



2025 SPONSORSHIP OPPORTUNITIES

JODY@PROBEAUTY.ORG

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

HAIR BY 2024 NAHA EDITORIAL STYLIST OF THE YEAR WINNER NAEEMAH LAFOND





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 1, 2025.

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ICON SPONSOR

Elevate your brand with a 4-minute Artistic Presentation during the NAHA Award's 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 4-minute artistic presentation
- + Present one award during the NAHA Ceremony
- + Your branded slide shown during your award category
- + Logo recognition as an Icon Sponsor
- + Logo on the NAHA Step and Repeat at the red-carpet reception
- + One product in 1,700 attendee gift bags and 100 premium full-size for finalist gift bags
- + Model prep space provided 2 days prior to show
- + 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 2025 VIP tickets
- + Full video of your on-stage presentation provided following the event

\$33,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

3 AVAILABLE | ORDER DEADLINE 4.1.25



6 REMAINING

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
- + Logo on the NAHA Step and Repeat at the red-carpet reception
- + Recognized as a Master Sponsor during seating and mentioned from stage
- + One product in 1,700 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
- + Six NAHA 2025 VIP Admission tickets

\$25,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

9 AVAILABLE | ORDER DEADLINE 4.15.25



EDUCATOR OF THE YEAR SPONSOR

Connect your brand with top beauty professionals as the Educator of the Year sponsor. Your sponsorship also covers the cost of ALL entry fees for nominees.

- + Callout as sponsor, covering entry fees for your chosen category
- + Promoted as the category sponsor on the 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 Educator of the Year entry page (with logo and link)
- + Promoted as the category sponsor on Educator of the Year email communications (sponsored by brand text), 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
- + Four NAHA 2025 VIP tickets

\$20,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

1 AVAILABLE
ORDER DEADLINE 4.15.25



INSPIRING SALON OF THE YEAR SPONSOR

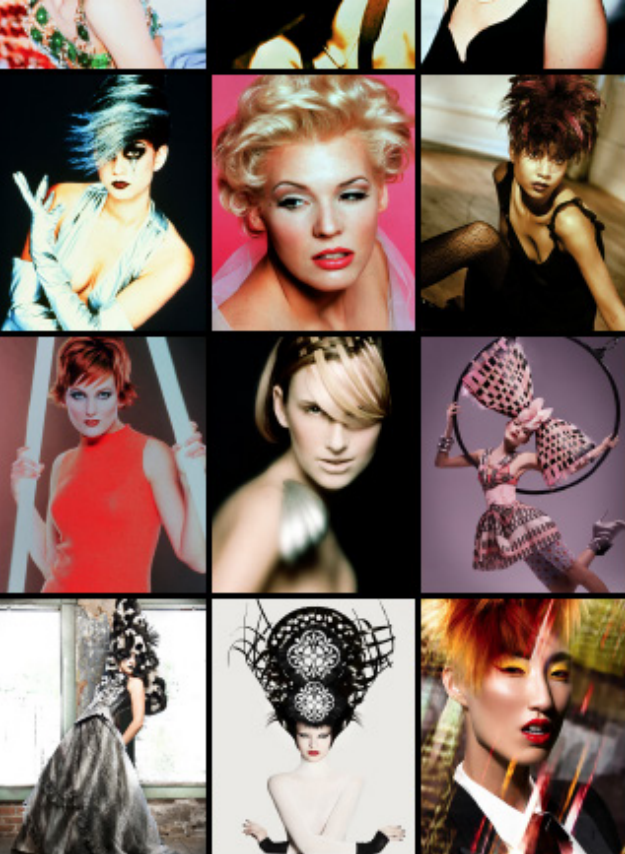
Connect your brand with top beauty professionals as the Inspiring Salon of the Year sponsor. Your sponsorship also covers the cost of ALL entry fees for nominees.

- + Callout as sponsor, covering entry fees for your chosen category
- + Promoted as the category sponsor on the Inspiring Salon 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 of the Year entry page (with logo and link)
- + Promoted as the category sponsor on Inspiring Salon of the Year email communications (sponsored by brand text), 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
- + Four NAHA 2025 VIP tickets

\$20,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

1 AVAILABLE
ORDER DEADLINE 4.15.25



2024
TRIBUTE
JOURNAL
CELEBRATING **35** YEARS

TRIBUTE JOURNAL AD

The NAHA Tribute Journal is an annual full-color keepsake book featuring the work of NAHA 2025 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

ORDER DEADLINE 4.15.25 | CONTENT DUE 4.18.25

\$1,500

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

ORDER DEADLINE 4.15.25 | CONTENT DUE 4.18.25



ATTENDEE BAG BRANDING SPONSOR

Maximize your company's exposure as the official attendee Swag Bag sponsor for NAHA 2025. 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 1,700 attendee gift bags and 100 premium full-size for finalist gift bags (2 different products)
- + 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 2025 General Admission tickets

\$12,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

1 AVAILABLE | ORDER DEADLINE 4.15.25 | CONTENT DUE 4.18.25



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 1,700 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
- + Two NAHA 2025 General Admission tickets

