



# 2021 PARTNERSHIP OVERVIEW



# ABOUT THE GUILD

The Make-Up Artists & Hair Stylists Guild (MUAHS), IATSE Local 706, is the official labor union for artists in feature films and television, commercials, live network television, all types of theatrical productions, and Disneyland theme parks.

These members are **instrumental in designing the make-up and hair** for all characters on a production, from contemporary to period to fantasy.

They are the key decision makers for their department on set and are also **key influencers for the beauty products used by celebrity talent.**

Most importantly, they are **a significant buying group with large budgets** when in production.



.....  
OVER  
**2,100**  
MEMBERS  
.....

MAKE-UP ARTISTS & HAIR STYLISTS GUILD

# ABOUT THE GUILD

BIGMACK TRAILERS PRIME



RCMA



## FILM/TV MAKE-UP ARTISTS AND HAIR STYLISTS ARE HUGE BUYERS

TV Focusing on scripted shows: ½ hour and 1 hour on networks, TV movies, cable and streaming originals and TV pilots.

- Make-up / Hair Production Budget Range per Season | **\$35K – \$250k\*\***
- Overall Average Art Dept. Budget per Season | **\$65,000**
- TV Artisan Make-up / Hair Kit Replenishing\* | **\$4k – \$5k per year**
- 532 scripted shows in 2019\*\*

**Annual Spending | TV Make-Up / Hair | Approx \$34.6 Million**

FILM Looking at the range from low-budget features through high-budget studio releases.

- Make-up / Hair Production Budget Range per Film | **\$100k – \$1M\*\*\***
- Overall Average Art Dept. Budget | **\$175,000**
- Film Artisan Make-up / Hair Kit Replenishing\* | **\$4k – \$5k per year**
- 786 Films Produced in 2019\*\*\*

**Annual Spending | Film Make-Up / Hair Budgets | Approx \$137.6 Million**

\* Multiplied by Members working in each area

\*\*Seasons range from 6 episodes to 22 episodes with the current median being 12 episodes

\*\*\*Sources: Make-up Artists, Hair Stylists, Hollywood Reporter, Variety and Entertainment Weekly

OVER  
**\$172**  
MILLION

MAKE-UP ARTISTS & HAIR STYLISTS GUILD

# 2020 SIZZLE REEL

Saturday, April 3rd, 2021 | 5pm PST

A LOOK AT LAST  
YEAR'S EVENT [>](#)



MAKE-UP ARTISTS & HAIR STYLISTS GUILD

# MUAHS PAST AWARD SPONSORS

ARDELL®  
PROFESSIONAL

the original  
beautyblender®

BLS

CINEMA MAKEUP SCHOOL

dermaflage®  
TOPICAL PERFECTING FILLER

DHC

SCHOOL OF PROFESSIONAL  
E! MAKEUP

PERFORMANCE MAKEUP  
by EUROPEAN BODY ART

GLAMCOR

HASK®

it COSMETICS™  
ARTIST

JAPONESQUE®  
CREATE BEAUTY

Kat Von D

KEVYN AUCOIN

KRYOLAN  
PROFESSIONAL MAKE-UP  
MAKE-UP IS A SCIENCE

MAC

MAKE UP FOR EVER  
PROFESSIONAL - PARIS

MARIO  
BADESCU  
SKIN CARE  
Established 1967

MJ  
Make-up designory®

NAIMIE'S

NIGEL  
BEAUTY

NYX  
PROFESSIONAL MAKEUP

OMNIA®

Olivia Garden®

PPI Premiere Products, Inc.

QOSMEDIX  
PROFESSIONAL BEAUTY SUPPLIES

the research council of  
makeup artists  
RCMA  
Makeup  
Est. 1963

Schwarzkopf®  
PROFESSIONAL

SENNA

SKINDINAVIA

# PRESS COVERAGE

READ THE 2020 MUAHS AWARDS

PRESS COVERAGE  
REPORT >

.....  
1.4B

PRESS  
IMPRESSIONS  
.....

MAKE-UP ARTISTS & HAIR STYLISTS GUILD

# AWARDS PARTNERSHIPS

Our **Virtual Awards Show** will reach every member of Guild and thousands of their fans.

