

A golden statuette of a woman holding a film reel, set against a colorful geometric background. The statuette is positioned on the left side of the frame, holding a film reel aloft in her right hand. The background consists of overlapping, semi-transparent geometric shapes in shades of teal, blue, purple, and pink, creating a vibrant, abstract pattern.

8TH ANNUAL MAKE-UP
ARTISTS & HAIR STYLISTS
GUILD AWARDS

8TH ANNUAL MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS

April 3, 2021

The Make-Up Artists & Hair Stylists Guild (IATSE Local 706) is Hollywood's official labor union for make-up artists and hair stylists in film, television, stage and digital media. These artistic professionals have created the iconic looks for Hollywood's most memorable characters and stars, and have influenced major trends in the consumer industry. The Guild will honor the work of make-up artists and hair stylists at this prestigious event.



High-Profile Event – With the glamour and style of a Hollywood movie premiere, the MUAHS Guild Awards attracts celebrity talent, filmmakers, producers, other make-up and hair industry professionals and Guild members. This prestigious annual event is attended by Guild members, producers, filmmakers, A-list talent and industry leaders from around the world. We invite you to have a supporting and branding presence at this high-profile Hollywood event!

A LOOK AT
**LAST YEAR'S
SIZZLE REEL** >

Powerful Influencers – There's no better way to jump-start those relationships than by showing your support at the MUAHS Guild's biggest annual media event!

READ THE 2020
**MUAHS GUILD AWARDS
PRESS COVERAGE
REPORT** >



EVENT SHOW SPONSORSHIPS

An MUAHS Guild Awards Sponsorship provides the greatest level of branding and show of support for the MUAHS and the event's honorees. A virtual platform reaches a large international audience that will experience the show together, delivering beyond physical limitations of a venue-attended event.

Sponsorship levels include recognition and branding before the show, during the online event, as well as all press and industry media outlets, congratulatory advertising in the new and exciting commemorative *Digital Interactive MUAHS Guild Awards Tribute Book*, and post-event with a digital presence on the Local 706 website, social media marketing and more.



Benefits & Pricing at a Glance

Sapphire Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Gift Bag Sponsor

\$20,000

\$10,500

\$8,000

\$5,500

\$1,000

CHART KEY: ● = AVAILABLE ★ = NEGOTIABLE - = NOT AVAILABLE

MUAHS Guild Website Activation Beginning March 3, 2021

:30 Brand/Industry Partner Video Message*

Click to view [2021 Awards Video Loop Sample](#)

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Virtual Event Branding

Logo integration on Eventbrite Invitation/Reminders

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Printed MUAHS Guild Awards Tribute Book

First Tier

Second Tier

Third Tier

Fourth Tier

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Digital Interactive MUAHS Guild Awards Tribute Book – :30 Video Message

Click to view [Digital Interactive Awards Tribute Book Sample](#)

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Virtual Red Carpet – Pre-Show Broadcast Integration

:30 Brand/Industry Partner Video Message*

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Interview w/Company Rep

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Inclusion in Social Media Feed

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Logo included in Sponsor Logo Loop onscreen

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2021 MUAHS Guild Awards Ceremony

:30 Brand/Industry Partner Video Message

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'Thank You' from Stage

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PR & Promotion

Inclusion in all Press Releases – following sign-up

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Coordinated Social Media during the event

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Event images provided to Brand Post show

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Gift Bag Opportunity

VIP Gift Box (500 quantity)

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*Available to Brands and Vendors only

EVENT PROGRAM BOOK

The commemorative *MUAHS Guild Awards Tribute Book* contains editorial and congratulatory messages to the evening's honorees.

Our new *Digital Interactive MUAHS Guild Awards Tribute Book* offers Sponsors "personalized video message" and brand content options and will be distributed digitally at the event to all attendees and on the Local 706 website for even wider distribution.

[CLICK HERE TO VIEW THE DIGITAL OPTIONS](#)

Printed programs will be provided to MUAHS Guild honorees and nominees.

