agenda includes in-depth discussions on the organization's mission, vision, and long-term goals, as well as assessments of current strategies and potential challenges. This retreat serves as a space to align perspectives, share insights, and leverage the collective expertise of the board.

Key aspects of the Board of Directors Retreat:

- *Strategic Planning:* Board members engage in strategic thinking, analyzing market trends, competitive landscapes, and emerging opportunities to guide the organization's direction.
- *Team Building:* In addition to strategic discussions, the retreat fosters a sense of unity among board members. Team-building activities encourage open communication, collaboration, and relationship-building.
- *Innovation and Creativity:* The retreat encourages thinking outside the box. Board members explore innovative solutions to address challenges and capitalize on new possibilities.
- *Governance and Oversight:* The retreat provides a platform to review governance policies, compliance matters, and financial performance, ensuring that the organization's operations align with its mission and values.
- *Reflection and Evaluation:* Board members reflect on past achievements and setbacks, evaluating the effectiveness of previous strategies and identifying areas for improvement.
- *Networking and Engagement:* The retreat may include sessions with guest speakers, industry experts, or stakeholders, providing valuable insights and fostering external relationships.

Overall, the Board of Directors Retreat is a pivotal event that rejuvenates the board's commitment to the organization's mission, while also shaping a well-defined roadmap for the future. Through strategic discussions, collaboration, and shared vision, the retreat sets the stage for the board's ongoing leadership and the organization's continued success.

## **Forever Young Adult Prom - Holiday Edition**

*Uptown Indigo (Steeple) - Shelby NC*

*December 1st, 2023 7pm-midnight*





Step into a world of elegance, nostalgia, and charitable giving at the Forever Young Adult Prom . This unique event offers a captivating evening of entertainment, all while raising funds for a worthy cause that touches lives in our community.

Every donation and contribution directly translates into positive change. Your involvement will enable us to offer scholarships, mentoring, advanced education, and career placement for beauty professionals. Together, we can amplify our impact and make a collective statement of compassion and solidarity.

<https://www.eventbrite.com/e/forever-young-adult-prom-holiday-edition-tickets-710787964937?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm-source=cp&aff=ebdsshcopyurl>

**\*\*Ticket Information:\*\***

- Individual Ticket: \$50.00
- Couple's Ticket: \$85.00
- VIP Experience: \$500.00 (Table Section with bottle service)
- Can't attend? You can still contribute by making a donation of any amount.

### **Get Ready With Me Pop Up Shop**

*Uptown Indigo Shelby*

*December 1st, 2023 6pm-7pm*

A "Get Ready with Me" pop-up shop is a temporary retail space designed to provide customers with everything they need to prepare for a specific event or occasion:



Are you ready to look and feel your absolute best for that special day or night out? Look no further than our exclusive "Get Ready with Me" pop-up shop! We've curated a one-stop destination where you can find everything you need to prepare, pamper, and transform yourself into the best version of you for the Forever Young Adult Prom

What We Offer:

- Styling Services: Our expert stylists are on hand to help you choose the perfect outfit, accessories, and makeup looks to match your style and occasion.
- Makeup and Beauty Products:\*\* Discover a wide selection of high-quality cosmetics, skincare, and haircare products from top brands, as well as personalized beauty consultations.
- Hair Styling:\*\* Get your locks professionally styled, whether you're looking for sleek and sophisticated, glamorous waves, or trendy braids.
- Nail Bar:\*\* Treat yourself to a luxurious manicure or pedicure and choose from a range of nail art designs to complement your outfit.
- Accessories Galore: Browse our curated collection of jewelry, handbags, shoes, and other accessories to complete your look.
- Photography Studio: Capture your transformation with a professional photoshoot, perfect for creating lasting memories or updating your social media profiles.
- Refreshments and Relaxation:\*\* Enjoy complimentary refreshments and relax in our cozy lounge area while you prepare for your big moment.

