



NORTH AMERICAN HAIRSTYLING AWARDS

2026

SPONSORSHIP OPPORTUNITIES

MAY 31, 2026

ORLANDO, FL | HELD ALONGSIDE PREMIERE ORLANDO

JODY@PROBEAUTY.ORG | PROBEAUTY.ORG/NAHA

HAIR BY NAHA 2025 MASTER HAIRSTYLIST OF THE YEAR WINNER MATTHEW MORRIS

TABLE OF CONTENTS

ABOUT NAHA	<u>3</u>
NAHA 2026	<u>4</u>
PRESENTING SPONSOR	<u>5</u>
MASTER SPONSOR	<u>7</u>
STREAMING SPONSOR	<u>9</u>
MASTERS OF ARTISTRY LOUNGE SPONSOR	<u>10</u>
RED CARPET RECEPTION SPONSOR	<u>12</u>
OFFICIAL SOUND SPONSOR	<u>14</u>
EDUCATOR OF THE YEAR SPONSOR	<u>15</u>
INSPIRING SALON OF THE YEAR SPONSOR	<u>17</u>
PRESHOW ADS	<u>19</u>
TRIBUTE JOURNAL AD	<u>20</u>
WINNERS' LOUNGE SPONSOR	<u>22</u>
FINALIST ANNOUNCEMENT SPONSOR	<u>24</u>
WINNER ANNOUNCEMENT SPONSOR	<u>27</u>
ATTENDEE BAG BRANDING SPONSOR	<u>28</u>
FINALIST BAG BRANDING SPONSOR	<u>30</u>
ATTENDEE AND FINALIST GIFT BAG PRODUCT SPONSOR	<u>31</u>
NAHA 2025 SOCIAL STATS	<u>32</u>
NAHA 2025 AWARDS CEREMONY	<u>33</u>



The North American Hairstyling Awards is the beauty industry's most prestigious awards show, honoring the artists and visionaries who shape our culture. It's where iconic collections, unforgettable imagery, and powerful storytelling come together to define what beauty means—today and tomorrow.

At NAHA, artistry isn't just rewarded. It's remembered.

the FABRIC OF BEAUTY

The Fabric of Beauty is the invisible thread that connects us—brands and artists, educators and audiences, icons and rising stars. It's the texture of tradition and innovation. The weft of culture and creativity. A living pattern, shaped by every hand, every story, every vision shared on the NAHA stage.

In 2026, NAHA celebrates the power of this fabric—and the partners who help bring it to life. This year's theme honors:

Diversity: Every artist brings a unique thread—woven from culture, identity, and voice.

Skill: True mastery gives the fabric its strength—detailed, intentional, enduring.

Individuality: No two visions are the same. Every collection reflects fearless self-expression.

Connection: Together—with brands, platforms, and professionals—we shape the future of beauty.

When your brand supports NAHA, it becomes part of that fabric—visible, lasting, and deeply woven into the story of our industry.



PRESENTING SPONSOR

As the presenting sponsor, your brand earns the most prestigious and visible recognition at the North American Hairstyling Awards—the beauty industry's highest honor. This exclusive, top-tier sponsorship places your brand alongside excellence, artistry and innovation as the official presenting partner of the industry's most celebrated evening.

This is more than visibility. It's legacy. As the presenting sponsor, your brand becomes part of beauty history, spotlighting the industry's most iconic talent and elevating its future stars. This partnership aligns you with creativity, leadership and the highest standards of professional excellence.

artistry elevated



HAIR BY 2025 TEAM OF THE YEAR FINALIST JCPENNEY SALON

PRESENTING SPONSOR

- + Event naming rights – your brand integrated into the official event title across all platforms (NAHA 2026, presented by Brand)
- + Logo lockup with NAHA on all promotional materials (website, emails, signage, stage visuals, social, etc.)
- + Logo lockup on each NAHA award trophy
- + Brand name included in event title across all platforms (e.g., “NAHA 2026, presented by Brand”)
- + On-stage verbal recognition during opening and closing remarks
- + One 2-page ad spread in the NAHA Tribute Journal
- + Logo on NAHA step and repeat at the Red Carpet Reception
- + One product in 2,200 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- + One featured pre-show commercial (30 seconds) in seating loop
- + Dedicated email to NAHA attendees and full PBA database
- + Sponsor callout in all press releases and social campaigns
- + Custom content integration opportunity (e.g., digital or on-site activation)
- + Access to the Masters of Artistry Lounge–NAHA’s private Finalist and sponsor-only experience prior to the show
- + 10 NAHA 2026 VIP Admission tickets

