



# SPONSORSHIP PACKAGES

Where powerful brands align with excellence and elevate the future of the nail industry.

[www.nailexcellenceawards.com](http://www.nailexcellenceawards.com)





# About the Event

The Nail Excellence Awards is more than a beauty event—it is a day of empowerment, inspiration, and connection for everyone.

## Event Highlights

**1K+**  
Attendees

**18-60+**  
Years old  
*Diverse and trendy*

**Location**  
Marriott  
Owings Mills

**500K+**  
Potential  
impressions





# Why Partner with Us?

Amplify your brand presence where the energy is.

- 01.** Direct exposure to a highly engaged audience
- 02.** Brand association with creativity, innovation & lifestyle
- 03.** Multi-channel promotion: on-site and digital
- 04.** Custom activation opportunities tailored to your brand



# How to Purchase

Visit our website

[www.nailexcellenceawards.com/sponsorships/](http://www.nailexcellenceawards.com/sponsorships/)

or scan the QR code to the right.



# Sponsorship Packages

Flexible packages designed to align with your brand's goals and maximize visibility before, during, and after the event.

Package	Key Benefits
<p><b>Founding Supporting Sponsor</b></p>	<p>Perfect for: individual techs, salons, educators, and supporters who want their name aligned with excellence. <b>Cost: \$485</b></p>
<p><b>Award Category Sponsor</b></p>	<p>Perfect for: Brands, salons, product lines, and service providers who directly want to be connected to recognition, achievement, and industry excellence. <b>Cost: \$1,000</b></p>
<p><b>Expo Impact Sponsor</b></p>	<p>Perfect for: Growing beauty brand, educators, distributors, salons, and service providers ready for in-person exposure and direct engagement. <b>Cost \$1,050</b></p>
<p><b>Gala Prestige Sponsor</b></p>	<p>Perfect for: Regional brands, service companies, financial or wellness partners wanting strong gala-night visibility. <b>Cost: \$2,750</b></p>

Package	Key Benefits
<p><b>Expo Sponsor</b></p>	<p>Perfect for: Brands, distributors, product companies, service &amp; business platforms or franchises ready to position themselves as the driving force behind innovation and growth inside the nail industry.  <b>Cost: \$3,500</b></p>
<p><b>Legacy Partner</b></p>	<p>Perfect for: Major salons, distributors, regional brands, manufacturers, and companies that want to be positioned as leaders supporting the future of the nail industry.  <b>Cost: \$5,000</b></p>



Sponsorship

# Founding Supporting Sponsor

Cost: \$485

- Name listing in Virtual Program Book
- Website featured sponsor listing
- Option to include promo item in swag bags (min. 1000 items)
- Group sponsor thank-you post (social media)
- Recognition slide on Big Screen at Gala (grouped)



Sponsorship

# Award Category Sponsor

Cost: \$1,000

- Listed in program booklet as Award Category Sponsor
- Brand on Big Screen for presented Category

Ex. Rookie of the Year — Presented by (YOUR BRAND)”

- Sponsor or representative presents the award on stage



Sponsorship

# Expo Impact Sponsor

Cost: \$1,050

- 1 Exhibitor Table at Expo
- 4 Expo Passes
- LOGO in Virtual Program Book
- LOGO rotation on Big Screen at Gala
- Website featured sponsor listing
- Group partner thank-you post
- Option to include promo item in swag bags (min 1000 items)



Sponsorship

# Gala Prestige Sponsor

Cost: \$2,750

- 2 VIP Tickets
- LOGO displayed on Big Screen before Gala or during intermission
- Half-page ad in Virtual Program Book
- Company recognition from host on stage
- Website featured Sponsor listing
- Dedicated social media spotlight
- Retractable banner placement near Gala entrance



Sponsorship

# Expo Sponsor

Cost: \$3,500

Position your brand at the center of connection & influence during the Expo.

- Expo Sponsored by “YOUR BRAND” signage at the entrance of the expo (on easels)
- Exclusive Expo lounge area (529 sqft) to promote your brand the way you see fit (demos, meet & greet, products, etc)
- Lounge Presented by [Your Brand]” signage at entrance of the room and at the expo entrance (on easels)
- Your brand becomes the official host of the 2026 Expo experience
- Logo on NEA website listed as a Partner



Sponsorship

# Legacy Partner

Cost: \$5,000

- Branded Legacy Table at Gala (premium seating)
- Company name announced as "Legacy Partner"
- Full-page ad in virtual Program Book
- Logo on Big Screen during Gala
- 1 Exhibitor Table
- 6 Expo Passes
- Retractable banner near gala entrance
- 6 VIP tickets
- Logo listed on NEA website homepage as a Legacy Partner
- Dedicated social media spotlight
- Photo-op signage at table
- Website featured partner listing



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