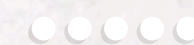




Sponsorship Proposal:

K E V I N K I R K
JAMSESSION
H A I R A R T I S T R Y

Birmingham



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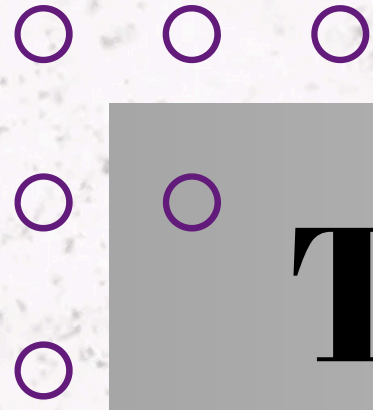


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About Us

Jam Session is a boutique beauty and hair industry trade show that focuses on creating intimate, high-quality learning experiences for professionals. Unlike larger, more impersonal events, Jam Session brings industry leaders directly to their audience in a setting designed for real connection and interaction.





The Mission: Why Jam Session

- Bring top-tier education to underserved markets that don't attend larger shows.
- Connect industry leaders directly with their fanbase, creating meaningful networking opportunities.
- Offer small, intimate classes (around 50 people) that encourage open exchange of ideas.
- Foster environments that build trust, loyalty, and long-lasting support between brands and customers.





Event Details

- **Date:** December 7-9
- **Location:** Hilton Birmingham Downtown, 808 20th St S, Birmingham, AL 35205
- **Educators:** Kevin Kirk, Sherita Sherry, Hawk the Barber, Tamika Gibson, Lashonda Hill, and more.
- **Competitions:** Barber Total Look, Lay and Slay Lace Front, Beat the Stage Cut Party, Roots and Radiance Natural Hair.
- **Attendees for Night/Day events:** 200 for daytime classes, 350-400 for nighttime competitions.



Why Does This Audience Matter

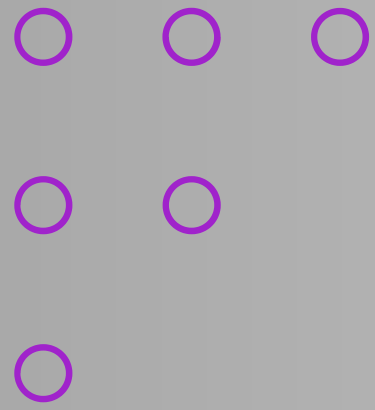
We connect sponsors with an influential and diverse group of beauty professionals:

- Skilled Experts: Hairstylists, barbers, and assistants who are highly engaged in their craft.
- Key Demographics: Primarily African American, aged 25–55, representing a vital market.
- Business Owners: Most are independent entrepreneurs with purchasing power and decision-making authority.

Why Partner With Us?

- Trendsetters: Trusted by clients for product recommendations.
- Purchasers: Actively seeking tools and partnerships to grow their businesses.
- Community Leaders: Deeply connected to local and regional networks, ideal for spreading brand awareness.





Past Jam Session

Featured Brands and Educators:

- Hawk the Barber, Babybliss Pro, Pravana, Chi, Rusk, Bronner Bros, Nikki Smith, Sherita Sherry, Terrance Davidson, Freddy J, Frank the Barber, Andis, Eric Cheeks.

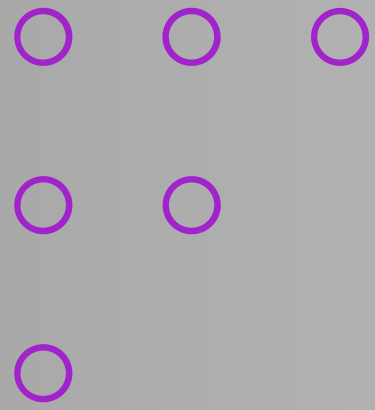
Attendance:

- Classroom sessions: 350 attendees.
- Nighttime events: 800 attendees.

Key Successes:

- Collaboration with major industry leaders.
- Strong audience engagement and participation.
- Consistent growth in attendance, demonstrating event credibility and influence in the beauty and hair industry.





Past Sponsors

BaByliss **PRO**

 **Essations**

CHI[®]

PRAVANA



COCCO

kirkpro



RUSK





Why Sponsor Jam Session

Sponsoring Jam Session connects your brand with a dynamic community of beauty professionals committed to growth and innovation. Here's why you should join us:

- **Direct Engagement:** Interact with influential hairstylists and barbers who shape industry trends and drive consumer choices.
- **Grassroots Movement:** Be part of a grassroots initiative that fosters authentic relationships within local business communities, reaching dedicated professionals who may not attend larger trade shows.
- **Diverse Market Access:** Gain visibility among predominantly African American professionals, representing a significant and underrepresented market with strong purchasing power.
- **Trust and Loyalty:** Build brand awareness as professionals discover and advocate for your products within their networks.
- **Innovative Environment:** Jam Session encourages collaboration, making it the ideal platform for showcasing new products and services.

By sponsoring Jam Session, you not only elevate your brand but also support a movement that values connection and community empowerment in the beauty industry.

Maximize Your Impact

By partnering with Jam Session, your brand will experience significant visibility and engagement, directly reaching a targeted audience of beauty professionals. Sponsorship provides an opportunity to build meaningful connections, enhance brand recognition, and drive long-term loyalty. Here's how your investment benefits your brand:

- **Increased Brand Visibility:** Your logo featured 1000 flyers/posters in the Birmingham and surrounding areas
- **Engagement with Target Audience:** Direct interaction with industry professionals eager to connect and learn about your products.
- **Media Exposure:** Gain coverage through local TV, radio, and social media throughout the Southeast.
- **On-Site Presence:** Stand out with banners, branded merchandise, and mentions during our hottest cut party "Beat the Stage" and key event moments.



Tiered Sponsorship

Gold Sponsor : \$1000

- Company Name and Logo prominently displayed on all printed and digital marketing materials and banner at booth.
- Prime Classroom Time: 1 class per day..
- Branding for the “Beat The Stage” Competition.
- [REGISTER NOW]

Platinum Sponsor: \$2000

- Company Name and Logo prominently displayed on all printed and digital marketing materials and banner at booth.
- Classroom Time: 1 class per day.
- 4 passes to day and nighttime events.
- [REGISTER NOW]

Title Sponsor: \$4000

- Company Name and Logo prominently displayed on all printed and digital marketing materials.
- E-communication: Text messaging and email blasts.
- Prime Classroom Time: 1 class per day.
- Banner placement at the booth and throughout the event.
- Branding for the “Beat The Stage” Competition.
- Front Page Branding on the Event Brochure.
- 10 passes to day and nighttime events.
- [REGISTER NOW]





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Next Steps

Contact us to secure your sponsorship spot today!

Reach out at

Name: Kevin Kirk

Cell: 205-965-8766

Email: Kevinkirkdesign@Yahoo.com

We look forward to partnering with you!