\$150,000

1 AVAILABLE

COMMITMENT DEADLINE: 12.1.25

artistry elevated

HAIR BY 2025 TEAM OF THE YEAR FINALIST JCPENNEY SALON

MASTER SPONSOR

Present a career-defining award on NAHA's biggest stage. As a Master Sponsor, your brand is part of the show—seen, heard, and remembered in one of the night's most powerful moments.

- + Present one award during the NAHA Ceremony
- + Your branded slide plays during your award presentation
- + Logo recognition as a Master Sponsor
- + Logo on NAHA step and repeat at the Red Carpet Reception
- + Recognized as a Master Sponsor during seating and mentioned from stage
- + One product in 2,200 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- + One 1-page 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 landing page
- + Logo included in the sponsor banner on email communications to NAHA attendees
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Six (6) NAHA 2026 VIP Admission tickets

\$25,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

13 AVAILABLE

COMMITMENT DEADLINE: 2.2.26

ONLY 9 REMAINING!



“JCPenney’s support of PBA and sponsorship of NAHA reflects a deep investment in its salon division. By supporting NAHA, JCPenney elevates its salon professionals and reinforces its commitment to celebrating creative excellence and inclusivity within the beauty community. This partnership sends a powerful message across the industry: beauty isn’t just retail — it’s a craft deserving recognition, career growth, and artistic validation. As a sponsor, we are hopeful the awards gain greater visibility and resources, while JCPenney cements its role as a champion of salon talent and diversity in professional beauty.”

LISA GREEN

VP, DMM, JCPENNEY BEAUTY & SALON

JCPenney

STREAMING SPONSOR

The NAHA Streaming Sponsor powers global access to NAHA, making it possible for beauty professionals, friends, family and industry leaders around the world to witness the magic in real time. This high visibility sponsorship puts your brand front and center for thousands of virtual viewers tuning in to celebrate creativity, artistry and excellence.

- + Livestream naming rights: "NAHA 2026 livestream, presented by Brand" branding on all streaming platforms
- + 15-30 second ad before or after stream
- + Logo on streaming landing page with link
- + Verbal recognition during livestream intro
- + Logo on sponsor thank-you slide
- + Sponsor mention in NAHA post-event email recap
- + One 1-page ad in the NAHA Tribute Journal
- + Option for QR link during stream
- + Two (2) NAHA 2026 VIP Admission tickets

\$35,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

1 AVAILABLE

COMMITMENT DEADLINE: 2.2.26

artistry elevated

MASTERS OF ARTISTRY LOUNGE SPONSOR

Celebrate artistry at NAHA's most exclusive red-carpet experience—reserved for finalists, their guests, and event sponsors. This high-touch sponsorship delivers a private, branded lounge with its own bar, premium service, and unrivaled hospitality—aligning your brand with the glamour, prestige, and influence of NAHA's top talent.

- + Branded signage throughout the VIP Lounge
- + Branded bar napkins, drink menu, and coasters
- + Opportunity to name a signature drink
- + Social wall or digital photo booth co-branded with sponsor
- + Recognition as VIP Lounge Sponsor in the NAHA Tribute Journal and sponsor slides
- + Logo with link to your website included in the sponsorship section of the NAHA landing page
- + One product in 2,200 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Four (4) NAHA 2026 VIP Admission tickets

\$20,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

1 AVAILABLE

COMMITMENT DEADLINE: **2.2.26**

artistry elevated



“We believe in creativity and we believe in anything that gives stylists an opportunity to shine — and nothing does that better than NAHA!”

JOHN MORONEY

SVP OF GLOBAL EDUCATION, BEAUTYNOVA

BEAUTYNOVA

RED CARPET RECEPTION SPONSOR

Kick off NAHA in style. Your brand owns the first impression—headlining the Red Carpet Reception with branded bars, signature drinks, and high-visibility signage at the night's most photographed moment.