Don't miss this opportunity to elevate your style and confidence. Our "Get Ready with Me" pop-up shop has you covered. Join us and let us help you shine!

## **2024 Esty Awards**

*Online Event*

*January 2024*

The "2024 Esty Award" is an honor or recognition given to estheticians for their outstanding work and contributions to the field of skincare and beauty.

Announcing the 2024 Esty Award

Do you know an esthetician who goes above and beyond to enhance the beauty and well-being of their clients? Are you an esthetician who takes pride in providing exceptional skincare services? It's time to shine a spotlight on the best in the industry with our prestigious 2024 Esty Award!

About the Award:

The Annual Esty Award is a celebration of the talent, dedication, and passion that estheticians bring to the world of beauty and skincare. This award recognizes and honors

individuals who have demonstrated exceptional skills, creativity, and a commitment to delivering top-notch esthetic services.

Award Categories:

- Skincare Specialist of the Year: This category acknowledges estheticians who have shown exceptional expertise in skincare treatments and consultations.
- Innovator in Esthetics: Recognizing estheticians who have introduced innovative techniques, products, or services to the industry.
- Client Favorite: Voted by clients, this category highlights estheticians who have made a significant impact on their clients' lives and beauty routines.
- Community Champion: Honoring estheticians who give back to their communities through charitable work or educational initiatives.

Nominate Your Esthetician:

Have you had an esthetician who has transformed your skin and boosted your confidence? Nominate them for the 2024 Esty Award! Share your story and tell us why they deserve recognition.

How to Nominate:

- Visit our website at



- Subscribe each vote is a \$5.00 donation.
- Fill out the nomination form with your esthetician's details and your testimonial.

Award Ceremony:

Join us for a glamorous online award ceremony where we will announce and celebrate the winners in each category. It's an evening filled with beauty, inspiration, and appreciation for the incredible work estheticians do.

Save the Date:

- Date: January 15th, 2024
  - Time: 7:00pm
- Location: FB & IG Live Event

Let's honor and recognize the outstanding estheticians who make a difference in our lives. Stay tuned for updates and don't miss the opportunity to be part of this extraordinary event. Follow us on social media for the latest news and updates about the 2024 Esty Award.




The Shelby School of Esthetics Foundation  
202 followers


 Follow Page

The Shelby School of Esthetics

 Share



**Instagram (@the\_sseofoundation)**  
Instagram photos and videos

 [instagram.com](https://www.instagram.com/the_sseofoundation)

**Get on the Bus - Road to Bronner Brothers (Student Trade Show)**

*February 24-26 2023*

*Atlanta GA*



# GET ON THE BUS TOUR

Interest Meeting for School Owners  
in VA, NC and SC.

Discuss Logistics & Student Cost





Attention School owners, instructors and students! We're organizing buses and hotel accommodations from Maryland, Virginia, North Carolina and South Carolina! This bus is exclusively for Students and instructors! Let's make history and show up for this historical homecoming event #atlbbhomecoming24 Bronner Brothers International Trade Show.

Shelby School of Esthetics are a ticket hub for Bronner Brothers International Trade Show tickets. Tickets purchased with their unique QR code generates 15% sales commission.

## **2024 Benefits Gala**

*June*

*Shelby NC*

You are cordially invited to The Shelby School of Esthetics Foundation 1st Annual Benefit Gala

About this Event:

The Shelby School of Esthetics Foundation is proud to announce its first annual Benefit Gala.

