



SPONSOR DECK



The **HMMA**

*Hollywood Music in Media
Awards*

The HMMA celebrates the music of film, television, video games, new media, commercials, trailers and all other forms of visual mediums. Emerging, independent artists and composers from around the globe are recognized for remarkable compositions in a wide range of music styles.

Iconic artists and industry leaders are presented with Outstanding Career Achievement honors for accomplishments and longevity in the entertainment field. This red carpet event features live music performances, celebrity appearances, award presentations, an exclusive VIP reception and gourmet dinner banquet. The entire event is shot with multiple HD cameras.

— The HMMA

“The annual celebration of music in film, TV, video games, commercials and trailers is one of the better predictors of the best original score and best original song Golden Globe and Oscar categories.”

- *The Hollywood Reporter*



Attracting — Hollywood's Best and Brightest —



SMOKEY ROBINSON
Award winning singer-
songwriter & Motown legend



DIANE WARREN
Award-winning songwriter



**VERDINE WHITE &
RALPH JOHNSON**
Earth, Wind & Fire – Platinum
selling supergroup



**ALEXANDRE
DESPLAT**
Oscar-winning film
composer



RANDY JACKSON
Grammy-winning producer,
musician and TV personality



RAY PARKER, JR.
Prolific musician, songwriter
and record producer



JUSTIN TIMBERLAKE
Winner of Best Song -
Animated Film



JANE FONDA
Oscar-winning actress

A wide variety of
music artists, actors,
directors, producers
and other industry
professionals join
the HMMA. We
celebrate the best in
the business and the
most talented
emerging artists
round the globe.



Winning Streaks

The HMMA has amassed a solid reputation of selecting nominees and bestowing awards to future winners of the major award shows such as the Golden Globes, Grammys and Oscars months before those take place. Here are just a few examples...



ALEXANDRE DESPLAT

2017 HMMA Best Original Score - SciFi/Fantasy/Horror Film
The Shape of Water
2018 Golden Globe and Academy Award



JUSTIN HURWITZ, BENJ PASEK & JUSTIN PAUL

2016 HMMA Best Original Song - Feature Film
"City of Stars" from La La Land
2017 Golden Globe and Academy Award



JUSTIN TIMBERLAKE, MAX MARTIN & SHELLBACK

2016 HMMA Best Original Song - Animated Film
"Can't Stop the Feeling" from Trolls
2017 Grammy Award (Best Song in Visual Media)
Oscar & Golden Globe nominated



ANTONIO SANCHEZ

2014 HMMA Best Original Score - Feature Film
Birdman
2015 Grammy Award (Best Score Soundtrack for Visual Media)
Won Oscar for Best Film



ROBIN URDANG

2017 HMMA Outstanding Music Supervision
"The Marvelous Mrs. Maisel" (Amazon Original)
2018 EMMY nomination



THE MUPPETS SOUNDTRACK

2011 HMMA Best Original Motion Picture Soundtrack
Walt Disney Records
2012 Academy Award for Best Original Song ("Man or Muppet")

These are just a few examples of HMMA being "ahead of the curve" and why The Hollywood Reporter published "The annual celebration of music in film, TV, video games, commercials and trailers is one of the better predictors of the best original score and best original song for Golden Globe and Oscar categories."





Live Performances



ANTONIO SANCHEZ
Performs winning score from
Birdman



MELISSA MANCHESTER
Grammy Award winner and
HMMA co-host



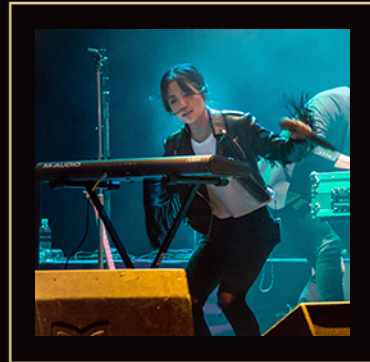
GREGG ALEXANDER
Performs HMMA winning song
“Lost Stars” (Begin Again)



MELANIE
Performs classic megahit,
“Brand New Key”



**BRANDON JAY &
GWENDOLYN SANFORD**
Composers perform “Orange is the
New Black” score live



NATIVE
Performs award-winning song,
“Used” at HMMAs



ULTIMATE JAM NIGHT BAND
HMMA 2017 house band



ALLAN RICH & JUD FRIEDMAN
Perform their megahit, “Run to You”
recorded by Whitney Houston



Our Partners & Sponsors



The HMMA appreciates the support, involvement and diversity of our sponsors, partners and participants. Have your brand, product or service part of the HMMA family!



Press & Media



The Hollywood Music In Media Awards appears in many popular media outlets around the globe. Coverage includes pre-event editorials, post-event news, nominees, winners, main event newsworthy moments, articles on international participants and associated brand partners.



Exposure

As a partner, your company will be exposed to a coveted consumer demographic that includes music lovers, industry moguls, A-list celebrities, independent artists, composers, pop culture taste-makers and consumer influentials from around the globe. The HMMA main event streamed over multiple online platforms will expose your brand to a targeted audience on a national level.

