



**HOLLYWOOD  
INDEPENDENT MUSIC  
A W A R D S**





**THE PREMIER GLOBAL PLATFORM FOR  
INDEPENDENT MUSIC.**

**ARTISTS, SONGWRITERS, COMPOSERS,  
AUDIO RECORDING PROFESSIONALS  
AND RECORD LABELS AROUND THE  
WORLD ARE RECOGNIZED FOR  
OUTSTANDING ARTISTRY,  
ACHIEVEMENT AND CONTRIBUTIONS.**





**EXPANSION**

**BORN FROM THE MASSIVE SUCCESS OF THE MUSIC  
GENRE CATEGORIES OF THE HOLLYWOOD MUSIC IN  
MEDIA AWARDS, THE HIMA CELEBRATES ALL FACETS  
OF GLOBAL INDEPENDENT MUSIC.**



The image shows a large-scale event, likely a gala or awards ceremony. In the foreground, a large audience is seated at round tables, looking towards the stage. The stage is illuminated with vibrant blue and purple lights. A large screen on the left side of the stage displays a close-up of a female performer with long dark hair, wearing a blue and pink jacket, singing into a microphone. The stage itself features several musicians, including a keyboardist, a guitarist, and a bassist. The background is decorated with tall, vertical, illuminated structures in blue and white, and a large circular logo is visible on the right side of the stage. The overall atmosphere is glamorous and festive.

# MAIN EVENT

**A SPECTACULAR GALA WITH ALL THE GLITZ AND GLAM OF A PRESTIGIOUS HOLLYWOOD EVENT, INCLUDING RED CARPET, PRESS MEDIA, LIVE PERFORMANCES AND AWARD PRESENTATIONS!**





# VENUE

**THE AVALON HOLLYWOOD**  
**A HISTORIC LANDMARK FEATURING STATE-OF-THE-ART**  
**AUDIO/VISUAL TECHNOLOGY IN LUSH AMBIANCE**



# BRAND PARTNER INTEGRATION & REACH

AS A BRAND PARTNER SPONSOR, YOU'LL REACH OUR SPECIFICALLY TARGETED DEMOGRAPHIC OF DOMESTIC AND INTERNATIONAL GEN Z, MILLENNIAL, AND GEN X ARTISTS, SONGWRITERS, COMPOSERS, PRODUCERS, AND INDEPENDENT INDUSTRY PROFESSIONALS. WE LEVERAGE OUR RELATIONSHIPS WITH SOCIAL MEDIA INFLUENCERS TO SCALE OUR ELECTRONIC MARKETING AND SOCIAL MEDIA CAMPAIGNS, ENSURING THIS HIGHLY COVETED AUDIENCE IS ENGAGED.

EACH YEAR, THE HIMA DILIGENTLY RESEARCHES UNDERGROUND TALENT AND ACCEPTS SUBMISSIONS THAT ARE REVIEWED, EVALUATED, AND ULTIMATELY SELECTED AS STAND-OUTS IN DIVERSE MUSIC GENRES.





# PRESENTING SPONSOR

## PRESENTING SPONSOR (EXCLUSIVE)

\$50,000

- Top level branding as “Presenting Sponsor of the 2023 HIMAAwards” in all media and HIMA properties including website, social media platforms, press materials and main event
- Sole Sponsor logo on red carpet step & repeat, alongside HIMA logo
- Presenting Sponsor branding remains in place four months after main event
- Premium VIP seating for 20 (two ten-top banquet tables)
- Premium Two Page Congratulatory Spread in the 2023 HIMA Printed Program (1st tier placement)
- Guaranteed VIP access to Official After Party
- 20 Extra General Admission Tickets and After Party passes for other sponsor guests
- VIP gift bag branding (logo on bag & items in bag – optional)
- Brand imprint in all global marketing materials, advertisements, press releases and social media
- Option to show company promotional video during banquet (provided by sponsor)
- Sponsor representative will present award category from podium

*For HIMA Event Sponsorships, Congratulatory Advertising, Premium Seating and Printed Program Inclusion, please contact:  
support@himawards.com | (818) 917-5086 or (562) 417-7122*



# PREMIUM SPONSOR

## PLATINUM LEVEL SPONSOR

\$10,000

- VIP Banquet Table with Prime Position on Main Floor (includes dinner)
- 10 additional VIP Booth Tickets (no food service)
- Logo on Media Wall – Second Tier (press interview station)
- Full Page in Event Printed Program
- Logo in Main Event Video Logo Loop (venue big screens)
- Brand Name/Logo in HIMA electronic marketing (emails & social media)
- Company/Logo on HIMA website (first tier sponsor carousel)
- VIP Gift Bag item inclusion (optional)
- Show segment podium announcement “brought to you by...”
- Sponsor representative to present an award category from the podium

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# À LA CARTE SPONSORSHIP

LIVE PERFORMANCE AT MAIN EVENT	\$7500
<ul style="list-style-type: none"><li>• Single song performance on stage during HIMA main event (4 minute max)</li><li>• Band members will have all access privileges (issued by stage manager)</li><li>• Marketing/press inclusion prior to main event (TBD by HIMA)</li><li>• Listing and image in event printed program</li></ul>	
DISPLAY AD IN EVENT PROGRAM	\$1500
<ul style="list-style-type: none"><li>• Full page color advertisement, option to have item in VIP gift bags</li><li>• Banner/Logo in logo loop (displayed on venue screens)</li></ul>	
VENDOR BOOTH (Main Event and/or After-Party)	\$750
<ul style="list-style-type: none"><li>• 8' x 8' space for table/booth, option to have item in VIP gift bags</li><li>• Logo Branding in Printed Program</li></ul>	
VIP GIFT BAGS (250 count)	\$350
<ul style="list-style-type: none"><li>• Product/Brand materials inserted in 250 VIP Gift Bags</li><li>• Logo Placement on HIMA Website "Brand Partners" Page</li></ul>	

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## Contact Information



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