## Event Branding

- :30 Content Inclusion in Video Loop
- :30 Content Inclusion in Digital Awards Book
- Logo on Virtual Red Carpet Step & Repeat
- Interview During Live Stream From The Red Carpet
- Celebrity 'Thank You' from Stage

## Award Naming Rights

### Year-Round Guild Presence

- *The Artisan Magazine*
- Digital Media

### Virtual Engagement

- Customized video content

.....  
YEAR-ROUND  
BRAND  
PRESENCE  
.....



# AWARDS PARTNERSHIPS

## **PR & Promotion**

- Coordinated Press Efforts with Event – Publicity Firm Weissman/Markovitz
- Logo Inclusion in Trade Ads
- Coordinated Social Media Promotion
- :30 Branded Content During Live Stream

## **Gift Bags**

- VIP (500 Quantity)

.....  
COORDINATED  
PRESS  
WITH EVENT  
.....





# 2021 MUAHS AWARDS | BENEFITS & PRICING AT A GLANCE

CHART KEY: ● Available ● Negotiable — Not available

## SPONSORSHIP LEVELS

Each level includes year-round engagement opportunities with the 706

### MUAHS WEBSITE ACTIVATION BEGINNING MARCH 3, 2021

	Presenting \$50,000	Ruby \$30,000	Sapphire \$20,000	Platinum \$10,500	Gold \$8,000	Silver \$5,500	Gift Box \$1,000
:30 Content inclusion in Video Loop on Awards Website	5	5	4	3	2	1	—
Digital Ads on Dedicated Awards Website	●	●	●	●	●	●	—

### VIRTUAL EVENT BRANDING

Category exclusivity within all top three levels	●	—	—	—	—	—	—
Category exclusivity within sponsor level	—	●	●	—	—	—	—
Naming Rights to Special Award – (“Presented By”)	●	—	—	—	—	—	—
Logo placement on Virtual Red Carpet Step & Repeat	●	●	●	—	—	—	—
Logo placement on invitations	●	●	●	●	●	●	—
Digital Ads on Dedicated Awards Site Page	●	●	●	●	●	●	—
Printed Awards Journal* (1st page after Cover)	●	—	—	—	—	—	—
Printed Awards Journal*	—	1st available	Next available	3rd available	4th available	5th available	—
Interactive Awards Guide – Interactive Ad	Video pop-up	Video pop-up	Video pop-up	Video pop-up	Video pop-up	Video pop-up	1/2 page

### VIRTUAL RED CARPET PRE-SHOW BROADCAST INTEGRATION

:30 Commercial Inserts	3	2	1	—	—	—	—
Interview w/Company Rep	●	●	●	●	●	—	—

### DAY-OF-SHOW BRAND ACTIVATIONS

Inclusion in Social Media feed	●	●	●	●	●	●	—
Sponsor card included in Video loop	●	●	●	●	●	●	—

### MUAHS CEREMONY

“Presented by” credit on opening “Year in Review” video	●	●	—	—	—	—	—
:30 Brand Video During Show	●	●	●	—	—	—	—
‘Thank You’ from Host	●	●	●	●	●	●	—

### PR & PROMOTION

Inclusion in all Press Releases	●	●	●	●	●	●	●
Coordinated Social Media during the event	●	●	●	●	●	●	—
Event images provided to Brand Post show	●	●	●	●	●	●	●

### GIFT BOX OPPORTUNITY

VIP Gift Box (500 Quantity)	●	●	●	●	●	●	●
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### MUAHS YEAR-ROUND OPPORTUNITIES – INCLUDED WITH SPONSORSHIP AS NOTED

<b>The Artisan</b>   Value: \$2,100 per Quarter (circ. 2,750) Full Page Ad – Premium Positioning	4 Qtrs	4 Qtrs	3 Qtrs	1 Qtr	—	—	—
<b>Direct Mail</b>   Value: \$1,200 (postage/handling not incl.)	●	●	—	—	—	—	—
<b>Email Blasts to Membership</b>   Value: \$1,200 per Qtr	4 Qtrs	3 Qtrs	2 Qtrs	—	—	—	—
<b>Digital Ads on 706 Website</b>   Value: \$450–\$900 per month	8 months	4 months	—	—	—	—	—
<b>Exclusive Education Events</b>   The opportunity to host exclusive off-site education member events	2 per year	1 per year	●	●	—	—	—

\* If available for this event

# 2021 PARTNERSHIP OPPORTUNITIES

**For more information, please contact:**

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[muahsawards.com](http://muahsawards.com)