- Exposure to over 1.1 million unique Reverb Nation subscribers
- 3.7 million reached through social media promotional outreach
- Over 100 million internet impressions
- HMMA generates prestigious event press coverage by respected publications including The Hollywood Reporter, Variety, Deadline Hollywood, Billboard Magazine, Yahoo News, Shoot Online, Soundtrack Fest and AXS.com to name a few (See Media & Press page)
- HMMA main event has been a sell out, exceeding venue capacity every year of operation
- HMMA is a global event, attracting attendees from over 23 countries
- HMMA produces events throughout the year and during awards week providing more brand exposure opportunities to our partners



Our Tech Partners



The official HMMA mobile app designed by Brandwood Global, integrated with the Brandingo SDK, was created to engage attendees as the awards show unfolds in real time. As the show progresses, the app engages attendees directly with relevant retail platforms and even allows charitable contributions to Physicians for Peace, a non-profit organization affiliated with the HMMA. The app has the unique function of giving brands and product sponsors direct ROI and customer data from interactions during the show.



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SEETv turns streaming video content into interactive, shoppable videos. Now when users see something they want while watching a show, all they do is click on the item, bring up details and make their purchase. This technology tracks objects up to 1/8 of a second. Once users finish their purchase, they return to the video right where they left off with a click of a button. All of this happens within the same environment, eliminating the need to be sent to another site. And no more pre/post roll ads or banner ads to interrupt. The user is in complete control of the entertainment experience.



Foundations

The HMMA proudly supports Education Through Music - Los Angeles (www.etmla.org) with a percent of net profits going to this wonderful organization. Physicians for Peace (www.physiciansforpeace.org) is another non-profit the HMMA supports. Participation of worthy causes is a bedrock of HMMA's core belief and principals.

WE PROUDLY
SUPPORT

education
through **MUSIC**
los angeles



Presenting Sponsor



PRESENTING SPONSOR EXCLUSIVE AVAILABILITY

\$30,000

- Signature name as presenter of main event
- Signature name as presenter of taped/streamed productions
- Five (5) podium “Presents” announcements at event
- Top tier “Presented By” placement on www.HMMAwards.com
- Double page premium ad placement in event program
- Name recognition in all VIP invites, press & media alerts
- Logo on awards red carpet step & repeat backdrop (1st tier)
- VIP gift bag branding (logo on bag & items in bag)
- 2 Diamond Banquet Tables (20 seats, three course dinners)
- Twenty (20) additional VIP tickets
- Brand imprint in all global marketing materials/advertisements/social media



Premium Sponsor



DIAMOND SPONSOR

\$15,000

- Table of 10 (three course gourmet meal) premium floor placement
- 20 additional VIP booth tickets (no food service)
- Logo on Media Wall - First Tier (press interview station)
- Full double (two page spread) advertisement in event printed program
- Logo in sponsor video loop on event venue big screens
- Logo on custom crafted banquet desert
- Company branded in HMMA electronic marketing
- Company/Logo on HMMA web site (first tier sponsor carousel)
- Option to place item(s) in VIP gift bags (250)
- Show segment podium announcement “brought to you by...”
- Option to show company promotional video during banquet (must be provided by company and approved by HMMA)



Premium Sponsor



PLATINUM SPONSOR

\$10,000

- Table of 10 (three course meal) premium floor placement
- 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 sponsor video loop on event venue big screens
- Company branded in HMMA electronic marketing
- Company/Logo on HMMA web site (first tier sponsor carousel)
- Option to place item(s) in VIP gift bags (250)
- Show segment podium announcement “brought to you by...”

Premium Sponsor



PERFORMANCE SPONSOR

\$7,500

- Featured one-song performance by artist (four minutes max in length)
- Table of 10 (three course meal) premium position
- Placement of items in VIP gift bags (250 bags)
- Banner/logo placement on HMMA web site
- Company/logo listed in main event printed program
- Artist photo & bio in event printed program and on website event page
- Company/Artist included in pre & post event press materials
- Podium announcement of performance “Brought to you by...”
- Logo loop on video display screens
- Six (6) additional VIP passes (transferrable to local guests)
- On-camera interview with Artist
- Red carpet access



Premium Sponsor



TABLE SPONSOR

\$5,000

- Table of 10 (three course meal)
- Option to place items in VIP gift bags (250 bags)
- Company/logo in printed program and event logo loop
- Six (6) additional General Admission passes (transferrable to local guests)

AFTER PARTY / SECOND RED CARPET SPONSOR

\$2,500

- Company logo on After Party red carpet step & repeat
- Feature After Party entertainment (live music, DJ, other)
- Profit share all vendor and/or ticket sales



Premium Sponsor



DISPLAY AD IN EVENT PROGRAM

\$1,500

- Full page color advertisement, option to have item in VIP gift bags
- Banner/Logo in logo loop (displayed on venue screens)

VENDOR BOOTH (Main Event and/or After-Party)

\$500

- 8' x 8' space for table/booth, option to have item in VIP gift bags
- Logo branding in printed program

VIP GIFT BAG INSERTION

\$350

- Product/brand materials inserted in 250 VIP gift bags
- Logo placement on HMMA website "Brand Partners" page



Why — Become a Sponsor —

Sponsoring **The Annual Hollywood Music in Media Awards** event is your opportunity to enjoy a spectacular evening with industry executives, career connections, celebrities and friends. You will be positioning your brand with core consumers, taste-makers and Hollywood's premier industry leaders.

CERTIFIED FUNDS PAYMENT INFO:

Hollywood Music In Media Awards
7646 Kester Ave.
Van Nuys CA 91405



C o n t a c t I n f o r m a t i o n



BRENT HARVEY
Executive Producer
Hollywood Music in Media Awards



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THANK YOU
