



2022 AWARDS

NINTH ANNUAL MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS

Saturday, February 19, 2022

At the iconic
Beverly Hilton Hotel

NINTH ANNUAL MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS

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THE BIGGEST NIGHT OF THE YEAR

With the glamour and style of a Hollywood movie premiere, the MUAHS Guild Awards attract Guild members, producers, filmmakers, A-list talent and industry leaders from around the world. The 2022 Awards will be held at the Beverly Hilton Hotel and livestreamed to viewers and fans around the world, reaching the largest audience in our history. We invite you to have a significant presence at the first high-profile event of Hollywood's Awards Season!

LAST YEAR'S SIZZLE REEL >



YOUR SUPPORT SHOWS

There's no better way to support the honorees and artisans than by showing your support at the MUAHS Guild's biggest annual media event!

MUAHS GUILD AWARDS
PRESS COVERAGE REPORT >



EVENT SPONSORSHIPS

A MUAHS Guild Awards Sponsorship provides the greatest level of branding and show of support for the evening's nominees and honorees.

Sponsorships include up to 16 seats at the event, significant logo visibility before, during and after the event and online at the Official Registration Page for the event, congratulatory advertising in the commemorative Ninth Annual *MUAHS Awards Tribute Book* and companion digital interactive *MUAHS Guild Awards Tribute Book* which will go out to all livestream viewers.



2022 MUAHS GUILD AWARDS Benefits & Pricing Branding, Seating & Advertising positioning is determined by Sponsor Level	SAPPHIRE	PREMIER	PLATINUM	GOLD	SILVER	GIFT BAG
	Sponsor	Sponsor	Sponsor	Sponsor	Sponsor	Sponsor
	\$25,000	\$15,000	\$10,500	\$8,000	\$5,500	\$1,000

PRIOR TO THE EVENT – (inclusion is date sensitive)

Logo placement on invitations (listed by sponsor level)	Top Tier	2nd Tier	3rd Tier	4th Tier	5th Tier		
:30 Content Inserts in Video Loop on Registration Website	3	2	2	1	1		
Inclusion in all Press Releases	Top Tier	2nd Tier	3rd Tier	4th Tier	5th Tier	●	
Inclusion in MUAHS Guild Awards in <i>THR</i> and <i>Variety</i>	Top Tier	2nd Tier	3rd Tier	4th Tier	5th Tier	●	

RED CARPET PRE-SHOW ACTIVATIONS

:30 Commercial Inserts	3	2	2	1	1		
Interview w/Company Rep	●	●	●	●	●		
Inclusion in Social Media Feed	●	●	●				

9TH ANNUAL MUAHS GUILD CEREMONY

Premium Seating at the event	16*	10*	8*	6*	4*		
Printed <i>MUAHS Guild Awards Tribute Book</i>	Top Tier-Spread	2nd Tier	3rd Tier	4th Tier	5th Tier	●	
Digital Awards Journal w/Interactive Ad	Top Tier-Spread	2nd Tier	3rd Tier	4th Tier	5th Tier		
Sponsor Card included in Video Loop	Top Tier	2nd Tier	3rd Tier	4th Tier	5th Tier		
'Thank You' from Host	●	●	●	●	●	●	

CEREMONY LIVESTREAM ACTIVATIONS

Inclusion in Social Media Feed	2 posts	1 post	1 post				
On-screen Sponsor acknowledgments (listed by sponsor level)	Top Tier	2nd Tier	3rd Tier	4th Tier	5th Tier		

GIFT BAG OPPORTUNITY

VIP Gift Bag (1,000 quantity)	●	●	●	●	●	●	
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*Sponsors may purchase additional seats at your Premium table for \$500 each

SAPPHIRE LEVEL SPONSOR | \$25,000

PRIOR TO THE EVENT

- Branding as a 'Sapphire Level Sponsor' of the Ninth Annual MUAHS Guild Awards and branding as a "Sapphire Level" sponsor on all event materials
- Ability to insert 3 x :30 branding spots in the Ninth Annual MUAHS Guild Awards Video Loop which runs for 30 days on the event registration page beginning January 19, 2022
- Company logo and sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)

RED CARPET PRE-SHOW ACTIVATIONS

- Interview with Company Rep during the livestream from the Red Carpet pre-show
- Ability to insert 3 x :30 branding spots into the Livestream from the Red Carpet broadcast

DURING THE EVENT

- Branding as a 'Sapphire Level Sponsor' of the Ninth Annual MUAHS Guild Awards
- Special recognition from the podium by the event host, and on-screen displays during the awards presentation
- **Sixteen** (16) tickets to the event with priority seating near the stage, for company representatives, clients or Guild artists **(2 tables of 8)***
- Gift Bag Opportunity to provide product in Gift Bags – 500 VIP level for Nominees & Presenters + additional 500 bags for Attendees – total commitment – 1,000 pcs.
- Premium placement two-page spread in the commemorative *Make-Up Artists & Hair Stylists Guild Awards Tribute Book*, and recognition as a 'Sapphire Sponsor' on the 'Thank You' page, distributed to all attendees

