



2024 SPONSORSHIP OPPORTUNITIES

[PROBEAUTY.ORG/SPONSORSHIP](https://probeauty.org/sponsorship)

[JODY@PROBEAUTY.ORG](mailto:jody@probeauty.org)

HAIR BY NAHA 2023 TEXTURE FINALIST ALEXANDER TURNBULL





The North American Hairstyling Awards is the most prestigious photographic beauty competition in North America, celebrating the artistry and skill of the industry's top artists who push the boundaries of skill and creativity.

The competition culminates with an awe-inspiring awards ceremony at Premiere Orlando in Orlando, FL on June 2, 2024.

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ICON SPONSOR

Elevate your brand with a 5-minute Artistic Presentation during the NAHA Awards 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 15-second video plays during the NAHA seating
- + Present one award during the NAHA Ceremony
- + Your branded slide plays during your award presentation
- + 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 1,500 attendee gift bags and 100 premium full-size for 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 running one month on the NAHA website – where you can include an image, link, and logo.
- + Logo included in the sponsor banner on email communications to NAHA attendees
- + Eight NAHA VIP Admission tickets
- + Full video of your on-stage presentation

\$43,000

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

3 AVAILABLE | ORDER DEADLINE 2.15.24 | CONTENT DUE 4.8.24



SOLD OUT!

MASTER SPONSOR

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
- + Your branded slide plays 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
- + Branded slide runs during seating
- + One product in 1,500 attendee gift bags and 100 premium full-size for 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
- + Eight NAHA VIP Admission tickets

\$25,000

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

4 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24



5 REMAINING

PRESENTING SPONSOR

- + Present one award during the NAHA Ceremony
- + Your branded slide plays during your award presentation
- + Logo with link to your website included in the sponsorship section of the NAHA website
- + Sponsor acknowledgment in the NAHA Tribute Journal
- + One product in 1,500 attendee gift bags and 100 premium full-size for finalist gift bags
- + Four NAHA 2024 General Admission tickets

\$19,000

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

6 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24



LIGHT UP WRIST BANDS

To help celebrate 35 years of NAHA, illuminated wristbands will be incorporated into the show! Sponsor will have their logo featured on wristbands and they will be lit in your company color to kick-off the event. These dynamic wristbands will play an interactive role throughout the evening as they flash, change color and create an engaging and personalized experience for the sponsor and attendees.

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- + Logo on wristbands
 - + Logo with link to your website included in the sponsorship section of the NAHA website
 - + Sponsor acknowledgment in the NAHA Tribute Journal
 - + One product in 1,500 attendee gift bags and 100 premium full-size for finalist gift bags
 - + Four NAHA 2024 General Admission tickets
-

\$15,000

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

1 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24

A profile photograph of a Black man with a large, dark afro, looking towards the right. He has a short beard and is wearing a dark, patterned shirt. The background is a warm, brownish-gold color.

TRIBUTE JOURNAL AD

The NAHA Tribute Journal is an annual full-color keepsake book featuring the work of NAHA 2024 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.

8 REMAINING

\$2,400

ONE 2-PAGE, 4-COLOR SPREAD AD IN THE NAHA TRIBUTE JOURNAL

10 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24

3 REMAINING

\$1,500

ONE FULL-PAGE, 4-COLOR PRINT AD IN THE NAHA TRIBUTE JOURNAL

5 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24



SOLD OUT!

ATTENDEE BAG BRANDING SPONSOR

Maximize your company's exposure as the official attendee Swag Bag sponsor for NAHA 2024. These complimentary bags will be given to each attendee. Your logo will share top billing on the bag with the NAHA logo.

- + Logo prominently featured on NAHA attendee gift bags
- + One product in 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 included on sponsor thank you slide shown during show
- + Logo with link included in the sponsorship section of the NAHA website
- + Four NAHA 2024 General Admission tickets

\$12,000

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

1 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24



SOLD OUT!

EXCLUSIVE OPPORTUNITY

NAHA FINALIST BAG BRANDING SPONSOR

The NAHA finalists in each of 14 categories are among the most recognized in the industry. Take this opportunity to have your logo, large on one side of the swag bags, presented to all NAHA finalists. These bags are sturdier quality than the attendee bags and get lots of social media attention.

- + Logo prominently featured on NAHA finalist gift bags
- + One product in 1,500 attendee gift bags and 100 premium full-size for finalist gift bags (2 different products)
- + Sponsor acknowledgment in the NAHA Tribute Journal
- + Logo with link included in the sponsorship section of the NAHA website
- + Four NAHA 2024 General Admission tickets

\$2,500

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

1 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24



INSPIRING SALON OR EDUCATOR OF THE YEAR SPONSOR

Connect your brand with top beauty professionals, as the Inspiring Salon of the Year or Educator of the Year sponsor.

