

# 2018



**MAKE-UP ARTISTS  
& HAIR STYLISTS  
GUILD AWARDS SHOW**

*Celebrating Artistic Excellence*

# 2018 MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS

February 24, 2018 | The Novo by Microsoft | L.A. LIVE

# 2018

*Please join us in celebrating the*

## 2018 MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS SHOW

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**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.



IngleDodd Media | 310.207.4410 | [MUAHSawards@ingledodd.com](mailto:MUAHSawards@ingledodd.com)

# 2018 MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS

# 2018

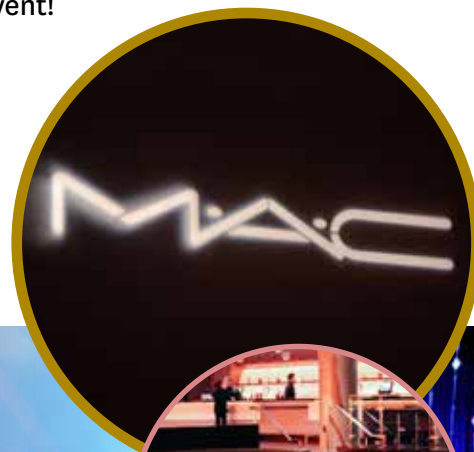
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**Powerful Influencers** - Virtually every character's make-up and hair style you see on film, TV, live theater and commercials were designed by these creative professionals, and their choices affect millions of consumers. Forging relationships with 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! Last year, MUAHS Guild honored Ryan Murphy, creator of *Nip/Tuck*, *Glee*, *American Horror Story* and *The People v. O.J. Simpson* as their distinguished creative partner and the show garnered more than 18 million media 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 2017 MUAHS Guild Awards video](#)



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## Top-Tier Event Sponsorships

### A Smart Investment with a High-Profile Return

Top-tier Sponsorship of the MUAHS Guild Awards provides the most generous brand presence we offer before, during and after the event. Most Top-tier Sponsors automatically receive a full year's ad presence in the Guild's official member publication and website (*The Artisan* and Local706.org), enabling you to extend your brand's reach to this exclusive group beyond the event. Speak to the industry professionals who use your brand AND to consumers who are influenced by their on-screen choices!

### PRESENTING SPONSORSHIP | \$150,000 (Limit 1)

Presenting Sponsorship includes the following unique benefits: Award-naming opportunity, including a company representative co-presenting the award with a celebrity presenter onstage Category exclusivity in the top-tier brand sponsor group • Largest Branded VIP Sponsor area • Largest logo placement on the Red Carpet Step & Repeat • Right of first refusal to host the MUAHS Guild Awards after-party. Additional package benefits will be added to meet sponsor's needs.

[For all the details, click here.](#)



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## Event Sponsorships

### DIAMOND SPONSORSHIP | \$75,000 (Limit 2)

Diamond Sponsorship includes the following unique benefits: Category exclusivity in the top-tier group • Large Branded VIP Sponsor area • Large logo placement on the Red Carpet Step & Repeat. Overall package benefits will be customized to meet sponsor's needs.

[For all the details, click here.](#)

### RUBY SPONSORSHIP | \$40,000 (Limit 3)

Ruby Sponsorship includes the following unique benefits: Category exclusivity in the top-tier group • Medium Branded VIP Sponsor area • Medium logo placement on the Red Carpet Step & Repeat. Overall package benefits will be customized to meet sponsor's needs.

[For all the details, click here.](#)

### SAPPHIRE SPONSORSHIP | \$20,000 (Limit 3)

Sapphire Sponsorship includes the following unique benefits: Category exclusivity in the top-tier group • Branded VIP Sponsor area for your special guests. Overall package benefits will be customized to meet sponsor's needs.

[For all the details, click here.](#)

### ADDITIONAL OPPORTUNITIES FOR TOP-TIER SPONSORS ONLY (only one of each available, pricing on request):

- Solo Branded Photo Booth
- Sponsored After-party



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*Additional MUAHS Guild Award Sponsorship Opportunities:*

**PREMIER LEVEL SPONSORSHIP | \$15,000 (Limit 5)**

[For all the details, click here.](#)

**PLATINUM LEVEL SPONSORSHIP | \$10,500 (No Limit)**

[For all the details, click here.](#)

**GOLD LEVEL SPONSORSHIP | \$8,000 (No Limit)**

[For all the details, click here.](#)

**SILVER LEVEL SPONSORSHIP | \$5,500 (No Limit)**

[For all the details, click here.](#)

**GIFT BAG SPONSORSHIP | \$1,000 (No Limit)**

[For all the details, click here.](#)

## Deadlines:

- In order to receive full pre-event branding benefits (early press releases, media alerts, invitations, etc.), please confirm your MUAHS Guild Award Sponsorship early.
- Sponsor levels with category exclusivity or other limits are 'first come, first served.'
- All sponsors must be confirmed prior to January 11, 2018, in order to be included in the commemorative *MUAHS Guild Awards Journal*.



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TICKETS & advertising

## TICKETS

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**Guild member rate: \$130 per ticket (limit two)**  
**IATSE member rate: \$180 per ticket (no limit)**  
**Non-Guild member rate: \$280 per ticket (no limit)**  
**Premium Sponsorship Additional ticket: \$350 per ticket (no limit)**

## AWARDS TRIBUTE BOOK

Distributed at the event to all attendees, presenters and honorees, this beautiful commemorative program book provides event sponsors and advertisers a meaningful way to congratulate award nominees and recipients, while providing a unique branding opportunity in the room.

## AD RATES

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<b>PREMIUM 2-Page Spread</b>	<b>\$7,000</b>
<b>GOLD Full Page</b>	<b>\$5,000</b>
<b>SILVER Full Page</b>	<b>\$3,750</b>
<b>BRONZE Full Page</b>	<b>\$2,950</b>
<b>Half Page</b>	<b>\$1,750</b>
<b>Quarter Page</b>	<b>\$950</b>

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- Ad pages will appear in appropriate Gold, Silver and Bronze sections
- Half and Quarter pages will appear after all Full pages
- Advertisers may participate in the Awards Gift Bags, to be distributed to all attendees

**RESERVATION DEADLINE** February 5, 2018

**ARTWORK DEADLINE** February 12, 2018



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ARTWORK  
specifications

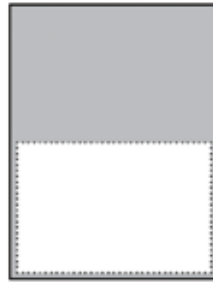
## SPECIFICATIONS | AD DIMENSIONS (LIVE AREA)



2-Page Spread Non-bleed



Full Page Non-bleed



Half Page Horizontal Non-bleed



1/4 Page Non-Bleed

2-Page Spread	15.75”w x 9.75”h
Full Page Non-Bleed	7.5”w x 9.75”h
Half Page Horizontal Non-Bleed	7.5”w x 4.875”h
Quarter Page Non-Bleed	3.5”w x 4.875”h

### 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)
- Ad pages will appear in appropriate Gold, Silver and Bronze sections within a border

### 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. Choose bold, italic, and other styles from the font menu.
- 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](http://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](mailto: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

