

JOIN  
**DEBORAH CARVER**  
 AT THE  
**PARTY OF THE  
 CENTURY**

CITY OF HOPE'S  
 NATIONAL PROFESSIONAL  
 SALON INDUSTRY

PRESENTS

THE 2018 SPIRIT OF LIFE®  
 CELEBRATION

**HOPE**  
*is in your*  
**HANDS**

HONORING

**DEBORAH  
 CARVER**

CEO/PRESIDENT OF  
 CREATIVE AGE  
 PUBLICATIONS

**JULY  
 28  
 2018**

**MANDALAY BAY  
 BALLROOM  
 LAS VEGAS**

For more information, please  
 call (800) 272-2310 or visit  
[CityofHope.org/SALON-SPIRIT](http://CityofHope.org/SALON-SPIRIT)

## SPONSORSHIP OPPORTUNITIES

- ALL ACCESS: \$25,000**
  - Two tables of 10 (20 seats) with Premium Seating
  - Special introduction during the dinner program
  - Event commemorative plaque
  - Company logo on presentation loop during event
  - Full page ad in the All Access section of the Journal
  - Company logo on the event website and electronic invitation
  - Company logo recognition on color print ad in *Cosmoprof North America Show Magazine* (\$20,000 is tax-deductible)
- PLATINUM: \$15,000**
  - One table of 10 seats with Preferred Seating
  - Recognition at event during the dinner program
  - Company logo on presentation loop during event
  - Full page ad in the Platinum section of the Journal
  - Company name listed on the event website (\$12,500 is tax-deductible)
- GOLD: \$7,500**
  - One table of 10 seats with Reserved Seating
  - Company logo on presentation loop during event
  - Full page ad in the Gold section of the Journal (\$5,000 is tax-deductible)

## DINNER SEATS

- \_\_\_\_\_ **INDIVIDUAL TICKET: \$495**  
 (\$250 is tax-deductible)
- TABLE OF 10: \$4,000** (\$1,500 is tax-deductible)

## DONATIONS

- Please accept this donation to support cancer and diabetes research at City of Hope \$ \_\_\_\_\_.  
*The amount of your contribution, which is deductible for income tax purposes, is limited to the excess of your contribution over the value of any goods received. The value, which is non-deductible, as listed varies with each package. Additional Sponsor, Tribute Journal, and Donations are 100 percent tax-deductible. Tax ID# 95-3435919*

## REGISTRATION

Name \_\_\_\_\_

Company \_\_\_\_\_ Business Address \_\_\_\_\_

City \_\_\_\_\_ State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Total amount \$ \_\_\_\_\_ Checks should be made payable to "City of Hope - NPSI".

Please bill my credit card |  Corporate |  Personal |  Visa |  Master Card |  Amex

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

Please return this completed form via e-mail to [salon@coh.org](mailto:salon@coh.org) or by fax to (626) 218-7203. Mailing address is City of Hope, Attn: Salon, 1500 E. Duarte Rd., Duarte, CA 91010. Visit [CityofHope.org/salon-spirit](http://CityofHope.org/salon-spirit) for online registration or call (800) 272-2310 for additional information.

## NEW! ADDITIONAL SPONSORSHIP OPPORTUNITIES

A unique way to highlight your companies! Sponsor one of the below elements of the event and gain extra exposure. \*Additional Sponsor Opportunities do not include event tickets.

- WELCOME SPONSOR: \$5,000**
  - Promotional signage in Registration area and personalized product with company logo (\$5,000 is tax-deductible)
- COCKTAIL RECEPTION SPONSOR: \$5,000**
  - Promotional signage in Cocktail Reception area and personalized cocktail napkins with company logo (\$5,000 is tax-deductible)
- DESSERT SPONSOR: \$5,000**
  - Promotional signage during Dessert and company logo (\$5,000 is tax-deductible)

## TRIBUTE JOURNAL OPPORTUNITIES

- Highlight your companies support through an ad in our Journal.
- Journal will be distributed to guests of the event as well as displayed on the main video screens throughout the night.
  - The digital Journal will live on the event website and can be shared via social media.
  - The digital Journal will be shared with Launchpad, Modern Salon, NailPro and Salon Today subscribers. See Journal Sheet for full media exposure opportunities.
  - All journal opportunities are 100 percent tax-deductible.

- BACK COVER: \$12,500**
- INSIDE FRONT COVER: \$8,000**
- INSIDE BACK COVER: \$8,000**
- CHAMPIONS OF HOPE SECTION: \$4,000**
- LEADERS OF HOPE SECTION: \$3,000**
- PARTNERS OF HOPE SECTION: \$1,500**

Submit high-resolution ads to [salon@coh.org](mailto:salon@coh.org) by Friday, June 29, 2018.