

Nailympia®

COMPETITION
LONDON | 2024

SPONSORSHIP OPPORTUNITIES

scratch
The world's #1 resource for nails

In partnership with Scratch Magazine

Sponsors benefit from Scratch Magazine's exclusive reach & engagement with the global audience of nail artists



SPONSOR TODAY!

Nailympia London is the world's biggest competition for nail artists and is celebrating its 20th year at Salon Beauty 2024.

The 2023 event had representation from 34 countries across nine categories. The competition also hosted an online version of nine categories for those who could not attend the physical event in London, creating a second year of its hybrid competition.

2024 will once again allow competitors to enter online categories before 9 August followed by arena categories taking place on the 13-14 October at ExCel London. These fantastic competitions give sponsors the opportunity to benefit from huge global marketing and promotion to the *Nailympia* and *Scratch* audience of skilled nail artists from April through to October 2024!

www.nailympia.com



@nailympiacompetitions



@nailympia



@nailympia



Included in the sponsorship package:

ARENA PRESENCE

- Product placement in the *Nailympia London* goody bag for all competitors
- Branding throughout *Nailympia London* competition arena, stage & signage
- Brand logo on all medal lanyards

NAILYMPIA.COM

- Brand logo on Nailympia.com with live link to your brand for the duration of 2024
- Ad banner on the Nailympia.com homepage for one month of your choice

E-MARKETING, SOCIAL MEDIA & PRINT

- Logo included on all *Nailympia London* advertisements throughout international trade press and *Scratch Magazine*
- Logo with live link to your brand on all email marketing up to October 2024
- Brand to be tagged on all social media promotions
- Branding on both arena & online categories
- One branded post on *Instagram* to be posted before October about your brand
- A brand spotlight on scratchmagazine.co.uk

£2,995 + VAT
EXCLUSIVE RATE FOR
EXHIBITORS

£3,995 + VAT

*Rate for non-exhibitors includes a 3m x 2m
shell scheme stand in the Nailympia village*

This opportunity is exclusive to 12 sponsors only, sold on a first-come, first-served basis

www.nailympia.com



@nailympiacompetitions



@nailympia



@nailympia

Take advantage of these fantastic additional opportunities:

MAILERS

- Html mailer to *Nailympia* third party database of 4,106 **£499 + VAT**
- Banner on *Nailympia* newsletter (mailed every Friday) to 5,380 **£399 + VAT**

WEBSITE

- Button advert on *nailympia.com* for one month **£199 + VAT**
- Large banner advert on *nailympia.co.uk* for one month **£299 + VAT**

Sponsors get a
50% discount on
all additional
opportunities

OUR REACH

*Combined reach across
Nailympia & Scratch Magazine*

SOCIALS

Instagram: 155.4k followers
Facebook: 66.6k followers
X: 27.7k followers
TikTok: 1.5k followers

EMAIL DATABASE

31.8k



The Nailympia London 5th Global Cup champion Olena Oezman, Germany

ADD YOUR BRAND TODAY

Book your sponsorship of *Nailympia London* today
by speaking to Scott Derbyshire on +44 (0) 7969 340249
or email scott.derbyshire@scratchmagazine.co.uk

www.nailympia.com



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