\$3,000

ADDITIONAL DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

1 AVAILABLE | ORDER DEADLINE 4.15.25



PBA NAHA
NORTH AMERICAN HAIRSTYLING AWARDS

2024 FINALIST ANNOUNCEMENT

LIVE

02.04.24
11AM PT

Anaheim Convention Center
@ Premiere Anaheim

STREAM

facebook.com/professionalbeautyassociation

HAIR BY NAHA 2023 HAIRSTYLIST OF THE YEAR
FINALIST BAYELLE READING

THANK YOU TO OUR FINALIST
ANNOUNCEMENT SPONSOR

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



PBA NAHA
NORTH AMERICAN HAIRSTYLING AWARDS

2024 FINALIST ANNOUNCEMENT

LIVE

02.04.24
11AM PT

Anaheim Convention Center
@ Premiere Anaheim

MAKEUP BY NAHA 2023 MAKEUP ARTIST
OF THE YEAR FINALIST SAM WATSON

THANK YOU TO OUR FINALIST
ANNOUNCEMENT SPONSOR

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

FINALIST ANNOUNCEMENT SPONSOR

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

- + Opportunity to have a brand representative involved in the LIVE announcement on stage at Premiere Anaheim.
- + Your brand logo featured as the finalist announcement sponsor on the NAHA website 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
- + Two NAHA 2025 General Admission tickets

\$13,000

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

1 AVAILABLE | ORDER DEADLINE 1.10.25



**MASTER HAIRSTYLIST
OF THE YEAR:**
BRAYDEN PELLETIER



STUDENT:
KAITLYN ROCKWELL



STYLING & FINISHING:
VANESSA WHITMARSH



**TEAM OF
THE YEAR:**
QUINN ENRIGHT
& MICHELLE OLIVER



TEXTURE:
CASSIE CAREY



#NAHAMOMENT:
JOHN NGUYEN

From breaking boundaries to mastering precision and detail, the NAHA 2024 Winners took artistry to the next level. View all of the sensational collections in the gallery linked below!

WINNERS GALLERY

**JOIN US FOR THE NAHA 2024
WINNERS PANEL**

From inspiration to execution, the 2024 Winners will dive into their collections for insight on how they ended up on stage this year!

Monday, June 3 @ 2:45-3:45 PM | Room W414A

**DO YOU HAVE
WHAT IT TAKES?
ENTER NAHA 2025**

ENTRY OPENS AUGUST 6 | ENTRY CLOSES OCTOBER 22

START ON YOUR COLLECTIONS TODAY!

THANK YOU TO OUR **WINNERS' ANNOUNCEMENT SPONSOR AND PBA VISIONARY MEMBER**

WAHL
PROFESSIONAL

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 2025 VIP tickets
- + One product in 1,700 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

\$6,500

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

1 AVAILABLE | ORDER DEADLINE 4.15.25 | CONTENT DUE 4.18.25



SOLD OUT!

RED CARPET RECEPTION 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 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 1,700 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
- + Six VIP NAHA 2025 Admission tickets

\$22,500

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

1 AVAILABLE | ORDER DEADLINE 4.15.25 | CONTENT DUE 4.18.25



SOLD OUT!

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 and on slide shown during ceremony
- + Logo with link to your website included in the sponsorship section of the NAHA Website
- + Two NAHA 2025 VIP tickets

\$7,500

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

1 AVAILABLE | ORDER DEADLINE 4.15.25 | CONTENT DUE 4.18.25



FINALIST & ATTENDEE GIFT BAG PRODUCT SPONSOR

Make a memorable impression at NAHA 2025! 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 1,700 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

DISCOUNTS AVAILABLE FOR VISIONARY MEMBERS.

LIMITED AVAILABILITY

ORDER DEADLINE 5.1.25 | PRODUCT ARRIVAL WINDOW 5.1-23.25

SPECIAL THANKS TO OUR VISIONARY MEMBERS

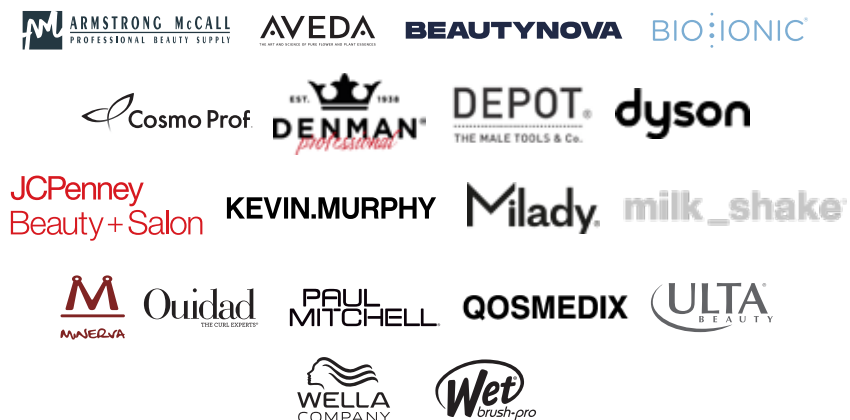
VISIONARY ELITE



VISIONARY SELECT



VISIONARY PLUS



VISIONARY



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

CONTACT JODY@PROBEAUTY.ORG



JODY@PROBEAUTY.ORG

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