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- + Callout as sponsor, covering entry fees for your chosen category
 - + Promoted as the category sponsor on the Inspiring Salon or Educator of the Year landing page (with logo and link)
 - + Promoted as the category sponsor on the NAHA landing page (sponsored by brand text)
 - + Promoted as the category sponsor on the Inspiring Salon or Educator of the Year entry page (with logo and link)
 - + Promoted as the category sponsor on Inspiring Salon or Educator of the Year email communications (sponsored by brand text), including the Finalist announcement email
 - + Present the Inspiring Salon or Educator of the Year award during NAHA Ceremony
 - + Your branded slide plays during your award presentation
 - + Verbal recognition with logo to be played at the opening of NAHA
 - + Sponsor acknowledgment in the NAHA Tribute Journal
 - + Four NAHA 2024 General Admission tickets

\$22,000

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

2 AVAILABLE (ONE INSPIRING, ONE EDUCATOR)
ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24



SOLD OUT!

FINALIST ANNOUNCEMENT SPONSOR

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
- + Logo on Congratulations email to all finalists
- + Logo included in the Finalist announcement video
- + Listed as sponsor in PBA NAHA Finalist announcement press release + Sponsor acknowledgment in the NAHA Tribute Journal
- + Call out in Finalist announcement social posts
- + Logo included on sponsor thank you slide shown during show

\$6,500

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

1 AVAILABLE | ORDER DEADLINE 1.15.24 | CONTENT DUE 2.1.24



The North American Hairstyling Awards is the most prestigious professional beauty competition in North America, and honors the salon industry's top artists.

CONGRATULATIONS TO THE 2021 WINNERS!



CATEGORY
Stylist Name



CATEGORY
Stylist Name



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Stylist Name



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[VIEW THE COLLECTIONS](#)

WINNER ANNOUNCEMENT SPONSOR

- + 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 acknowledgment in the NAHA Tribute Journal
- + 1-page ad in the NAHA Tribute Journal
- + Four NAHA 2023 General Admission tickets
- + One product in 1,500 attendee gift bags and 100 premium full-size for finalist gift bags (2 different products)
- + Logo included on sponsor thank you slide shown during show
- + Logo on onsite Step & Repeat
- + Logo on select onsite signage

\$13,000

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

1 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24



SOLD OUT!

RED CARPET SPONSOR

Sponsor the prestigious pre-ceremony NAHA Red Carpet Reception and welcome the “who’s who” of the beauty industry. This opportunity includes your company logo on the Red Carpet Reception signage.

- + Logo featured on lit panels on bars
- + Branded signature drink inspired by your company
- + Signature drink menu signage with your logo on all bars
- + Cocktail napkins with your company logo/ message
- + Logo on red carpet reception welcome signage
- + Logo on the red carpet Step and Repeats
- + One product in 1,500 attendee gift bags and 100 premium full-size for finalist gift bags (2 different products)
- + Logo included on sponsor thank you slide shown during show
- + 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 website
- + Logo included in the sponsor banner on email communications to NAHA attendees
- + Eight VIP NAHA Admission tickets

\$22,500

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

1 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24



WINNER'S LOUNGE SPONSOR

Sponsor the official photography and champagne toast for the winners and their category sponsors!

- + Logo featured on signage in the Winner's Lounge
 - + Branded cocktail napkins with your company logo
 - + 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 Website
 - + Two NAHA General Admission tickets
-

\$4,500

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

1 AVAILABLE | ORDER DEADLINE 4.1.24 | CONTENT DUE 4.8.24



FINALIST & ATTENDEE GIFT BAG PRODUCT SPONSOR

Make a memorable impression at NAHA 2024! Place your product, travel kit, or special gift into the hands of all NAHA attendees and Finalists with this opportunity to be included in two special gift bags!

- + One product in 1,500 attendee gift bags and 100 premium full-size for finalist gift bags (2 different products)
- + Logo with link to your website included in the sponsorship section of the NAHA website
- + Logo included on sponsor thank you slide shown during show

\$1,500

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS!

LIMITED AVAILABILITY

ORDER DEADLINE: 5.1.24 | PRODUCT ARRIVAL WINDOW MAY 22-30, 24



NONPROFIT • ADVOCACY • COMMUNITY

SPECIAL THANKS TO OUR

VISIONARY MEMBERS

VISIONARY ELITE



VISIONARY PLUS



VISIONARY



Learn how our comprehensive Visionary Membership can help elevate your brand.

CONTACT

JODY@PROBEAUTY.ORG