PROGRAM BOOK AD RATES

Outside Back Cover	\$9,000
Inside Front Cover	\$8,000
Inside Back Cover	\$7,000
2 - Page Spread	\$6,500
PREMIER LEVEL Full Page	\$6,250
PLATINUM LEVEL Full Page	\$5,000
GOLD LEVEL Full Page	\$3,750
SILVER LEVEL Full Page	\$2,950
Half Page	\$1,750
Quarter Page	\$950

- All non - sponsor ads will appear after Sapphire, Platinum, Gold and Silver Level Sponsor pages.
- Half - and Quarter - page ads will appear after all full pages.
- Production Services are available. Please ask for rates.

DYNAMIC VIDEO UPGRADE RATES ARE:

- Embedded URL hyperlink to your company website, no charge
- Embedded :30 video that plays directly within your ad, add \$750*

*If you would like IngleDodd to help create your custom message, please talk to rep about customization costs

MUAHS GUILD AWARDS TRIBUTE BOOK AD SPECS

SPECIFICATIONS | TRIM SIZE 8.5"w x 11"h | AD DIMENSIONS (LIVE AREA)

Full Page Bleed:	8.5"w x 11"h Trim Size
FOR COVER FORM POSITIONS ONLY	8.75" x 11.25" .125 Bleed included on all 4 sides
2-Page Spread Non-Bleed	16"w x 10"h
Full Page Non-Bleed	7.5"w x 10"h
Half Page Horizontal Non-Bleed	7.5"w x 4.875"h
Quarter Page Non-Bleed	3.5"w x 4.875"h

Any ad that does not meet the requirements and sizes of this spec sheet will have to be altered to fit our specifications. We do not assume responsibility for such alterations.

PAGE TRIM SIZE: FOR COVER FORM POSITIONS ONLY: 8.5"w x 11"h — For bleed add 1/8" all around.
Keep vital images and text at least 3/8" from page (trim) edge.

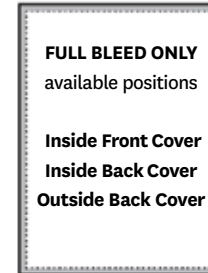
FILE FORMATS: Only the following formats are accepted and must be Mac-readable:
• InDesign (packaged with all updated elements) • Hi-res PDF (Acrobat PDFX/1-a preferred) • Illustrator EPS or PDF (fonts must be converted to outlines) • Photoshop JPEG (300 dpi)

FILE REQUIREMENTS: Digital files must be 100% magazine ad size (see dimensions above)
• Colors: All images and colors must be converted to CMYK process colors or grayscale • Resolution: 300 dpi for CMYK or grayscale, 1200 for line art. No spot colors or RGB • Fonts: All fonts used to create PDFs must be embedded or converted to outlines. • All files must be linked, flattened with no transparencies • ALL ad files MUST contain the ADVERTISER'S NAME

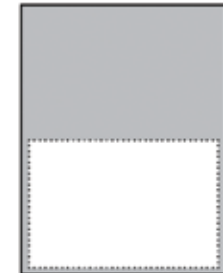
FILE DELIVERY: Electronic Files Only (in order of preference):
» Via IngleDodd FTP site: Host: www.ingledoddmedia.net Username: adart | Password: adart1
Place your ad in the MUAHS/muahs_awards folder (fax proof to 310.207.2110)
» Via Email (files must be under 5MB): artwork@ingledodd.com (fax proof to 310.207.2110)
» Via Mail CD or DVD (include color proof): IngleDodd Media, Attn: Production Dept.
11661 San Vicente Blvd., Suite 709 | Los Angeles, CA 90049



2 - Page Spread
Non - Bleed Only



Full Page
Non - Bleed



Half Page Horizontal
Non - Bleed

VIDEOS FOR THE EVENING'S EVENT

Here are the specs for the commercial spots promoting the sponsors that will be incorporated into the show. Additional Video Content & Commercial opportunities are available during the pre-show.

Ask your rep for details!

FORMATS

QuickTime Delivery

- 1080p minimum
- Codec H.264
- 24fps Progressive
- .mp4 or .mov
- Bit Rate 10Mbps
- Audio 48khz

- If shooting on phones, please go to: SETTINGS/CAMERA/RECORD VIDEO: set this to 1080p 30fps (1080p 24fps if available)
- Shoot in Landscape (horizontal) format only

- PowerPoint slides, no animations, set it in WIDESCREEN 1920 x 1080



EXCLUSIVE.
FOCUSED.
ACCESS.