- + Logo featured on bars
- + Branded signature drink inspired by your brand
- + Signature drink menu signage with your logo on all bars
- + Cocktail napkins with your brand's logo/message
- + Logo on Red Carpet Reception welcome signage
- + Logo on NAHA step and repeat at the Red Carpet Reception
- + One product in 2,200 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- + Logo included on sponsor thank you slide shown during show
- + One 1-page 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 landing page
- + Logo included in the sponsor banner on email communications to NAHA attendees
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Four (4) NAHA 2026 VIP Admission tickets

\$25,000

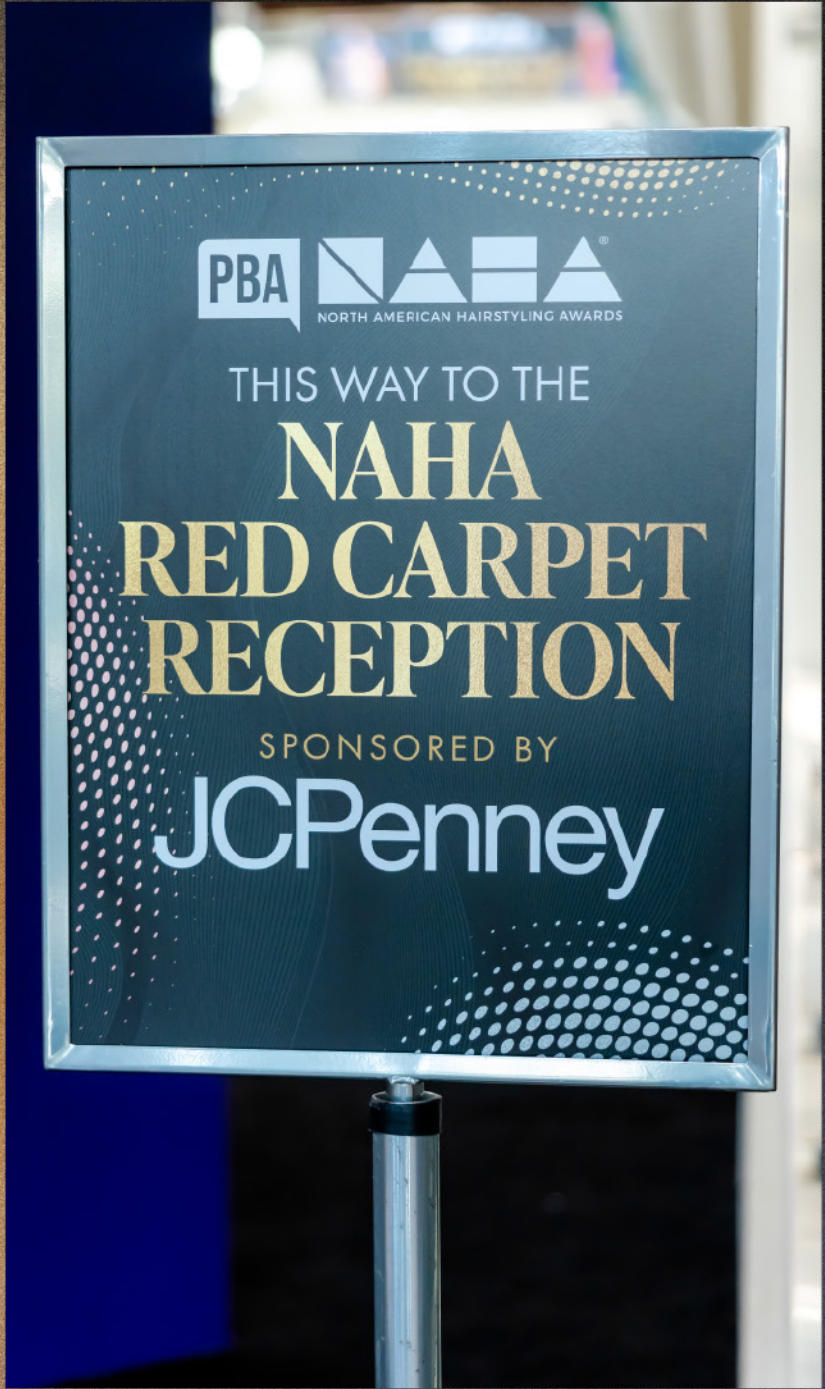
DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

1 AVAILABLE

COMMITMENT DEADLINE: 2.2.26

artistry elevated

HAIR BY 2025 TEAM OF THE YEAR WINNER CULT SALON



OFFICIAL SOUND SPONSOR

The Beat of NAHA, powered by Brand.

