



HAIRRAISING

benefiting  the Benderson Family Heart Center at
Boston Children's Hospital

**2026 SPONSORSHIP
OPPORTUNITIES**

you can change a child's future... **in a heartbeat**

A letter from the co-founder

I know, first-hand, how life can pivot in a heartbeat. More than 30 years ago, Alex, one of my identical twin daughters was born with congenital heart disease. When she was eight years old she needed her first open-heart surgery. After an exhaustive search trying to find the best possible surgical team we found ourselves at Boston Children's Hospital.

At Boston Children's an incomparable team of medical pros and a totally new experimental procedure changed the course and quality of Alex's life. Not a day goes by that I am not grateful for Boston Children's.

That's why my business partner, John Frieda, and I started HAIRraising - a one day cut-a-thon that takes place in hundreds of salons to raise money so that the hospital can continue its life-saving work. It's my way of giving back... AND paying it forward. Please join me in supporting Boston Children's future... and the future of so many very sick children around the globe.



Gail Federici

Founder and CEO of Color Wow and Federici Brands



About Boston Children's Hospital

Consistently a top-ranked children's hospital (US News & World Report & Newsweek), Boston Children's is renowned for achieving the best possible outcomes for every patient – as well as providing long-term support for every family.



Patients range from babies still in the womb to adults. They come to Boston Children's Hospital from all over the US, and the world because of the Heart Center's unequalled staff, treatments, resources and results:

- Top ranked team of pediatric cardiologists and cardiac surgeons
- The most advanced medical and surgical treatments for the full spectrum of cardiac disease disorders including the rarest and most complex congenital heart defects
- Groundbreaking research and innovations
- Close, personal support and guidance for all members of the family

Despite treating the most serious conditioners, Boston Children's Benderson Family Heart Center is known for having some of the best success rates in the world, with surgical survival rates approaching 99 percent.

Thanks to the generosity of BIG-HEARTED DONORS, Boston Children's Hospital Benderson Family Heart Center is a happy, hopeful place. Their door, resources and hearts are always open to anyone, any age, from anywhere.

What is HAIRraising

HAIRraising is a one day cut-a-thon, with hundreds of salons participation, to raise money for Boston Children's Hospital and its new state-of-the-art Benderson Family Heart Center.

The year, HAIRraising will take place on **April 26, 2026**. Now in its 17th year, HAIRraising has raising over **\$2.2M** thanks to the big-hearted salons who selflessly give their time to give hope to others.

We hope you will join us by becoming one of our sponsors. From the bottom of our hearts, thank you in advance.

Many of these salons promote the event in the months leading up to the date through raffles, contests, promotions and other forms of outreach.



A BIG-HEARTED COMMUNITY for over 17 years, HAIRraising brings together the vast network of beauty companies, salons and individual donors, to support the nation's top-ranked pediatric hospital.

A history of our big-hearted sponsors



You can make a difference... in a heartbeat!

Sponsorship Opportunities

big hearted

\$20,000

Presenting
Sponsor

heart + soul

\$10,000












Major
Sponsor

heart felt

\$5,000

Associate
Sponsor

HAI Rraising Sponsorship Benefits

	Big-Hearted Presenting Sponsor \$20,000	Heart + Soul Major Sponsor \$10,000	Heart-Felt Associate Sponsor \$5,000
Your logo featured on all event collateral (distributed to participating salons)			
Your logo and link on event website			
Recognition in one HAI Rraising email to salons			
Feature post about your company on HAI Rraising for Boston Children's Hospital Facebook + Instagram page			
Prominent mention in potential media opportunities			



Thank You!