ADDITIONAL ON-SITE ACTIVATIONS

- Opportunity to host up to two on-site activations at the event, i.e. hosted bar with signature cocktail, photo booth, product display in green rooms (additional fees may apply)

CEREMONY LIVESTREAM BRANDING

- Priority Sapphire Level logo/name identification on livestream of event
- Opportunity to have two designated social media posts during livestream
- Listing as a Sapphire Level Sponsor on Sponsor Acknowledgments during livestream

*Sponsors may purchase additional seats at your Premium table for \$500 each



PREMIER LEVEL SPONSOR | \$15,000

PRIOR TO THE EVENT

- Branding as a 'Premier Level Sponsor' of the Ninth Annual MUAHS Guild Awards and branding as a "Premier Level" sponsor on all event materials
- Company logo and sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)
- Ability to insert 2 x :30 branding spots in the Ninth Annual MUAHS Awards Video Loop which runs for 30 days on the event registration page beginning January 19, 2022

RED CARPET PRE-SHOW ACTIVATIONS

- Interview with Company Rep during the livestream from the Red Carpet pre-show
- Ability to insert 2 x :30 branding spots into the Livestream from the Red Carpet broadcast

DURING THE EVENT

- Branding as a 'Premier Level Sponsor' of the Ninth Annual MUAHS Guild Awards
- Special recognition from the podium by the event host, and on-screen displays during the awards presentation
- **Ten** (10) tickets to the event with priority seating near the stage, for company representatives, clients or Guild artists **(table of 10)***
- Gift Bag Opportunity to provide product in Gift Bags – 1,000 pcs. min.
- Premium placement Full-Page ad in the commemorative *Make-Up Artists & Hair Stylists Guild Awards Tribute Book*, and recognition as a 'Premier Sponsor' on the 'Thank You' page, distributed to all attendees

CEREMONY LIVESTREAM BRANDING

- Premier Level logo/name identification on livestream of event
- Inclusion in Social Media Feed
- Listing as a Premier Level Sponsor on Sponsor Acknowledgments during livestream

*Sponsors may purchase additional seats at your Premium table for \$500 each



PLATINUM LEVEL SPONSOR | \$10,500

PRIOR TO THE EVENT

- Branding as a 'Platinum Level Sponsor' of the Ninth Annual MUAHS Guild Awards and branding as a "Platinum Level" sponsor on all event materials
- Company logo and sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)
- Ability to insert 2 x :30 branding spots in the Ninth Annual MUAHS Awards Video Loop which runs for 30 days on the event registration page beginning January 19, 2022

RED CARPET PRE-SHOW ACTIVATIONS

- Interview with Company Rep during the livestream from the Red Carpet pre-show
- Ability to insert 2 x :30 branding spots into the Livestream from the Red Carpet broadcast

DURING THE EVENT

- Branding as a 'Platinum Level Sponsor' of the Ninth Annual MUAHS Guild Awards
- Special recognition from the podium by the event host, and on-screen displays during the awards presentation
- **Eight** (8) tickets to the event with priority seating near the stage, for company representatives, clients or Guild artists **(table of 8)***
- Gift Bag Opportunity to provide product in Gift Bags – 1,000 pcs. min.
- Premium placement Full-Page ad in the commemorative *Make-Up Artists & Hair Stylists Guild Awards Tribute Book*, and recognition as a 'Platinum Sponsor' on the 'Thank You' page, distributed to all attendees

CEREMONY LIVESTREAM BRANDING

- Listing as a Platinum Level Sponsor on Sponsor Acknowledgments during livestream

*Sponsors may purchase additional seats at your Premium table for \$500 each

GOLD LEVEL SPONSOR | \$8,000

PRIOR TO THE EVENT

- Branding as a 'Gold Level Sponsor' of the Ninth Annual MUAHS Guild Awards and branding as a "Gold Level" sponsor on all event materials
- Company logo and sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)
- Ability to insert 1 x :30 branding spots in the Ninth Annual MUAHS Awards Video Loop which runs for 30 days on the event registration page beginning January 19, 2022

RED CARPET PRE-SHOW ACTIVATIONS

- Interview with Company Rep during the livestream from the Red Carpet pre-show
- Ability to insert 2 x :30 branding spots into the Livestream from the Red Carpet broadcast

DURING THE EVENT

- Branding as a 'Gold Level Sponsor' of the Ninth Annual MUAHS Guild Awards
- Special recognition from the podium by the event host, and on-screen displays during the awards presentation
- **Six (6) tickets to the event with priority seating near the stage, for company representatives, clients or Guild artists (table of 10)***
- Gift Bag Opportunity to provide product in Gift Bags – 1,000 pcs. min.
- Premium placement Full-Page ad in the commemorative *Make-Up Artists & Hair Stylists Guild Awards Tribute Book*, and recognition as a 'Gold Sponsor' on the 'Thank You' page, distributed to all attendees