Music moves people and so can your brand. As the official sound sponsor, your brand sets the tone—literally—for NAHA. During the Red Carpet Reception you'll be the driving force behind the energy, excitement and unforgettable soundtrack of the night as the exclusive sponsor of the NAHA DJ experience. You're not just backing the beats, you're amplifying the entire NAHA experience aligning your brand with the energy, rhythm and celebration of beauty's biggest night.

- + Verbal and on-screen callout before/after performance
- + Branded signage at DJ booth/stage
- + DJ or emcee shoutout of brand name
- + Logo included on sponsor thank-you slide
- + Logo with link to your website included in the sponsorship section of the NAHA landing page
- + One 1-page ad in the NAHA Tribute Journal
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Two (2) NAHA 2026 VIP Admission tickets

\$15,000

1 AVAILABLE

COMMITMENT DEADLINE: 2.2.26

artistry elevated

EDUCATOR OF THE YEAR SPONSOR

Celebrate the educators raising the standard, amplifying the voices that keep professional beauty rooted in excellence. As category sponsor, your brand uplifts top educators and covers all nominee entry fees—removing barriers and aligning you with leadership, purpose, and impact.

- + Callout as sponsor, covering entry fees for all Educator of the Year applicants
- + Promoted as the Educator of the Year sponsor on the NAHA landing page (e.g., Educator of the Year, sponsored by Brand)
- + Promoted as the Educator of the Year sponsor on the Educator of the Year nomination form
- + Promoted as the category sponsor on the Educator of the Year entry page
- + Promoted as category sponsor on Educator of the Year email communications, including the Finalist Announcement email
- + Present the Educator of the Year award during NAHA Ceremony
- + Your branded slide plays during your award presentation
- + Recognized as a sponsor during seating and from stage
- + Sponsor acknowledgment in the NAHA Tribute Journal
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Four (4) NAHA 2026 VIP Admission tickets

