



NORTH AMERICAN HAIRSTYLING AWARDS

NAHA 2021  
*Sponsorship*  
OPPORTUNITIES

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HAIR BY NAHA 2020 FINALIST ULTA BEAUTY DESIGN TEAM

# PBA *Membership* GIVES YOU MORE!



At the Professional Beauty Association, we believe in redefining what it means to be a beauty professional in today's world by connecting, understanding, educating, celebrating and fighting for the community that we -- collectively -- stand for and serve, whether you're running a beauty brand or working behind the chair.

Exhibiting at ISSE requires a PBA membership, which provides great savings and benefits throughout the year! Take advantage of great benefits with UPS, GE, Dell and more for all your personal and business needs.

Interested in taking your Membership to the next level and saving on NAHA sponsorships? Contact us about becoming a Visionary Member!

## MEMBER BENEFITS AND HIGHLIGHTS:

- + Industry Event Discounts
- + Exclusive Networking
- + Exclusive Member Education
- + Industry News & Research
- + Retail Discounts
- + 350k+ Members
- + Members in All 50 States
- + Members in 21+ Countries

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# NAHA SPONSORSHIPS



The North American Hairstyling Awards is the most prestigious professional beauty competition in North America and honors the salon industry's top artists - who push the boundaries of skill and creativity.

The competition culminates in a star-studded awards ceremony at Cosmoprof North America in Las Vegas on June 27, 2021, which features awards, artistic presentations, and endless inspiration.

## ICON SPONSOR

**INVESTMENT:**  
\$30,000

**QTY AVAILABLE:**  
3

*Order Deadline:*  
4/26/21

Elevate your brand with a 5-minute Artistic Presentation during the NAHA Award Ceremony. These fashion runway presentations guarantee your brand will receive maximum exposure to a captivated, enthusiastic audience ready to see your brand's creativity.

- + A 5-minute artistic presentation
- + One 30-second video during the NAHA Ceremony
- + Present one award during the NAHA Ceremony
- + Logo recognition as an Icon Sponsor on select onsite signage
- + Logo on the NAHA Step and Repeat at the red-carpet reception
- + One product in the NAHA Attendee and Finalist Gift Bags
- + Model prep space
- + One 2-page, 4-color spread ad in the NAHA Tribute Journal
- + Recognition as an Icon Sponsor in the NAHA Tribute Journal
- + A dedicated Icon Sponsor banner on the NAHA website - where you can include a short video, link, and logo
- + Logo included in the sponsor banner on email communications to NAHA attendees
- + 10 NAHA VIP, 5 General Admission tickets
- + Full video of your on-stage presentation



# SPONSOR PACKAGES



## FINALIST ANNOUNCEMENT SPONSOR

**INVESTMENT:**  
\$25,000

**QTY AVAILABLE:**  
2

*Order Deadline:*  
11/30/20

Get your brand in front of the top beauty professionals as the NAHA finalist announcement sponsor.

- + Your brand logo featured as the finalist announcement sponsor on the NAHA page
- + Logo on the NAHA Finalist announcement emails going to salon professionals, platform artists, and top educators nationwide
- + One dedicated brand email to all NAHA finalists
- + Logo on Congratulations email to all finalists
- + Call out as Finalist sponsor on the congratulations mailing
- + Logo included in the Finalist announcement video
- + Call out in Finalist announcement social posts
- + Listed as sponsor in PBA NAHA press release, finalist announcement, and winner announcement
- + Sponsor acknowledgement in the NAHA Tribute Journal
- + 1-page ad in the NAHA Tribute Journal
- + 5 NAHA General Admission Tickets
- + Product included in Finalist and Attendee Gift Bag
- + Logo on onsite Step & Repeat
- + Logo on select onsite signage



# SPONSOR PACKAGES



## MASTER SPONSOR

**INVESTMENT:**  
\$18,500

**QTY AVAILABLE:**  
2

*Order Deadline:*  
4/26/21

Elevate your brand by presenting a NAHA award category during the NAHA Ceremony. Get your company representatives in front of a captive audience and be part of the enthusiasm and anticipation of winning a coveted NAHA Award!

