



2020 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.**



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

MAKE-UP ARTISTS & HAIR STYLISTS GUILD

2019 SIZZLE REEL

A LOOK AT LAST
YEAR'S EVENT 



MAKE-UP ARTISTS & HAIR STYLISTS GUILD

PRESS COVERAGE

READ THE 2019 MUAHS AWARDS

PRESS COVERAGE
REPORT >

625M

PRESS
IMPRESSIONS

MAKE-UP ARTISTS & HAIR STYLISTS GUILD

AWARDS

PARTNERSHIP BENEFITS

Activations designed to align with your budget, strategies, and key objectives that keep you in front of members year-round

Event Branding

- Inclusion in all Relevant Print Materials
- Logo on Red Carpet Step & Repeat
- Live Stream From The Red Carpet
- Celebrity 'Thank You' from Stage
- Brand hosted VIP Cocktail Reception
- Brand hosted VIP Backstage Green Room

Award Naming Rights

Year-Round Guild Presence

- The Artisan Magazine
- Digital Media

On-site Display

- Customized Brand Display

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YEAR-ROUND
BRAND
PRESENCE
.....



M.A.C.
ALL AGES ALL RACES ALL GENDERS

MAKE-UP ARTISTS & HAIR STYLISTS GUILD

AWARDS PARTNERSHIP BENEFITS

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 (300 Quantity)
- General (600 Quantity)



MAKE-UP ARTISTS & HAIR STYLISTS GUILD

2020 PARTNERSHIP OPPORTUNITIES

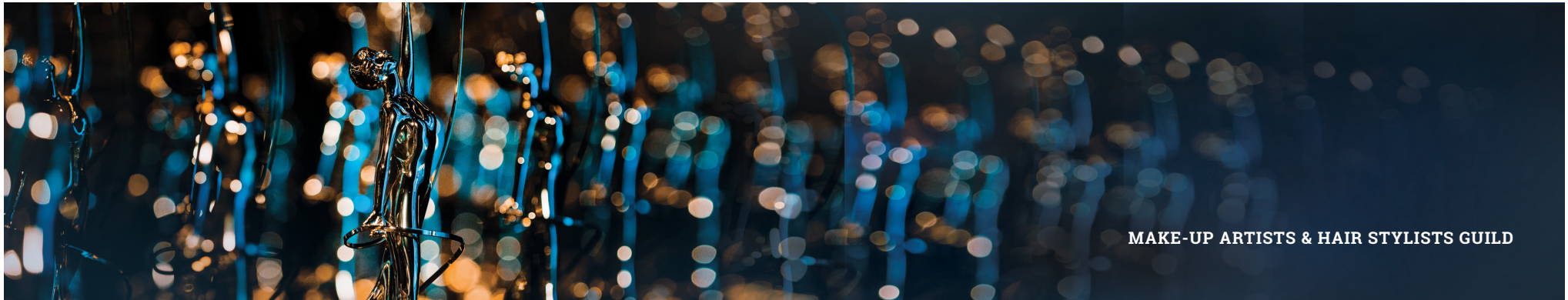
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