\$20,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

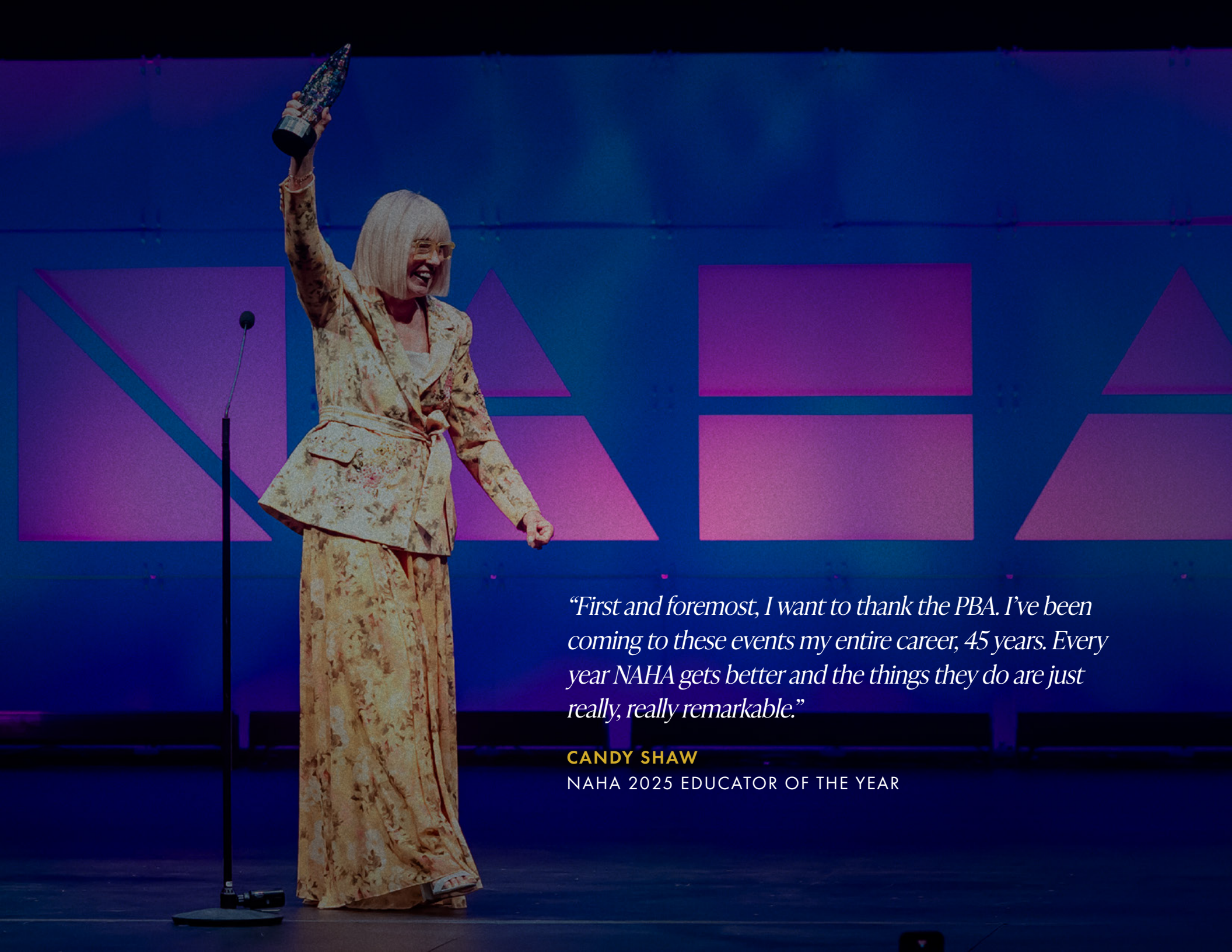
1 AVAILABLE

COMMITMENT DEADLINE: 2.2.26

artistry elevated



HAIR BY 2025 HAIRSTYLIST OF THE YEAR FINALIST DANA LYSING



“First and foremost, I want to thank the PBA. I’ve been coming to these events my entire career, 45 years. Every year NAHA gets better and the things they do are just really, really remarkable.”

CANDY SHAW

NAHA 2025 EDUCATOR OF THE YEAR

INSPIRING SALON OF THE YEAR SPONSOR

Celebrate the power of team-driven success. Your brand honors the salons that lead with purpose—and covers all nominee entry fees, making you a champion of artistry, leadership, and salon culture.

- + Callout as sponsor, covering entry fees for all Inspiring Salon of the Year applicants
- + Promoted as the category sponsor on the NAHA landing page (e.g., Inspiring Salon of the Year, sponsored by Brand)
- + Promoted as the Inspiring Salon of the Year sponsor on the Inspiring Salon of the Year nomination form
- + Promoted as the category sponsor on the Inspiring Salon of the Year entry page
- + Promoted as category sponsor on Inspiring Salon of the Year email communications, including the Finalist Announcement email
- + Present the Inspiring Salon of the Year award during NAHA Ceremony
- + Your branded slide plays during your award presentation
- + Recognized as a sponsor during seating and from stage
- + Sponsor acknowledgment in the NAHA Tribute Journal
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Four (4) NAHA 2026 VIP Admission tickets

