What Is the Black Sticker Under the AMAs Trophy? Meaning Revealed

After the 2022 American Music Awards aired on Sunday night (November 20), some fans are curious about the appearance of the trophy. As stars like Lionel Richie lifted up their awards, they noticed there was a black sticker on the bottom of the American Music Award. And now, we’ve gotten to the bottom of what that’s all about!

According to the manufacturing company Society Awards, it is the stamp of approval, ensuring that the trophy is a valuable, museum-grade trophy that can proudly be displayed and admired.

The company, which is based in Charlotte, North Carolina, has been the designer and manufacturer behind not only the AMAs, but also the Emmy Award, BET Soul Train Award, Golden Globe Award, MTV VMA, GLAAD Media Award and YouTube Creator Awards, among many other different types of awards handed out every year.

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