This event will be held on Monday, June of 2024, at Uptown Indigo 112 N. Lafayette St Shelby Nc

Please join us for an exciting evening, offering a fare of food, complimentary beer or The Esty alcohol beverage. Followed by Shelby School of Esthetics 2023-2024 Graduation Ceremony and Graduate Reception

This is a fund-raiser to benefit The Shelby School of Esthetics Foundation 501(c)(3) scholarship initiative Dream Catchers. The Dream Catchers; a group of individuals who are the gate keepers to ones dreams. We all can become a Dream Catcher! Our focus is the

Health, Wellness, and the Beauty Industry. Simply put we offer scholarships to candidates who would like to pursue careers in the beauty/barbering industry but simply can't afford tuition prices at private cosmetic arts school. Lead community programs like Cancel Cancer Culture Advocates and Faded Tattoo Removal. We also mentor, offer career assistance, and business ownership guidance.

Please support! Help us! HELP US! by becoming a sponsor while promoting your business and or brand. Please view sponsor deck for more information & registration here:



### ***SSE Award of Excellence***

*June*

*Shelby NC*

Alumni Excellence Award Nominations are being accepted now through May 31st, 2024 for the SSE Alumni Award of Excellence. The award recognizes a Shelby School of Esthetics graduate who has significantly benefited from their experiences at the school and whose efforts have helped the community. Nominate yourself if you fit the category! There is a \$20 donation to nominate your graduate which starts their votes! Each dollar donated equals 1 vote. The nominee with the most votes by the deadline will receive the Alumni Excellence Award. 🌸 Nominees must submit photo and or video of their choice showcasing them as well as their business to share on all social media platforms for votes ( aka donation dollars). 🍷 Alumni Excellence Award will be presented at Shelby School of Esthetics Graduation 2nd Annual Benefit Gala June Of 2024 followed by Graduation Ceremony & Reception.

Our free **community programs** always need donations and support for funding!

Cancel Cancer Culture Advocates (CCCA)

*March 29th, 2024*

*April 5th, 2024*

*September 29th, 2024*

*October 6th, 2024*

## Cancel Cancer Culture Advocates

AS A ONCOLOGY  
TRAINED SCHOOL WE  
HOST A CANCER  
AWARENESS FACIAL  
DAY FOR CANCER  
PATIENTS/SURVIVORS  
EVERY 12 WEEKS



Contact or Sign Up  
[shelbyschoolofesthetics@gmail.com](mailto:shelbyschoolofesthetics@gmail.com)

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# Cancel Cancer Culture Advocates (CCCA)

non-profit community program where students at Advanced Aesthetics & Laser Academy invite cancer survivors (up to 4) to come, share in a group setting and receive custom spa services and or permanent makeup, specifically 3D Areola Tattoo, to meet their needs. Absolutely Free!

**The Dream Catcher**

*All Year*



The Dream Catchers



a group of individuals who ask the gatekeepers of one's dreams. Consider yourself a Dream Catcher! Our focus is the Health, Wellness, and Beauty Industry. This is our scholarship initiative open to candidates who would like to pursue a career in the Health, Wellness, and or Beauty Industry. Candidate should be student and/or licensed professional wanting to continue their education. Education advances our industry, and The Shelby School Of Esthetics Foundation is dedicated to continually offering beauty professionals opportunities to grow their careers through education. Schools are encouraged to join!

## Faded

*May 3rd - 5th, 2024*

*October 13th - 15th, 2024*



# FADED Tattoo Removal

non profit community program that removes visible gang tattoos, prison tattoos and forced tattoos from people. Removal of these tattoos can have a life changing effect on their lives and those of their families for the better. The idea is to remove one of many barriers to gainful, improved employment or lessen the psychological impact of tattoos placed against their will. This program is at no charge!



## **Community Programs**

Visit the [post](#) for more.

[theshelbyschoolofestheticsfounda...](#)

## **Annual Alumni Fund**

*All Year*

Alumni of Shelby School of Esthetics get involved by donating to raise money from its former students (alumni) and other supporters. The purpose of such a fund is to support various

initiatives and projects within the institution, such as scholarships, research programs, infrastructure improvements, and other educational activities. Alumni funds rely on donations and contributions from alumni and can play a significant role in enhancing the resources and opportunities available to current and future students at the institution.