\$20,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

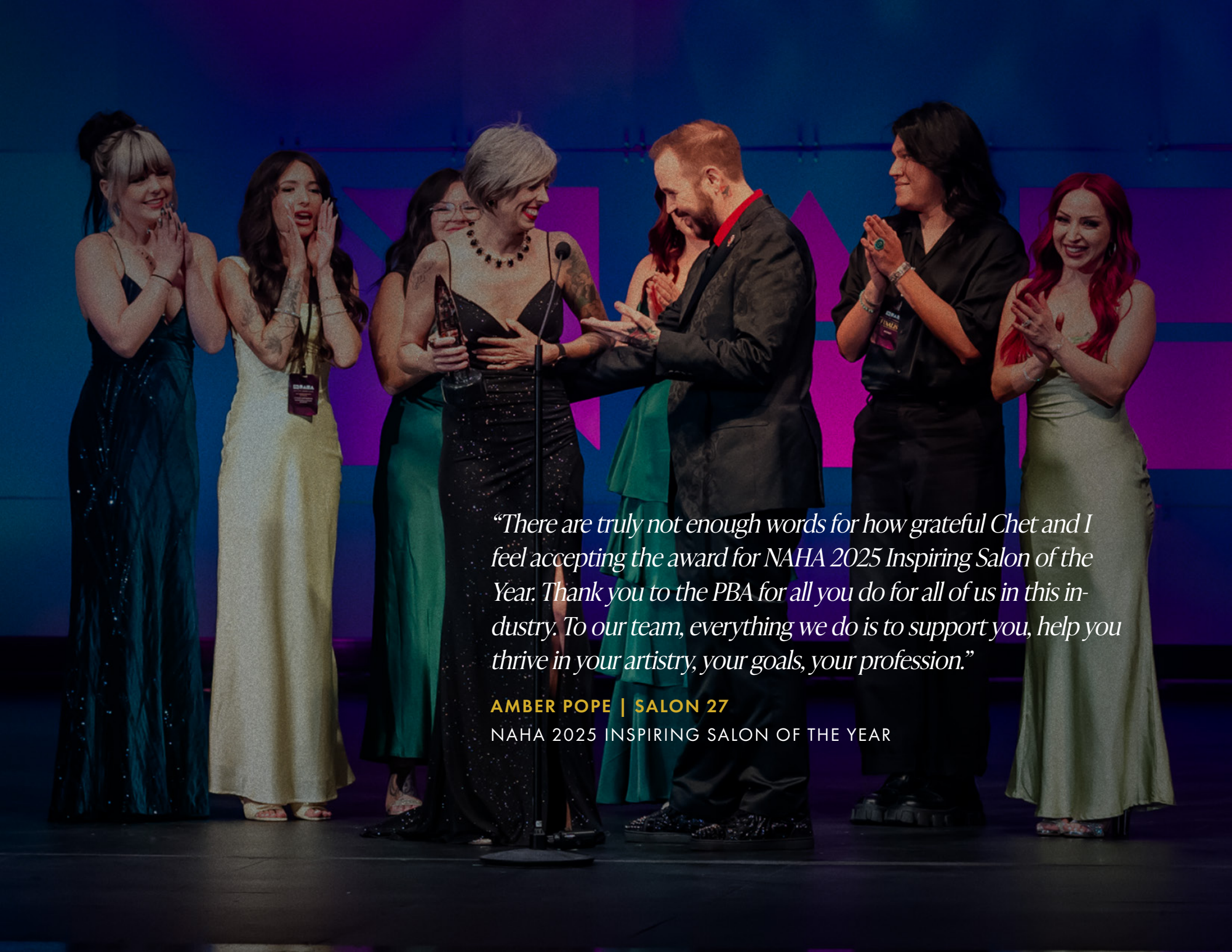
1 AVAILABLE

COMMITMENT DEADLINE: **2.2.26**

artistry elevated



HAIR BY 2025 HAIRCOLOR FINALIST JANEL EYRE



“There are truly not enough words for how grateful Chet and I feel accepting the award for NAHA 2025 Inspiring Salon of the Year. Thank you to the PBA for all you do for all of us in this industry. To our team, everything we do is to support you, help you thrive in your artistry, your goals, your profession.”

AMBER POPE | SALON 27

NAHA 2025 INSPIRING SALON OF THE YEAR

PRE-SHOW ADS

Capture attention before the first award is called. Your ad plays in-theater as guests arrive—positioning your brand in front of a seated, high-value audience during NAHA's peak anticipation moment.

- + Brand ad inserted into pre-show video loop
(played in theater during seating)
- + Recognition on NAHA landing page as a supporting advertiser

\$1,000

:10 SECOND AD

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

COMMITMENT DEADLINE: **4.15.26**

\$1,500

:15 SECOND AD

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

COMMITMENT DEADLINE: **4.15.26**

artistry elevated

TRIBUTE JOURNAL AD

Create a lasting impression and put your brand on the page with NAHA's most celebrated artists. Feature your message alongside finalist collections and winner tributes in the full-color NAHA Tribute Journal given to every attendee. Unlike fleeting online ads, the NAHA Tribute Journal is a true keepsake, often revisited and shared, guaranteeing repeated exposure for your brand.

