



SPONSORSHIP PACKAGES

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

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/

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

Package	Key Benefits
<p>Expo Sponsor</p>	<p>Perfect for: Brands, distributors, product companies, service & business platforms or franchises ready to position themselves as the driving force behind innovation and growth inside the nail industry. Cost: \$3,500</p>
<p>Legacy Partner</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. Cost: \$5,000</p>



Sponsorship

Founding Supporting Sponsor

Cost: \$485

- Name listing in Virtual Program Booklet
- 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 virtual 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 Booklet
- 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 Booklet
- 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 booklet
- 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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