



**AVEDA INSTITUTE
DENVER**

Marketing & Community Outreach

Email: aparks@avedadenver.com

Fax 1-866-920-7885

700 16th Street, Denver, CO 80202

Community Outreach and Event Approval Application Form

“Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.”

—Horst Rechelbacher, founder.

AVEDA CARES PROGRAMS

Below is a description of the specific event/donation services that we offer. Please read each section carefully to determine the best choice for your organization’s needs. Monetary donations will not be considered.

For non-profit organizations and charities

Event Sponsorship—let Aveda Institute Denver help beautify your next event! We’ll bring our students to your location and offer complimentary stress-relieving services like hand massage, makeup finishing touches, simple hair styling, skin and hair consultations, and sensory journeys. Please note that paid sponsorships will not be considered.

Charity Service Events—every 9 to 13 weeks, our graduating classes will select a 501-C(3) organization to participate in a day of free salon and spa services. To be considered for this event, please complete the application. We will contact your organization to assist with setting you up for this event.

Gift Certificates/Product Donation—Aveda Institute Denver can offer gift certificates for services or create a beautiful gift bag with product to help support your organization’s fundraising efforts or to honor a good cause. In exchange for this donation, we do request our logo is printed on all marketing materials.

Holiday Hair & Makeup Show—every winter, 100% of the proceeds from our hair & makeup show is donated to a local charity. To be considered for the next show, please complete the application.

For educational organizations and schools

On-site Demonstrations/Tours—We believe learning never ends and therefore encourage groups dedicated to education to enjoy our welcoming tour service. We’ll work with you to design a unique experience for your students/members to learn more about the beauty industry, including demonstrations, product samples, salon/spa services and education tours. Group tours of 25 students/members or more can be considered with advanced notice.

Career Fairs—Aveda Institute Denver is taking over career fairs in middle to high schools across Colorado. We’ll offer lecture, demonstrations and giveaways to help share our message about our programs in cosmetology (hair, skin and nails) and spa (massage, esthetics, body work, makeup and waxing).

How you can help us give back

Aveda Events Sponsorship—From career fairs to hair shows we are always looking for companies aligned with our mission to help connect to the Aveda network. If your organization would like to sponsor an event, contact our marketing lead directly and complete the application. Sponsor opportunities include:

- Logo on all promo material
- Offer discounts/promos to guests at events or to students
- Set up a booth at the event

Event opportunities:

Earth Month Hair & Makeup Show—every year in April we donate 100% of the proceeds from our show to our Earth Month partner. Companies and organizations wishing to support our efforts for the Earth can be considered for sponsorship or donations for our silent auction.

Earth Day Community Services Day—every Earth Day every year we donate 100% of our service revenue to our Earth Month Partner. Join us in offering our guests a discount to your service or goods for supporting our event.

Walk for Water—The average distance a woman in an underdeveloped country walks to gain access to clean water is 4 miles. In honor of this, every year in April we host a 4-mile walk around the metro area to raise awareness and funding for water conservation efforts in Colorado and around globe. Companies looking to join us for our walk should complete an application or contact marketing for more information. Monetary sponsorship is not needed to participate, but pledging is required.

Neighborhood Beautification Day—every quarter the staff and students dedicate two hours to cleaning up the community surrounding the Institute. If your organization would like to sponsor or join us in our cause, please complete the application.

Application Guidelines

Aveda Institute Denver is committed to working with the community and organizations inline with our mission. Please review the following guidelines before submitting your application. The application will be reviewed by our Earth & Community Care Team. The following is a guideline to better facilitate donation requests. Please understand that we are not able to fulfill all wishes but we will do our very best to consider all requests. If you have questions, please contact Alicia Parks at 303-567-7500, ext 22 or email aparks@avedadenver.com. Due to the high volume of requests, please no phone requests!

1. Application must be received at least 45 days prior to the event.
2. If your organization is charging and exhibitor fee, Aveda Institute Denver WILL NOT consider your request.
3. Request by phone is not accepted. We will contact your organization with any questions.
4. We do not donate to individuals or will not consider multiple requests from the same organization or cause.
5. Past support for an organization is no guarantee of future support.
6. Although we would love to consider all donation and community requests we have a limited budget and timeframe to be able to accommodate the large volume of requests.
7. Your organization (or the event) must be located in the Denver-metro area.
8. In-kind/donations will only be considered for 501-C(3) nonprofit organizations. Your IRS letter must accompany your this application.
9. Organization must include Aveda Institute logo on all promotional material for the event as well as allow Aveda Institute Denver the option to set up a booth/promotional table (if applicable).
10. Applications will be reviewed based on the following criteria:
 - How well your company missions aligns with Aveda's
 - Environmental commitment/philosophy
 - Support for education and the community
 - Creativity, fashion, beauty and wellness
 - Willingness to market Aveda Institute Denver in event promotions

Please complete the following information and submit for approval and attach any relevant event information and your 501(c)(3) form.

Marketing & Community Outreach
Email: aparks@avedadenver.com
Fax 1-866-920-7885
700 16th Street, Denver, CO 80202

Today's Date _____

Organization _____

501-C (3) Number _____

Contact person _____

Phone _____

Contact email _____

Web site _____

Please choose from the following options:

For non-profits/charities:

- Event Sponsorship
- Charity Service Event
- Gift Certificate/Product Donation
- Holiday Hair & Makeup Show
- Other _____

For education/schools:

- On-site Demonstration/Tour
- Career Fair
- Other _____

For those looking to partner with Aveda's events:

- Earth Month Hair & Makeup Show sponsor/partner
- Earth Day Community Services Day sponsor/partner
- Walk for Water sponsor/partner
- Neighborhood Beautification Day sponsor/partner

Please complete the following details about how Aveda can beautify your event/request:

Date of event _____

Event time(s) _____

Location and description of the event _____

How will Aveda Institute Denver be recognized for this event _____