\$2,400

ONE 2-PAGE SPREAD AD
IN THE NAHA TRIBUTE JOURNAL

COMMITMENT DEADLINE: 4.15.26 | CONTENT DUE: 4.18.26

\$1,500

ONE FULL-PAGE AD
IN THE NAHA TRIBUTE JOURNAL

COMMITMENT DEADLINE: 4.15.26 | CONTENT DUE: 4.18.26

artistry elevated



HAIR BY 2025 HAIRCOLOR FINALIST JANELL EYRE



WINNERS' LOUNGE SPONSOR

Be the first stop on every winner's victory tour. Your brand sponsors the champagne toast and photo lounge—where newly crowned artists celebrate, capture the moment, and begin their journey as NAHA winners.

- + Logo featured on signage in the Winners' Lounge
- + Branded cocktail napkins with your company logo
- + One 1-page ad in the NAHA Tribute journal
- + Sponsor acknowledgment in the NAHA Tribute Journal and on slide shown during ceremony
- + Logo with link to your website included in the sponsorship section of the NAHA landing page
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Two (2) NAHA 2026 VIP Admission tickets

\$8,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

1 AVAILABLE

COMMITMENT DEADLINE: **2.2.26**

SOLD OUT!

WELCOME TO THE WINNERS' LOUNGE

SPONSORED BY
GOLDWELL.



FINALIST ANNOUNCEMENT SPONSOR

Break the news the industry's waiting for. Your brand headlines the official NAHA Finalist reveal—driving engagement, excitement, and visibility across email, social, press, and the Finalist Announcement video.

- + Opportunity to have a brand representative join the NAHA hosts live on stage at Premiere Anaheim to announce the finalists
- + Your brand logo featured as the Finalist Announcement Sponsor on the NAHA landing page
- + Logo on the NAHA Finalist Announcement emails sent to salon professionals, platform artists, and top educators nationwide
- + Logo on email to all NAHA Finalists congratulating them
- + Logo included in the Finalist Announcement video
- + Listed as a sponsor in PBA's NAHA Finalist Announcement press release
- + Sponsor acknowledgement in NAHA Tribute Journal
- + Tagged/added as a collaborator in Finalist Announcement social media
- + Logo included on sponsor thank you slide shown during show
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show

\$20,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

1 AVAILABLE

COMMITMENT DEADLINE: **12.1.25**

artistry elevated



HAIR BY 2025 TEXTURE WINNER VERNON FRANCOIS



NAHA 2025 FINALIST ANNOUNCEMENT



“Moroccanoil is proud to continue our sponsorship of NAHA, the industry’s most prestigious platform for recognizing excellence in professional hairdressing.

NAHA represents the highest level of artistry, creativity, and innovation; values that align deeply with our brand. Supporting this iconic event allows us to celebrate the talent that drives our industry forward and to give back to the professional community that is at the heart of everything we do.

It’s more than an award, it’s a movement that inspires future generations, and we’re honored to stand alongside PBA in championing that vision.”

ROBERT HAM

SVP, GLOBAL EDUCATION, MOROCCANOIL

MOROCCANOIL®

WINNER ANNOUNCEMENT SPONSOR

Be the name behind beauty's biggest win. Your brand leads the official NAHA Winner reveal—earning high-impact visibility in emails, press, social, and a dedicated message to every winner.

- + Your brand logo featured as the winner announcement sponsor on the NAHA landing page
- + Logo included on the NAHA Winner Announcement emails going to salon professionals, platform artists, and top educators nationwide
- + One dedicated brand email to all NAHA winners
- + Tagged/added as a collaborator in the Winner Announcement social media
- + Listed as a sponsor in PBA's NAHA Winner Announcement press release
- + Sponsor acknowledgment in the NAHA Tribute Journal
- + One 1-page ad in the NAHA Tribute Journal
- + One product in 2,200 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- + Logo included on sponsor thank you slide shown during show
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Four (4) NAHA 2026 VIP Admission tickets

\$8,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

1 AVAILABLE

COMMITMENT DEADLINE: 2.2.26



HAIR BY 2025 HAIRSTYLIST OF THE YEAR WINNER DAVID BARRON

ATTENDEE BAG BRANDING SPONSOR

Put your brand in every hand. Your logo shares top placement with NAHA on the official attendee swag bags—seen throughout the event and carried home by over 2,000 professionals.

