

# 2024 LIBA SPONSOR DECK



Long  
Island

*Beauty*

**AWARDS**

Presented by Beauty Affair

” THE EVENT SURPASSED  
GRANDIOSE EXPECTATIONS,  
IMMERSING OVER 250  
INDIVIDUALS IN AN ATMOSPHERE  
REMINISCENT OF THE MET GALA  
IN NEW YORK CITY. ”

- LONG ISLAND PRESS





**JENNIFER AYDIN**  
REAL HOUSEWIVES OF NEW JERSEY



**BILLY BALDWIN**  
ACTOR

**JILL NICOLINI**  
NEWSCASTER



**KATIE WANG**  
2024 MISS LONG ISLAND

Here's how you're performing

Last 12 months ▾

Site Visitors

**35,752**

+2,001 (last 30 days)

Social Views

**1,001,957**

+130,171 (last 30 days)

# STATS CAPTURED

## SEPTEMBER 2024

BEAUTYAFFAIRLI.COM



Site Visitors

Social Views

Site Visitors

Social Views

### 1,001,957 Social Views

Last 12 months ▾

Instagram  Facebook



@BEAUTYAFFAIRLI

### 1,001,957 Social Views

Last 12 months ▾

Instagram  Facebook



@BEAUTYAFFAIRLI



Last 30 Days ▾

Aug 22 - Sep 20

112,524

Views

37%  
Followers



63%  
Non-followers

Accounts reached

46,362  
+68.5%

### By content type

All Followers Non-followers

Stories 47.7%

Reels 43.1%

Posts 9.2%

Videos 0%

Followers Non-Followers

# @BEAUTYAFFAIRLI INSTAGRAM STATS CAPTURED SEPTEMBER 2024



INFO@BEAUTYAFFAIRPOD.COM

Last 30 Days ▾

Aug 22 - Sep 20

3,537

Interactions

58.5%  
Followers



41.5%  
Non-followers

Accounts engaged

1,682

### By content type

All Followers Non-followers

Reels 50.8%

Posts 36.5%

Stories 12.6%

Videos 0.1%

Followers Non-Followers

# 2023 BEAUTY AWARDS EVENT STATS

38%



## MEDICAL

38% OF THE AWARDS ROOM CAME FROM THE MEDICAL CATEGORIES; PLASTIC SURGERY, MEDI SPAS, & DERMATOLOGISTS

36%



## HAIR

36% OF THE AWARDS ROOM CAME FROM THE HAIR CATEGORIES.

26%



## COSMETIC ENHANCEMENTS

26% OF THE AWARDS ROOM CAME FROM THE CE CATEGORIES; SPRAY TAN, PERMANENT MAKEUP, MAKEUP ARTIST, WAXING, BEAUTY INFLUENCERS, LASHES.

\*WELLNESS IS A NEW 2024 CATEGORY

# 2024 CATEGORIES

NEW  
IN  
2024!