CEREMONY LIVESTREAM BRANDING

- Listing as a Gold Level Sponsor on Sponsor Acknowledgments during livestream

*Sponsors may purchase additional seats at your Premium table for \$500 each



SILVER LEVEL SPONSOR | \$5,500

PRIOR TO THE EVENT

- Branding as a 'Silver Level Sponsor' of the Ninth Annual MUAHS Guild Awards and branding as a "Silver Level" sponsor on all event materials
- Company logo and sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)
- Ability to insert 1 x :30 branding spots in the Ninth Annual MUAHS Awards Video Loop which runs for 30 days on the event registration page beginning January 19, 2022

RED CARPET PRE-SHOW ACTIVATIONS

- Interview with Company Rep during the livestream from the Red Carpet pre-show
- Ability to insert 2 x :30 branding spots into the Livestream from the Red Carpet broadcast

DURING THE EVENT

- Branding as a 'Silver Level Sponsor' of the Ninth Annual MUAHS Guild Awards
- Special recognition from the podium by the event host, and on-screen displays during the awards presentation
- **Four** (4) tickets to the event with priority seating near the stage, for company representatives, clients or Guild artists **(table of 10)***
- Gift Bag Opportunity to provide product in Gift Bags – 1,000 pcs. min.
- Premium placement Full-Page ad in the commemorative *Make-Up Artists & Hair Stylists Guild Awards Tribute Book*, and recognition as a 'Silver Sponsor' on the 'Thank You' page, distributed to all attendees

CEREMONY LIVESTREAM BRANDING

- Listing as a Silver Level Sponsor on Sponsor Acknowledgments during livestream

*Sponsors may purchase additional seats at your Premium table for \$500 each

GIFT BAG SPONSOR | \$1,000

GIFT BAG OPPORTUNITY

- Branding as a 'Gift Bag Sponsor' on all printed promotional materials, including the industry invitation, press releases and industry trade ads (1,000 items min.)
- Brand recognition as a 'Gift Bag Sponsor' in the room displayed on theater screen during the awards event and on video monitors throughout the venue

OPTIONAL BENEFITS (Choose One)

- **Quarter-page ad** in the commemorative *Make-Up Artists & Hair Stylists Guild Awards Tribute Book*, and recognition as a 'Gift Bag Sponsor' on the 'Thank You' page, distributed to all attendees
- **or**
- **Two** (2) tickets to the event

CEREMONY LIVESTREAM BRANDING

- Listing as a Gift Bag Sponsor on Sponsor Acknowledgments during livestream



EVENT PROGRAM BOOK

The commemorative *MUAHS Guild Awards Tribute Book* contains editorial and congratulatory messages to the evening's honorees. Printed programs will be provided to MUAHS Guild honorees, nominees and attendees.

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

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

TICKETS

Premium Event Sponsor Seating: \$500 per ticket

(premium tables, nearest the stage, when added to existing event Sponsorship)

General Admission Seating: \$350 per ticket
(no guaranteed positioning/grouping)

RESERVATION DEADLINE: **February 4, 2022**

ARTWORK DEADLINE: **February 8, 2022**



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, Premier, 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 Media 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: MUST REQUEST OR PURCHASE POSITIONS FOR COVER FORM POSITIONS ONLY	8.5" w x 11" h Trim Size 8.75" w x 11.25" h .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

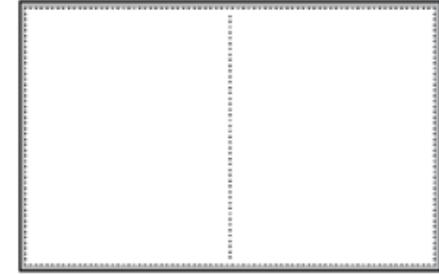
Any ad that does not meet the requirements and sizes of this spec sheet will have to be altered to fit our specifications. We do not assume responsibility for such alterations.

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

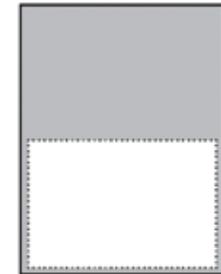
FILE DELIVERY: Electronic Files Only (in order of preference):
» Via IngleDodd FTP site: Host: www.ingledoddmedia.net Username: adart | Password: adart1
Place your ad in the MUAHS/muahs_awards folder (fax proof to 310.207.2110)
» Via Email (files must be under 5MB): artwork@ingledodd.com (fax proof to 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

COVID POLICY:

Restrictions are subject to change as health and safety circumstances require. All attendees must be fully vaccinated against COVID-19 (at least two weeks after final dose) and provide proof of COVID-19 immunization with government-issued ID matching the name on your documentation. Reasonable efforts will be made to notify guests of any changes that will affect the event.





EXCLUSIVE.
FOCUSED.
ACCESS.

CONTACT IngleDodd Media | 310.207.4410 | MUAHSAwards@IngleDodd.com