- + Present one award during the NAHA Ceremony
- + Logo on screen during your award presentation
- + Logo recognition as a Master Sponsor on select onsite signage
- + Logo on the NAHA Step and Repeat at the red-carpet reception
- + One product in the NAHA Attendee and Finalist Gift Bags
- + One 1-page, 4-color ad in the NAHA Tribute Journal
- + Recognition as a Master Sponsor in the NAHA Tribute Journal
- + Logo with link to your website included in the sponsorship section of the NAHA website
- + Logo included in the sponsor banner on email communications to NAHA attendees
- + Five NAHA General Admission tickets



## TRIBUTE JOURNAL AD

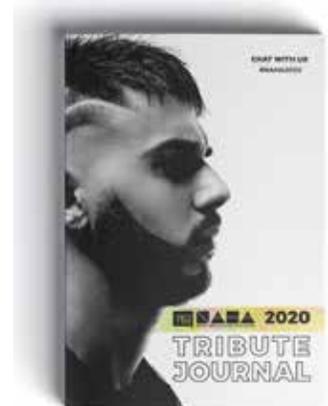
**INVESTMENT:**  
\$1,500 - \$2,400

**QTY AVAILABLE:**  
Limited!

*Order Deadline:*  
4/19/21

The NAHA Tribute Journal is an annual full-color keepsake book featuring the work of NAHA 2021 finalists as well as colleagues and sponsor advertisements congratulating the finalists and winners. Promote your brand and honor the work of the beauty industry with your own 4-color, full-page ad or a 2-page spread. This keepsake book is given out to every NAHA attendee.

- + \$2,400: One 2-page, 4-color spread ad in the NAHA Tribute Journal
- + \$1,500: One full-page, 4-color print ad in the NAHA Tribute Journal



# SPONSOR PACKAGES



## PRESENTING SPONSOR

**INVESTMENT:**  
\$12,000

**QTY AVAILABLE:**  
10

*Order Deadline:*  
4/26/21

- + Present one award during the NAHA Ceremony
- + Verbal recognition with logo to be played at the opening of NAHA
- + Sponsor acknowledgment in the NAHA Tribute Journal
- + Five NAHA 2021 General Admission tickets



## NAHA BAG BRANDING SPONSOR

**EXCLUSIVE OPPORTUNITY!**

**INVESTMENT:**  
\$10,000

**QTY AVAILABLE:**  
1

*Order Deadline:*  
4/12/21

Maximize your company's exposure as the official attendee Swag Bag sponsor for NAHA 2021. These complimentary bags will be given to each attendee, Finalist, and Winner and are filled with swag from their favorite sponsors. Your logo will share top billing on the bag with the NAHA logo.

- + Logo prominently featured on NAHA finalist and attendee gift bags
- + One product in approx 1,000-1,500 attendee gift bags and 100 premium full-size for finalist gift bags (2 different products)
- + Logo on the sponsors acknowledgment page of the NAHA Tribute Journal, and select onsite signage
- + One 1-page, 4-color ad in the NAHA Tribute Journal
- + Sponsor acknowledgment in the NAHA Tribute Journal
- + Logo with link to your website included in the sponsorship section of the NAHA
- + Five NAHA 2021 General Admission tickets



# SPONSOR PACKAGES



## WINNER ANNOUNCEMENT SPONSOR

**EXCLUSIVE OPPORTUNITY!**

**INVESTMENT:**  
\$10,000

**QTY AVAILABLE:**  
1

*Order Deadline:*  
4/26/21

- + Your brand logo featured as the winner announcement sponsor on the NAHA page
- + Logo on the NAHA Winner announcement emails going to salon professionals, platform artists, and top educators nationwide
- + One dedicated brand email to all NAHA winners
- + Call out in Winner announcement social posts
- + Listed as sponsor in PBA NAHA winner announcement press release
- + Sponsor acknowledgement in the NAHA Tribute Journal
- + 1-page ad in the NAHA Tribute Journal
- + 5 NAHA General Admission Tickets
- + Product included in Finalist and Attendee Gift Bag
- + Logo on onsite Step & Repeat
- + Logo on select onsite signage



## FINALIST & ATTENDEE GIFT BAG PRODUCT SPONSORSHIP

**INVESTMENT:**  
\$1,000

**QTY AVAILABLE:**  
Limited!

*Onsite Arrival Deadline:*  
6/21/21

Make a memorable impression at NAHA 2021! Place your product, travel kit, or special gift into the hands of the first 2,500 attendees arriving at the Awards Ceremony. Finalists (approximately 150) are presented with a high-end swag bag to congratulate them for being a cut above the rest. Make it a night to remember - Place your special gift in this one-of-a-kind bag!

- + One product in approx 1,000-1,500 attendee gift bags and 100 premium full-size for finalist gift bags (2 different products)
- + One full-page, 4-color print ad in the NAHA Tribute Journal
- + Logo with link to your website included in the sponsorship section of the NAHA website
- + Two NAHA 2021 General Admission tickets

