



2020

MAKE-UP ARTISTS & HAIR STYLISTS GUILD

AWARDS

SHOW

The Original Entertainment Make-Up Artists & Hair Stylists Awards

2020 MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS

January 11, 2020 | The Novo by Microsoft | L.A. LIVE

2020

Please join us in celebrating the

2020 MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS SHOW

Saturday, January 11, 2020 | The Novo by Microsoft | L.A. LIVE

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 black tie event.



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Powerful Influencers - Virtually every character's make-up and hair style you see on film, TV, live theater and commercials were designed by these creative professionals, and their choices impact millions of consumers. Forging relationships with these key designers has proven far more effective for brands than just product placement, and there's no better way to jump-start those relationships than at the MUAHS Guild's biggest annual media event! Past distinguished creative partner honorees have included Johnny Depp, Guillermo del Toro, Ryan Murphy and Gary Oldman. Last year the show garnered over 625 million impressions in the press.

[Click here for the Critical Mention Final Report](#)

High-Profile Awards Show - 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!

[Click here to see the 2019 MUAHS Guild Awards video](#)



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Supporting Sponsorship Benefits include VIP tickets to the event, including the After-Party, branding as a sponsor on screen and from the stage and in all press leading up to and after the event, a premium full page in the *Tribute Book* and the opportunity to contribute to the legendary MUAHS Guild Awards gift bag.

PREMIER LEVEL SPONSORSHIP | \$15,000

Includes 8 premium VIP seats to the event and Premier branding before, during and after the event.

PLATINUM LEVEL SPONSORSHIP | \$10,500

Includes 6 premium VIP seats to the event and Platinum branding before, during and after the event.

GOLD LEVEL SPONSORSHIP | \$8,000

Includes 4 premium VIP seats to the event and Gold level branding before, during and after the event.

SILVER LEVEL SPONSORSHIP | \$5,500

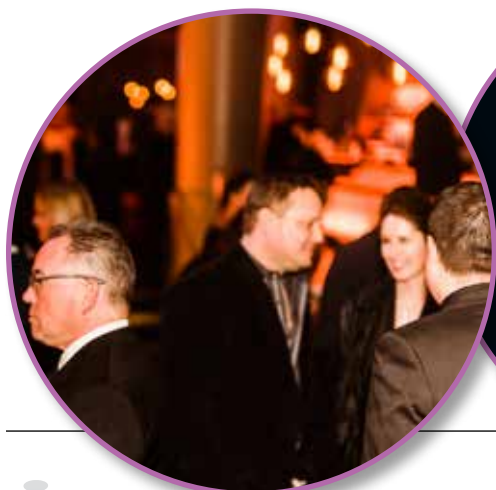
Includes 2 premium VIP seats to the event and Silver level branding before, during and after the event.

GIFT BAG SPONSORSHIP | \$1,000

Includes 2 premium VIP seats OR one-quarter-page ad in the *Tribute Book*.

Deadlines:

- In order to receive full pre-event branding benefits (early press releases, media alerts, invitations, etc.), please confirm your MUAHS Guild Awards Sponsorship early.
- Sponsor levels with category exclusivity or other limits are 'first come, first served.'
- All sponsors must be confirmed prior to December 18, 2019, in order to be included in the commemorative *MUAHS Guild Awards Tribute Book*.



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Supporting Sponsor Levels | Benefits & Pricing Guide

* Gift Bag Sponsors receive either 1/4 page ad OR 2 VIP Tickets to the event

Chart Key ● = Available | ◐ = Negotiable | - = NA

Each level sponsorship includes year-round engagement with Local 706	PREMIER SPONSOR \$15,000	PLATINUM SPONSOR \$10,500	GOLD SPONSOR \$8,000	SILVER SPONSOR \$5,500	GIFT BAG SPONSOR \$1,000
EVENT BRANDING					
Full-Page Ad in <i>Tribute Book</i>	●	●	●	●	1/4 page*
Sponsor card in video loop onscreen throughout event	●	●	●	●	●
MUAHS CEREMONY					
Priority seating in VIP Theatre seating (upstairs)	8	6	4	2	2*
'Thank You' from host	●	●	●	●	
PR & PROMOTION					
Inclusion in all Press Releases	●	●	●	●	●
Logo Placement on Invitation (Sponsorship deadline 12/6/19)	●	●	●	●	-
Logo Placement in Media Partner ads in THR (Pre-Event) and Variety (Post-Event)	●	●	●	●	●
Event images provided to all sponsors	●	●	●	●	●
GIFT BAG OPPORTUNITY					
VIP Gift Bag Only (300 Quantity)	●	●	◐	◐	-
All MUAHS Guests (300 VIP + 600 Guests = 900 Quantity)	●	●	●	●	●
MUAHS YEAR-ROUND OPPORTUNITIES INCLUDED					
The Artisan - Value \$2,100 per Qtr (circ.-2,750) Full-Page Ad Premium Positioning	1 Qtr	◐	-	-	-
Email Blasts to Membership - Value 1,200 per Qtr	◐	◐	-	-	-
Digital Ads on Local 706 Website	◐	-	-	-	-
706 Craft Meetings - one mtg per year per craft (make-up/hair)	●	●	●	●	-
Exclusive Education Events - Hosting off-site education events for 706 members	◐	◐	◐	◐	-
Legacy Videos - Value \$2,100 per Qtr Premier Sponsorship - Branding at the top of each video Digital Ad Placements on Legacy Video page Exclusively branded Social Media Teasers	◐	◐	◐	◐	-