# Long Island Beauty AWARDS

Presented by Beauty Affair

## BEST OVERALL

• PLASTIC SURGERY GROUP

AESTHETICS SPA

HAIR SALON

• WELLNESS FACILITY

PLASTIC SURGEON

COSMETIC DERMATOLOGIST

COSMETIC DENTIST

INJECTOR

• AESTHETICIAN

MAKEUP ARTIST

BEAUTY INFLUENCER

• LOCAL OWNED - BEAUTY PRODUCT

## • WELLNESS

ACUPUNCTURIST

LYMPHATIC DRAINAGE THERAPIST

PERSONAL TRAINER

IV DRIP THERAPIST

MASSAGE THERAPIST

# Beauty

## AESTHETICS

NEUROTOXIN INJECTOR

LIP FILLER INJECTOR

NATURAL FACIAL SCULPTING INJECTOR

• FACIAL SPECIALIST

• SKINCARE TECHNOLOGY SPECIALIST

## PLASTIC SURGEON

RHINOPLASTY

FACELIFT

BREAST AUGMENTATION / RECONSTRUCTION

• BREAST RECONSTRUCTION AFTER MASECTOMY

LIPOSUCTION / TUMMY TUCK

## • FASHION

TRENDY CASUAL BOUTIQUE

FORMAL DRESSES & GOWNS

## HAIR

EXTENSIONS

• WEAVES & WIGS

CURLY MASTER

COLORIST

BRIDAL /EVENT

CUT & STYLE

• BRAIDS & DREADLOCKS

• BARBERING

## COSMETIC ENHANCEMENTS

• PERMANENT MAKEUP - BROWS

• PERMANENT MAKEUP LIPS & LINER

SPRAY TAN

• LASH EXTENSIONS

• LASH & BROW TINTING

WAX / SUGAR

• NAIL TECHNICIAN

INFO@BEAUTYAFFAIRPOD.COM



# TAKE ADVANTAGE OF A FULL 6 MONTHS OF MARKETING WITH LIBA!

**OCTOBER 15**

DEADLINE TO BE FEATURED IN DECEMBER  
ISSUE OF BEAUTY AFFAIR MAGAZINE AS  
A SPONSOR

**DECEMBER 1**

BEAUTY AFFAIR MAGAZINE  
DECEMBER ISSUE

**JANUARY 1 - JANUARY 21**

PUBLIC VOTING -  
YOUR LOGO ON VOTING WEBSITE

**JANUARY 15**

DEADLINE TO BE FEATURED IN MARCH  
ISSUE OF BEAUTY AFFAIR MAGAZINE AS  
A SPONSOR

**JANUARY 24**

FINALISTS ANNOUNCED  
TICKETS GO ON SALE -  
LOGO ON TICKET PAGE

**MARCH 1**

BEAUTY AFFAIR MAGAZINE  
MARCH ISSUE

**MARCH 10**

2024 LONG ISLAND BEAUTY AWARDS GALA  
AT CREST HOLLOW COUNTRY CLUB



# LIBA SPONSORSHIP OPPORTUNITIES

## TOP SPONSOR: BEST OVERALL CATEGORY - \$10,000

- Positioned as top sponsor on LIBA Invitation
- Top Sponsor logo placement on website during nomination & voting phase
- Exclusive Winner step & repeat next to event stage
- Logo on Pink Carpet step & repeat - Live Interviews
- Table at LIBA for 12
- Promo video played introducing the Best Overall Category
- LOGO displayed on LED video wall during Best Overall Category
- Beauty Affair Magazine - 1 Full page glossy advertisement
- Top Sponsor logo placement on all LIBA emails (10k+)
- Website Highlight and backlink (July 1, 2024 - April 1, 2025)
- 8ft vendor table in cocktail for sponsor swag/demo/meet the finalists

## PLASTIC SURGERY

Sponsorship **CATEGORY \$5,750** Sponsorship 2 of 2

- Plastic Surgery logo placement on website during voting phase
- Logo on Pink Carpet step & repeat - Live Interviews
- ½ Table at LIBA for 6 people
- Promo video played during the Plastic Surgery Category
- LOGO displayed on LED video wall during Plastic Surgery Category
- Beauty Affair Magazine - 1/2 Page glossy advertisement
- Plastic Surgery logo placement on all LIBA emails (10k+)
- Website Highlight and backlink
- 8ft vendor table in cocktail for sponsor swag / meet the finalists

(2 AVAILABLE)

## AESTHETICS CATEGORY

Sponsorship **\$5,750** Sponsorship 2 of 2

- Aesthetics logo placement on website during voting phase
- Logo on Pink Carpet step & repeat - Live Interviews
- ½ Table at LIBA for 6 people
- Promo video played during the Aesthetics Category
- LOGO displayed on LED video wall during Aesthetics Category
- Beauty Affair Magazine - 1/2 Page glossy advertisement
- Aesthetics logo placement on all LIBA emails (10k+)
- Website Highlight and backlink
- 8ft vendor table in cocktail for sponsor swag / meet the finalists

(2 AVAILABLE)

## HAIR CATEGORY

**\$5,750**

- Hair logo placement on website during voting phase
- Logo on Pink Carpet step & repeat - Live Interviews
- ½ Table at LIBA for 6 people
- Promo video played introducing the Hair Category
- LOGO displayed on LED video wall during Hair Category
- Beauty Affair Magazine - 1/2 Page glossy advertisement
- Hair logo placement on all LIBA emails (10k+)
- Website Highlight and backlink
- 8ft vendor table in cocktail for sponsor swag / meet the finalists

(1 AVAILABLE)

# LIBA SPONSORSHIP OPPORTUNITIES

## AESTHETICS II CATEGORY

**\$4,500**

- Aesthetics II logo placement on website during voting phase
- Logo on ball room step & repeat
- 4 Tickets for LIBA event
- LOGO displayed on LED video wall during Aesthetics Category
- Beauty Affair Magazine - ¼ Page glossy advertisement
- Aesthetics II logo placement on all LIBA emails (10k+)
- Website Highlight and backlink

(1 AVAILABLE)

## HAIR II CATEGORY

**\$4,500**

- Hair II logo placement on website during voting phase
- Logo on ball room step & repeat
- 4 Tickets for LIBA event
- LOGO displayed on LED video wall during Hair Category
- Beauty Affair Magazine - ¼ Page glossy advertisement
- Hair II logo placement on all LIBA emails (10k+)
- Website Highlight and backlink

(1 AVAILABLE)



# LIBA SPONSORSHIP OPPORTUNITIES

## WELLNESS CATEGORY

**\$2,750**

- Wellness logo placement on website during voting phase
- Logo on ball room step & repeat
- 2 Tickets for LIBA event
- Beauty Affair Magazine - ¼ Page glossy advertisement
- Wellness logo placement on all LIBA emails (10k+)
- Website Highlight and backlink
- Wellness category winners are awarded from a side stage at the event.

(2 AVAILABLE)

## COSMETIC ENHANCEMENT CATEGORY

**\$2,750**

- CE logo placement on website during voting phase
- Logo on ball room step & repeat
- 2 Tickets for LIBA event
- Beauty Affair Magazine - ¼ Page glossy advertisement
- CE logo placement on all LIBA emails (10k+)
- Website Highlight and backlink
- CE category winners are awarded from a side stage at the event.

(2 AVAILABLE)

# ADDED EXPOSURE!

## BEAUTY BOX

EVERY WINNER AND VIP TICKET HOLDER WILL RECEIVE A BEAUTY BOX!  
ADD 200 FULL SIZE PRODUCTS TO THE BOX AND GET ADDED EXPOSURE IN BEAUTY AFFAIR MAGAZINE AS WELL!

DONATION OF 200 FULL SIZE PRODUCTS OR A COMPLETE SERVICE

### CHAMPAGNE WALL

YOUR LOGO ON THE  
COCKTAIL ROOM  
CHAMPAGNE WALL

\$1,750

### SNACK WALL

YOUR LOGO ON THE  
EXIT SNACK WALL... THE  
LAST THING THEY WILL SEE!

\$1,750

### CHAMPAGNE CART

YOUR LOGO ON THE  
BALL ROOM  
CHAMPAGNE CART

\$1,750

### GUEST BRACELET

YOUR LOGO ON 300  
GUEST BRACELETS

\$750

### COCKTAIL NAPKIN

YOUR LOGO ON THE  
COCKTAIL NAPKINS  
AT THE BAR

\$750





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