- + Logo prominently featured on NAHA attendee gift bags
- + One product in 2,200 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- + One 1-page 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 to your website included in the sponsorship section of the NAHA landing page
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Four (4) NAHA 2026 VIP Admission tickets

\$14,500

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

1 AVAILABLE

COMMITMENT DEADLINE: **2.2.26**

artistry elevated



HAIR BY 2025 HAIRSTYLIST OF THE YEAR FINALIST JAMES ABU-ULBA



FINALIST BAG BRANDING SPONSOR

Align with beauty's most celebrated artists. Your logo is prominently featured on premium finalist gift bags—shared backstage, spotlighted on social media, and carried by top-tier creatives.

- + Logo prominently featured on NAHA finalist gift bags
- + One product in 2,200 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- + Sponsor acknowledgment in the NAHA Tribute Journal
- + Logo with link to your website included in the sponsorship section of the NAHA landing page
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show
- + Two (2) NAHA 2026 VIP Admission tickets

\$6,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS

1 AVAILABLE

COMMITMENT DEADLINE: **2.2.26**

FINALIST & ATTENDEE GIFT BAG PRODUCT SPONSOR

Put your product directly in their hands. Feature your item in both finalist and attendee gift bags—making your brand part of the NAHA experience for over 2,000 professionals and artists.

- + One product in 2,200 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- + Logo with link to your website included in the sponsorship section of the NAHA landing page
- + Logo included on sponsor thank you slide shown during show
- + Access to the Masters of Artistry Lounge—NAHA's private Finalist and sponsor-only experience prior to the show

\$2,000

LIMITED AVAILABILITY

COMMITMENT DEADLINE: 4.15.26

PRODUCT ARRIVAL WINDOW: 5.1-23.26

artistry elevated

HAIR BY 2025 STUDENT HAIRSTYLIST OF THE YEAR WINNER DEXTER



WHEN ARTISTRY IGNITES A MOVEMENT



Across Instagram, between **JUNE 1–8, 2025**, the movement surged and the numbers reflected the energy.

A STAGE THAT REACHED FURTHER

ACCOUNTS
REACHED:

79k

59% MORE
THAN 2024

IMPRESSIONS/VIEWS:

223k

A 24.7% LIFT

PROFILE VISITS:

6.7k

UP 16%

A COMMUNITY THAT SPOKE LOUDER

ACCOUNTS
ENGAGED:

4.5k

A STUNNING
187% INCREASE

CONTENT INTERACTIONS:

8.3k

UP 52%

ENGAGEMENTS:

13k

71% MORE THAN
LAST YEAR

A MOVEMENT THAT DREW MORE IN

NEW
FOLLOWERS:

733

21.5% GROWTH IN
OUR COMMUNITY

Behind every interaction was something deeper—the force of artistry that moves an industry forward. NAHA is where that force takes center stage. And this year, the spotlight burned brighter than ever.

NAHA ATTENDANCE (SOLD OUT)

1,900

PREMIERE ORLANDO
ATTENDANCE

UP 19%

SPONSORS SAW THE RIPPLE EFFECT

From expanded reach to elevated brand perception, NAHA sponsors were aligned with the beauty industry's most celebrated moment, and it showed.



Step back into the sold-out 36th Annual North American Hairstyling Awards—where artistry ruled the stage, creativity shattered limits, and legends were made. Experience the magic again with breathtaking collections, unforgettable winner moments, and the inspiring speeches that defined beauty's most celebrated night.



NAHA 2025 AWARDS CEREMONY

Special thanks to our Visionary Members

VISIONARY ELITE



VISIONARY SELECT



VISIONARY PLUS



VISIONARY



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

CONTACT JODY@PROBEAUTY.ORG



JODY@PROBEAUTY.ORG PROBEAUTY.ORG/NAHA