

FOUNDERMADE

GENESIS
HOUSE

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Future of Beauty Awards

Presented by **GENESIS**
HOUSE

May 9th, 2024
New York City

FM 2024



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Future of Beauty Awards Overview

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FounderMade's Future of Beauty Awards ceremony will honor today's most progressive and audacious beauty brands that successfully led advancements in beauty development, technology, and trends.

About:

FounderMade and Genesis House will host the Inaugural Future of Beauty Awards celebrating the most innovative brands and newsworthy founders shaping the industry today.

Guests:

The ceremony will gather 75+ of the industry's most innovative founders, executives, influencers, retailers, investors, and media

Date:

May 9, 2024

Time & Format:

5:30- 6 PM Awards Ceremony

6-8 PM VIP Cocktail Celebration

Location:

Genesis House, NYC

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Awards Categories

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Celebrate exceptional Founders, Brands, technology platforms that are transforming the Beauty and Wellness industry. Award submissions to sign up on the FounderMade website.

Clean Beauty Brand of the Year

The Game Changer Tool

Memorable Brand Experience

Change Maker of the Year

Best Use of New Technology

Best BioScience Ingredient

Most Innovative Skincare Brand

Breakthrough Brand of the Year

Formulation Innovation

The Science of Scent



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Partnership Opportunities



Awards Partner — \$35,000

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Join FounderMade's Innovation Awards as a supporting partner of the awards program with impactful brand awareness and access.

EVENT VISIBILITY

- Access for (5) tickets to the Awards Event on May 9th
- Opportunity to provide a gift in the honoree gift-bag
- Event Collateral: premium logo placement on collateral
 - Premier placement of logo inclusion on the 'Thank you to our sponsors' stage backdrop slide

SPONSORED AWARD OPPORTUNITY

- Collaborate with FounderMade on an Award category
 - ie: "Most Innovative Brand, Presented by Your Company"
 - limited to 1x sponsor only
- Opportunity to present the Award to the honoree

ACCESS TO LEAD GENERATION LIST

- Full name, title, company name, email address and phone number for all registrants who do not opt out of sharing contract information. FounderMade generally sees ~20% of registrations opt out

BRANDING & MEDIA PROMOTION

- Social Media Post: [1] sponsored Instagram/Facebook post + story and [1] sponsored LinkedIn post
- [1] newsletter feature

Activation Partner — \$25,000

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Join FounderMade's Innovation Awards as a supporting partner of the awards program with impactful onsite activation and access.

BRANDS TO WATCH SHOWCASE

- Host an interactive station during the cocktail party at Genesis House to showcase your brand. This will be an opportunity to connect with the founders, media, retailers, and investors.
- Access for (3) tickets to the Awards Event on May 9th
- Opportunity to provide a gift in the honoree gift-bag
- Event Collateral: premium logo placement on event collateral
 - Premier placement of logo inclusion on the 'Thank you to our sponsors' stage backdrop slide

ACCESS TO LEAD GENERATION LIST

- Full name, title, company name, email address, and phone number for all registrants who do not opt out of sharing contact information.

BRANDING & MEDIA PROMOTION

- Social Media Post: [1] sponsored Instagram/Facebook post + story and [1] sponsored LinkedIn post
- [1] newsletter feature

Gifting Sponsor — \$10,000

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Join FounderMade's Innovation Awards as a Gifting Sponsor of the awards program with branding privileges and event access.

EVENT VISIBILITY

- Access for (2) tickets to the Awards Event on May 9th in NYC
- Opportunity to provide a gift in the honoree gift-bag
- Event Collateral: premium logo placement on event collateral
 - Logo inclusion on the 'Thank you to our sponsors' stage backdrop slide

GIFTING OPPORTUNITY

- Brand Partners can choose executives to send their product to in advance of the Event
- Brand Partners to handle shipping. Products and packaging must be pre-approved by FounderMade and valued at least \$100

BRANDING & MEDIA PROMOTION

- Social Media Post: [1] sponsored Instagram/Facebook post + story and [1] sponsored LinkedIn post
- [1] newsletter feature

ACCESS TO LEAD GENERATION LIST

- Full name, title, company name, email address and phone number for all registrants who do not opt out of sharing contact information. FounderMade generally sees ~20% of registrations opt out

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Thank You

Contact our Partnerships team

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